The Impact Of Islamic Attribute Of Destination

(Worship Facilities, Halalness, General Islamic Morality)

And Security Guarantee On Decision To Visit Jakarta

Among Saudi Arabian:

Tourism Destination Image as Mediation Variable

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DECLARATION

I hereby declare that this thesis is based on my own independent work, except for quotation and summaries which have been dully acknowledged. I also declare that no part of this work has been submitted for any degree to this or any other university.

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ABSTRACT

This research aims to analyze the influence of independent variables, namely Islamic attribute of destination (worship facilities, halalness, general Islamic morality), and security guarantee on decision to visit Jakarta among Saudi Arabian through tourism destination image as mediation variable. The research data is based on 200 respondents who have taken the printed questionnaire, and are those who have visited Jakarta. Slovin sampling method has been used in this research to determine the number of samples that representing the population. The analysis method used is SEM through AMOS software. The result shows that there is a significant impact of Islamic attribute of destination (worship facilities, halalness, general Islamic morality) and security guarantee on decision to visit Jakarta with tourism destination image as a mediator. In conclusion, the government must oblige all building owners / managers to provide space for Muslims to worship, this place of worship must be available at entertainment venues, malls, hotels, airports, stations, public spaces and so on. On the other hand, the Indonesian Ulema Council (MUI) must be more aggressive in supervising food and beverages found in the market. This research certainly has several limitations, thus further research is highly recommended to conduct surveys or research in other cities, both in Indonesia and outside Indonesia. Furthermore, a qualitative approach and research with a longitudinal approach can also be done for future researchers to see the differences in the results of this study. Finally, further researchers are advised to analyze other variables outside this research model such as destination loyalty and destination satisfaction variables.

Keywords: Islamic attribute of destination, worship facilities, halalness, halal food, general Islamic morality, security guarantee, tourism destination image, decision to visit

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh variabel independen, yaitu atribut Islami tujuan (fasilitas ibadah, makanan halal / halal, moralitas Islam umum), dan jaminan keamanan pada keputusan untuk mengunjungi Jakarta di kalangan Arab Saudi melalui citra destinasi pariwisata sebagai variabel mediasi. Data penelitian ini didasarkan pada 200 responden yang telah mengambil kuesioner tercetak, dan mereka yang pernah mengunjungi Jakarta. Metode Slovin sampling telah digunakan dalam penelitian ini untuk mengetahui jumlah sampel yang mewakili populasi. Metode analisis yang digunakan adalah SEM melalui perangkat lunak AMOS. Hasil penelitian menunjukkan bahwa ada pengaruh yang signifikan dari atribut Islam tujuan (fasilitas ibadah, makanan halal / halal, moralitas Islam umum) dan jaminan keamanan pada keputusan untuk mengunjungi Jakarta dengan citra destinasi pariwisata sebagai mediator. Sebagai kesimpulan, pemerintah harus mewajibkan semua pemilik bangunan / manajer untuk menyediakan ruang bagi umat Islam untuk beribadah, tempat ibadah ini harus tersedia di tempat hiburan, mal, hotel, bandara, stasiun, ruang publik dan sebagainya. Di sisi lain, Majelis Ulama Indonesia (MUI) harus lebih agresif dalam mengawasi makanan dan minuman yang ditemukan di pasar. Penelitian ini tentunya memiliki beberapa keterbatasan, sehingga penelitian lebih lanjut sangat dianjurkan untuk melakukan survei atau penelitian di kota-kota lain, baik di Indonesia maupun di luar Indonesia. Selanjutnya, pendekatan kualitatif dan penelitian dengan pendekatan longitudinal juga dapat dilakukan untuk peneliti selanjutnya untuk melihat perbedaan hasil penelitian ini. Akhirnya, peneliti lebih lanjut disarankan untuk menganalisis variabel lain di luar model penelitian ini seperti kesetiaan tujuan dan variabel kepuasan tujuan.

Kata kunci: atribut Islam tujuan, fasilitas ibadah, kehalalan, makanan halal, moralitas Islam umum, jaminan keamanan, citra destinasi pariwisata, keputusan berkunjung

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Abbreviations	Meaning
BPS	Biro Pusat Statistik/Central Bureau of Statistics
LUC	Lincoln University College
MoE	Ministry of Education

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

In the last decade, tourism has been playing a crucial role in the economic system of countries and also it is believed that it can influence economic relationships among countries (Ladeiras, Mota and Costa, 2010). Therefore, it is important for countries to build a competitive position so as to absorb higher rates of tourists. But how a country could become successful in achieving higher rates of tourists and encourage more tourists to visit their countries? Encouraging new tourist segments in the tourism industry is not an easy job.

According to Weidenfeld, 2006, Tourism industry has seen many efforts for satisfying special needs of different people, like elderly or handicapped people. Accordingly, Muslim tourists must be considered as important segment of tourism industry; their religious needs should be catered and satisfied not just for pilgrimage time but everywhere and at any time. Therefore, if a country seeks tourist loyalty for their country and wants to stay competitive, they should bear in mind to satisfy their Muslim tourists' needs too.

1.2 BACKGROUND TO THE PROBLEM

Tourism has a critical role in the development of the national economy. The role of tourism in the third millennium as a support for the economy outside the oil and gas sector is very important, both on the Jakarta and on the national scales. In the RPJMN (five-year national development plan) of DKI Jakarta Province (2015), tourism is the

third priority after the industry and trade sector, although there are some second-level regions which determine the tourism sector as the second priority after the agricultural sector.

Based on the Guidelines of the 2015–2019 State Policy, a five-year national development program for the period 2015–2019, the tourism sector as a part of economic development should continue to grow and aim to increase foreign exchange income significantly. Besides, it is hoped that tourism will increase people's income, expand business opportunities, create new jobs, and encourage regional development.

In facing the sustained monetary and economic crisis, tourism is a primary program to become a locomotive and a driver of national economic development, because tourism facilities and infrastructures that remain intact and directly have been able to function. Although as a result of the monetary crisis the prices of tourism products become relatively cheap, but the unfavorable security conditions t cause the image of Indonesia as a tourist destination is unprofitable, so that economic momentum can not be utilized.

Jakarta is one of the tourist destinations (DTW) in Indonesia as well as other tourist destinations such as Bali, West Java, Sumatra and Riau . The development of the number of foreign tourists to Jakarta from 2006 to 2015 can be seen in Table 1.1 below:

Table 1.1

DEVELOPMENT OF FOREIGN TOURISM VISIT TO JAKARTA

2006 – 2014

YEAR	NUMBER OF TOURIST	CHANGE PERCENTAGE
2006	1.216.132	-----
2007	1.216.057	-0.01 %
2008	1.534.432	26.18 %
2009	1.451.914	-5.38 %
2010	1.892.866	30.37 %
2011	2.003.944	5.87 %
2012	2.125.513	6.07 %
2013	2.313.742	8.86 %
2014	2.319.295	0.24 %

Source: Badan Pusat Statistik DKI Jakarta Chapter (2015)

Figure 1.1

DEVELOPMENT OF FOREIGN TOURISM VISIT TO JAKARTA 2006 – 2014

To reach the target of foreign tourist arrivals to Indonesia of 20 million tourists and foreign exchange earnings of US $ 260 billion in 2019 (Table 1.2) is highly

dependent on tourist destinations in Indonesia including Jakarta. Jakarta is the second largest number of foreign guest among the top five provinces in Indonesia, in 2016 after Bali. (Table 1.3)

Table 1.2

GOVERNMENT TARGET IN PRODUCING THE FOREIGN EXCHANGE OF TOURISM SECTOR IN INDONESIA

2019

TOURISM SECTOR	BASELINE 2014	TARGET 2019
Contribution to National GDP	4,2%	8%
Number of foreign tourist (people)	9 mio	20 mio
Local Tourist (visit)	250 mio	275 mio
Foreign Exchange (trillion rupiah)	120	260

Source : RPJMN (2015)

Table 1.3

NUMBER OF FOREIGN TOURIST BY FIVE BIG PROVINCES IN 2016

PROVINCES	FOREIGN TOURIST	(%)	RANK
1. BALI	4.885.062	51.21	1
2. EAST JAVA	231.455	2.43	5
3. DKI JAKARTA	2.603.195	27.29	2
4. RIAU	308.964	3.24	4
5. BATAM	1.510.201	15.83	3

Source : BPS Jakarta (2016)

With regard to the development of the oil world today that continues to experience fluctuations based on the global oil situation, Indonesia will have to continue to increase foreign exchange earnings from non-oil and gas sectors. For that purpose, tourism is one of the main alternatives, because the tourism sector of Indonesia contains promising hopes and future challenges.

From 2009 to 2014 the number of foreign tourist arrivals to Indonesia continues to increase. The number of tourist arrivals and foreign exchange earnings increased significantly (Table 1.4). Even in 2015 the tourism sector has become the fourth largest source of foreign exchange earning after oil and gas (petroleum and natural gas), coal and palm oil (Table 1.5).

The picture of the number of foreign tourists visiting Indonesia and foreign exchange earnings can be seen below (Table 1.4).

Table 1.4

THE DEVELOPMENT OF FOREIGN TOURISTS TO INDONESIA

2009 - 2014

YEAR	NUMBER OF TOURIST	CHANGE PERCENTAGE	FOREIGN EXCHANGE INCOME (US $)	CHANGE PERCENTAGE
2009	6.323.730		6.297,99	
2010	7.002.944	10.74	7.603,45	20.73
2011	7.649.731	9.24	8.554,39	12.51
2012	8.044.462	5.16	9.120,85	6.62
2013	8.802.129	9.42	10.054,15	10.23
2014	9.435.411	7.19	11.166,13	11.06

Source : BPS (2015)

Table 1.5

SEQUENCE OF FOREIGN EXCHANGE RECEIVABLES

2015

Source Of Foreign Exchange	Foreign Exchange Income (Mio USD)
Oil and Gas	18,552.10
Coal	15,943.00
Palm Oil	15,385.20
Tourism	12,225.89

Source: Data Kementerian Pariwisata (2016)

Tourism plays an important role as a source of foreign exchange income because in this sector, many challenges and opportunities can be taken advantage of. Unlike export commodities, tourism is unrestrained by protectionism. Moreover, tourist attractions will not be used up (never-ending industry). Some countries have proven that tourism can be a sector they can rely on to build up their national economic power.

As the biggest Muslim country in the world, Indonesia has an ample opportunity to develop halal tourism. In the 2017 Global Muslim Travel Index (GMTI), Indonesia ranked 3rd after Malaysia and the United Arab Emirates as the largest halal tourist destination (Table 1.6). The Government aims to become no. 1 in the 2020 GMTI.

Table 1.6

TOP 10 HALAL COUNTRY DESTINATION

2017

Overall Top 10 Destinations (OIC & Non-OIC)				
	2017		2016	
Rank	Destination	Score	Destination	Score

1	Malaysia	82.5	Saudi Arabia	81.9
2	United Arab Emirates	76.9	United Arab Emirates	74.7
3	Indonesia	72.6	Turkey	73.9
4	Turkey	72.4	Indonesia	70.6
5	Saudi Arabia	71.4	Qatar	70.5
6	Qatar	70.5	Saudi Arabia	70.4
7	Morocco	68.1	Oman	70.3
8	Oman	67.9	Singapore	68.4
9	Bahrain	67.9	Morocco	68.3
10	Singapore	67.3	Jordan	65.4

Source : GMTI Index (2017)

Indonesia is the world's largest Muslim country (Muslimpro, 2018). However, in the context of halal tourist destinations as presented in the table above, Indonesia still lags behind Malaysia and the United Arab Emirates. Malaysia's and the United Arab Emirates's leading is due to their ability to develop and manage the cultural and religious values of their destinations effectively and to promote their programs attractively (Hassan, 2000).

To this end, tourist destinations must be able to meet tourists' wants and needs. A tourism segment currently attracted by world's destinations is the segment of religiously conscious tourists. Members of this tourism segment are those who are religious enough to practice their religions even while traveling. To attract religiously conscious tourists, tourism stakeholders or destination managers must be able to cater for their needs to perform their religious services or abide by their religious rules. Religiously conscious

travelers can come from any religion. Thus, their needs will vary according to the teachings of their religions.

Among the religiously conscious tourists are Muslim tourists. If marketers intend to attract Muslim tourists to visit a tourist destination, they must fulfil Muslim tourists' needs to observe their religious orders. The reason is that religion is one of the factors that influence people's decision-making process (Collins and Tisdell, 2002). In addition, religion also has a big influence on people's behavior as customers (Essoo and Dibb, 2004). In choosing a destination for a vacation, Muslim travelers will decide on the basis of the possibility of carrying out their religious orders there. Muslim tourists will tend to choose tourist destinations in which their needs and demand can be met (Battour et al., 2010). Therefore, if the market target is religiously conscious travelers, and if marketers seek to attract them, it should be ensured that worship facilities are available.

Tight competition in gaining numbers of tourists is a serious problem faced by destinations in the tourism industry today. Given the visit of tourists is a first step to get the benefits of tourism through the expenditure incurred by tourists. Besides other benefits of tourism is to empower local communities by creating jobs, increasing government revenue through taxes. The development of the world of tourism is also always accompanied by infrastructure improvements that add value to investment. In addition, tourism also supports the conservation of protected tourist destinations so it will still be visited in the future but still provide benefits and income for the present. This can happen if tourist destinations still have a positive growth of tourist arrivals. Failure of a tourist destination in winning the competition will have an impact on the decrease of visits. The decline in tourist arrivals will result in reduced revenue generated tourist

destinations. So if in the long term still happens then the tourist destinations will be threatened with bankruptcy because it can not cover operational costs.

Surely not only the owners of tourist destinations that will experience the consequences but the government and society as well. Government revenue from taxes will decrease, investment decline and the number of people who lose their jobs. High unemployment rates are always accompanied by high crime rates so the situation becomes not conducive to tourism activities. Unsafe situation is one of the considerations of tourists not to visit a destination.

One of the leading tourist destinations of Indonesia is the city of Jakarta. It is currently preparing a strategy to constantly increase the number of incoming tourists. Although the number of Jakarta-visiting Saudi Arabian tourists continually increases, this number is still small relative to the number of Saudi Arabian tourists visiting other cities such as Singapore and Kuala Lumpur. It can be seen that the Saudi Arabian tourists visiting Jakarta fluctuated in number over the years. Therefore, increasing the number of Saudi Arabian tourist visits has become a main target to the tourism managers of the city of Jakarta. The number of Saudi Arabian tourists visiting Jakarta each year is presented below.

Table 1.7
NUMBER OF SAUDI ARABIAN TOURIST TO JAKARTA

Saudi Arabia		
Year	Number of Visit	Change Percentage
2010	94.440	0
2011	110.908	17,44
2012	92.667	-16,45

2013	121.890	31,54
2014	151.454	24,25
2015	164.643	8,71
2016	197.681	20,07
2017	154.956	-21,61

Source: Data from Ministry of Tourism (2018)

Figure 1.2

NUMBER OF SAUDI ARABIAN TOURIST TO JAKARTA
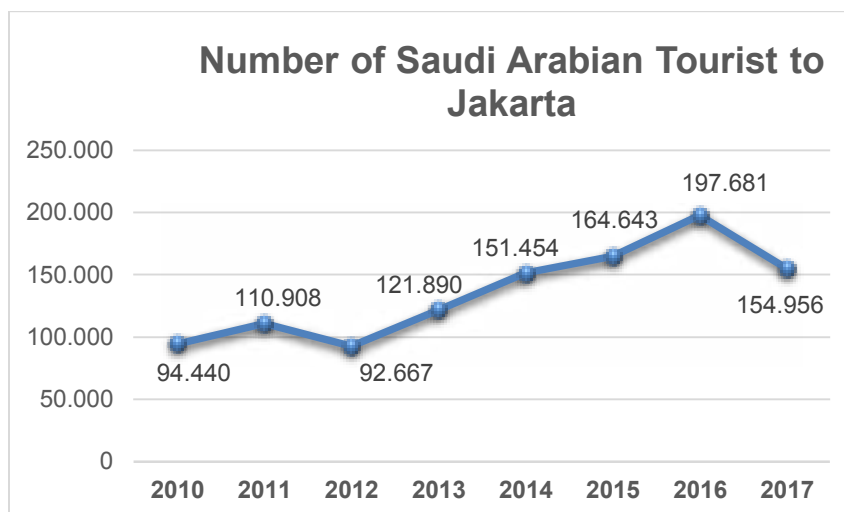
Source: Data from Ministry of Tourism (2018)

Based on the table above and charts, the number of tourist visits from Saudi Arabia to Jakarta decreased in 2017 (-21.61 percent). , according to Suhariyanto, Head of the Central Bureau of Statistics (BPS) which has been interviewed by detik.com. He ensure that the number of foreign tourist arrivals during 2017 is still below the target (Kusuma, 2018).

It also shows the number of Saudi Arabian tourist arrivals in 2017 experienced a fluctuation of the decline which can be seen in the following table.

Table 1.7

NUMBER OF SAUDI ARABIAN TOURIST TO JAKARTA

Month	Number of Visits	Change Percentage
Januari	12.947	71,14%
Februari	10.038	-22,47%
Maret	12.276	22,30%
April	11.269	-8,20%
Mei	5.079	-54,93%
Juni	6.013	18,39%
Juli	34.330	470,93%
Agustus	27.893	-18,75%
September	10.816	-61,22%
Oktober	8.023	-25,82%
November	8.483	5,73%
Desember	7.789	-8,18%

Source: Data from Ministry of Tourism (2018)

Figure 1.2

NUMBER OF SAUDI ARABIAN TOURIST TO JAKARTA

Source: Data from Ministry of Tourism (2018)

The 2018 data from the Ministry of Tourism show that the number of visits of Saudi Arabian tourists to Jakarta in July 2017 experienced a dramatic increase by 34,330 or 470.93% from 6,013 in June 2017. The increase in July was due to the arrival of Saudi Arabia's King Salman bin Abdul Aziz al-Saud and his entourage of ministers, princes, and businessmen in March 2017, which has boosted Saudi Arabia's overall visits to Indonesia. The number of visits has increased again since several weeks ahead of the fasting month of Ramadan until Eid al-Fitr. However, the number has plunged from August to December 2017 by 7,789.

Given the abovementioned, all tourism stakeholders in Jakarta are required to provide more services that can satisfy the incoming tourists and increase the number of visits from Saudi Arabia. To make a betterment to the services provided for the tourists in Jakarta, stakeholders may make information about halal-labeled restaurants and worship facilities available. In addition, the tourist destination image should be enhanced.

Tourism destination image is the main concern of any destination in the tourism industry. It can affect visitors' decision-making process and sales of tourism products/services (Tavitiyaman and Qu, 2013). Research on the tourist perception of tourism destination image can help identify several factors that contribute to the success of a particular destination's marketing strategy, thereby enabling it to improve its image in the target market. The development of positive images in the minds of consumers is important because a destination's image is able to make a difference and become a factor of its success or failure. Tourists distinguish several destinations by analyzing the quality of, activities contained by, and availability of supporting facilities in the destinations (Tavitiyaman and Qu, 2013).

From the tourism perspective, the concept of image has been recognized as a construct formed based on consumer perceptions in relation to taste, knowledge, and global sense that has a correlation with the image of the destination. In general, this information is obtained by conducting a survey on tourists after they make a visit to a tourist destination (Pantano and Servidio, 2011). The concept of destination image is generally used for the conceptualization of research in the field of tourism. Destination image is considered as the level of confidence, ideas, impressions, perception, or mental representation people hold about a particular geographic area formed by the cognitive image of that geographic area. A destination image can be fuzzy or clear; it can be formed in consumers' minds without them having to actually visit a destination (Hsu, Lin, and Lee, 2017).

Saudi Arabian tourists are the main market target of Jakarta tourism. Therefore, Jakarta should be able to attract as many Saudi Arabian tourists as possible to come. Realizing this, Jakarta should be able to compete with other tourist destinations such as Kuala Lumpur and Singapore, which are both targeting Saudi Arabian tourists. In order to win the competition for Saudi Arabian tourists, the city of Jakarta develops halal tourism by making Islamic attributes of destination available. Halal tourism is designed to meet the needs of Muslim tourists. Islamic tourism represents the demand which is based on travelers' motivation for choosing an Islamic lifestyle during their holidays (Toeman, 2011).

Islamic attributes of destination consist of availability of places of worship for each belief, halal-certified food (halalness), alcohol and gambling free places, pornographic content avoidance, and woman dress code (Battour et al. 2011). The

availability of mosque is a mandatory Islamic attribute of destination. The convenience to find halal food is also important. The consumption of alcoholic beverages and gambling should also be banned in areas of Muslim-friendly destinations. Additionally, it is important to avoid broadcasting events that are not suitable for children and families (Battour et al. 2011).

The availability of Islamic attributes in tourist destinations in Jakarta is expected to further encourage Saudi Arabian tourists to visit Jakarta. The Islamic attributes available in Jakarta include the availability of mosques and other religious facilities, halal-certified restaurants, local Muslim communities, and Muslim-friendly tourist destinations with the display of Islamic morality.

The existence of Islamic attribute is also expected to increase the satisfaction of Saudi Arabian tourists. So they will have the desire to return to visit, recommend the destination to friends or relatives and willingness to spread positive information about the destination.

With the presence of Islamic attributes in a tourist destination is expected Saudi Arabian tourists will provide a good assessment of the Islamic attributes of Jakarta destinations. So that will make it one of the factors that attract tourists to come to visit. For a Moslem the existence of Islamic attribute in a tourist destination is one important consideration. If the tourist destination has an Islamic attribute required by tourists during the tour then the tourists will decide to visit the destination. Research conducted by Farahdel (2011) states that "The results revealed that Islamic attributes of Iran have a

positive but weak impact on the relationship between motivational factors and tourist's satisfaction".

In travel behavior theory, feeling of safety and security is not just a few factors that have been suggested as factors that affect travel behavior. In addition, safety and security is important situations and conditions need to be considered and selected by the tourists seriously, with this tourist can be motivated to visit countries where safety and security guaranteed for their money and their lives (Aghdaie and Momeni, 2011). Iran's tourism industry statistically reveals most of the tourists who come to Iran are cultural tourists who want to see the historic location and cultural area, while at the same time, they are also sustainable and the palace (Jalilvand and Samiei, 2012). Indonesia in this case Jakarta City is a multicultural diplomatic country in which all races live together in coexistence, Jakarta City society is very highlights and destructive terrorist activities, because they are very supportive and preserve their daily life. All those who do terrorism, human trafficking, and people who are not in control, an indispensable part for tourists.

Results study from Aghdaie and Momeni (2011) show that natural disasters also have a very strong impact on the reduction of safety and security, for example, hurricanes, earthquakes, floods and infectious diseases that can easily reduce the security of a region and can with easily causing the tourism industry to quickly switch to various places in the world.

Based on the problems described above, Jakarta should further increase its competitiveness against other halal tourism providers in providing excellent services with some Islamic attributes to every tourist. Jakarta aims to increase the number of Jakarta-visiting Saudi Arabian tourists and compete with other Muslim-friendly tourist

destinations for Saudi Arabian tourists. The Islamic attributes of destination involved consist of worship facilities, halalness, and general Islamic morality (Battour and Ismail, 2014). Those attributes are very important and need more attention in order to raise the number of Saudi Arabian tourist visits.

Based on this background, the writer felt the need to conduct research on "The Impact of Islamic Attribute of Destination and Security Guarantee on decision to visit Jakarta among Saudi Arabian tourist with Tourism Destination Image as Mediation Variable. " (Survey of Saudi Arabian Tourists Visiting Jakarta).

1.3   PROBLEM STATEMENT

The decision-making of a tourism destination is a critical question for many tourism researchers in a variety of disciplines. It is of importance to both those developing theories of tourism and tourists, and to those concerned with the marketing, development and planning of destinations. Tourism destination image is seen as a direct antecedent of destination choice and is formed as an outcome of the destination selection process, and tourism destination images also play a pivotal role in the travel decision-making process and choice.

All what is mentioned previously indicate that the Moslem-friendly attributes offered by destinations and tourism suppliers can play an important role in targeting the potential Moslem tourist. In addition, it may also appeal to other non-Moslem tourist segments. Alternatively, a Moslem can choose to spend his vacation in a destination other than the Moslem-friendly ones and still perform his religious duties, do what is permissible and avoid what is prohibited according to the Islam teachings. With this

regard, the current study assumes that Moslems living in the Moslem countries might find it easier to spend their vacation in a Moslem-friendly destination since they can rely on the destination services and offerings to facilitate practicing their religious duties.

Today, tourism has become a major international asset and concern. The concept of Islamic tourism is found in Islamic tourism literature which defined that all product development and marketing efforts are designed for and addressed to Moslems. This becomes an integral part of Islamic religious attributes that may be important to Moslem tourists.

The importance of this research beside as a knowledge of Islamic concept of tourism, it will also be useful for Jakarta government and business traveller agency to make marketing strategy that will affect Saudi Arabian tourists in visiting Jakarta. Through the Islamic Attribute of Destination which considered as a modern trend tourist pattern, the number of Saudi Arabian tourists expecting increase annually to travel to Jakarta to visit destinations they like. This is not only as an important source to increase tourism revenue in Jakarta, but also as diversification of tourism marketing product in Jakarta, which has uniqueness and has Islamic religious tourism pattern.

On the other hand, the safety and security factors were not spared from the consideration of tourists in visiting the destination. Tourism destination decision making is a critical question for many tourism researchers in various disciplines. It is important for those who develop theories of tourism and tourists, and those concerned with the marketing, development and planning of destinations. However, the relationship between the safety and security of travel remains an important missing link in the development of

tourism research. Therefore, Indonesia guarantees the safety and security of foreign tourists visiting Indonesia.

This is a must for every tourist destinations in developing the theory of tourism and tourists, and those concerned with the marketing, development and planning of destinations. This study is attempted to find out the impact of whether and how travel decision-making is influenced by Islamic Attribute of Destination via tourism destination image as a mediator and security and safety of the trip which is a security guarantee.

1.4   KNOWLEDGE GAP

This research is an attempt to transform the Islamic attribute of destinations (IAD) construct by adding a new dimension, namely security guarantee which acts as a fundamental element in shaping IAD and ultimately able to influence tourism destination image which is embedded in the minds of tourists. This is certainly a positive contribution to the development of the IAD construct and its implications. A number of previous empirical studies have only focused on the construct of worship facilities, halal food / halalness, and general Islamic morality (Battor et al., 2010; Battor, 2011; Battor et al., 2011; Battor and Ismail, 2011; Abdullah, 2012 ; Battor et al., 2013; Battor and Ismail, 2014; Kim et al., 2014; Chahal & Devi, 2015; Rahman et al., 2015).

1.5   RESEARCH OBJECTIVES

Based on the background and problem statement that has been described above, the objectives of this study are as follows:

1. To what extent does worship facilities lead to positive tourism destination image of Jakarta?

2. To what extent does worship facilities lead to positive customer decision to visit Jakarta?

3. To what extent does halalness lead to positive tourism destination image of Jakarta?

4. To what extent does halalness lead to positive customer decision to visit Jakarta?

5. To what extent does general Islamic morality lead to positive tourism destination image of Jakarta?

6. To what extent does general Islamic morality lead to positive customer decision to visit Jakarta?

7. To what extent does security guarantee lead to positive tourism destination image of Jakarta?

8. To what extent does security guarantee lead to positive customer decision to visit Jakarta?

9. To what extent does tourism destination image lead to positive customer decision to visit Jakarta?

10. To what extent does Islamic attributes of destination lead to positive customer decision to visit Jakarta through destination image?

1.6   RESEARCH QUESTIONS

Based on the above mentioned gaps, the main problem of this research can be addressed in the following questions:

1. Is worship facilities positively impact on tourism destination image of Jakarta among Saudi Arabian tourist.

2. Is worship facilities positively impact on decision to visit to Jakarta among Saudi Arabian tourist.

3. Is halalness positively impact on tourism destination   image of Jakarta among Saudi Arabian tourist.

4. Is halalness positively impact on decision to visit to Jakarta among Saudi Arabian tourist

5. Is   general Islamic morality positively impact on tourism destination image of Jakarta among Saudi Arabian tourist.

6. Is   general Islamic morality positively impact on decision to visit to Jakarta among Saudi Arabian tourist.

7. Is security guarantee positively impact on tourism destination image of Jakarta among Saudi Arabian tourist

8. Is security guarantee positively impact on decision to visit to Jakarta among Saudi Arabian tourist

9. Is tourism destination image   positively impact on decision to visit to Jakarta among Saudi Arabian tourist.

10. Is Islamic attribute of destination positively impact on decision to visit to Jakarta among Saudi Arabian tourist through tourism destination image.

1.7   SCOPE OF THE STUDY

This research is a scientific study using a quantitative approach where the instrument used is a questionnaire to get primary data directly from respondents who meet the research criteria. This research is limited to only taking answers from a number of tourists who come from Saudi Arabia and have visited the capital city of DKI Jakarta.

In addition, researchers distributed 240 questionnaires in DKI Jakarta, and managed to get 200 answers from respondents (response rate: 83.3%). Thus, this study has a number of limitations because the samples taken are only from Saudi Arabian tourists. On the other hand, there are other limitations in this study where the main predictor used is only to focus on Islamic attributes that are formed on the dimensions of worship facilities, halal food, general Islamic morality, and the construct of security guarantees.

1.8   SIGNIFICANCE OF THE STUDY

The contribution of this research can be elaborated from two dimensions:

1.8.1.   Academic Perspective

The results of this study are expected to expand the study of Islamic Attribute of Destination which consists of worship facilities, halalness, and general Islamic morality (Battour and Ismail, 2014) in Jakarta and visiting decisions so that this research can be useful for students in general and for the writer in particular. It can provide also as a reference for researchers to carry out further research for improvement.

1.8.2.   Practitioner

a. As a consideration for the government of Jakarta to determine the correct strategy in developing Halal tourism, which will lead to more stable and improving number of Saudi Arabian tourist in particular and Foreign Moslem tourist growth in general.

b. It is expected that the results of this study can help improving Halal tourism in Indonesia and to attract foreign Moslem tourists, especially from Saudi Arabia

to choose Jakarta, Indonesia, as a preferred destination, and to attract domestic tourists to enjoy Halal tourism in their own country.

1.9 DEFINITION OF TERMS

1. **Islamic attributes** are factors that can meet the needs of Muslim tourists such as providing halal food and drinks, applying or wearing a polite dress, as well as the availability of places of worship (Rahman, 2014).

2. **Worship facility** is an absolute must have facilities because it is included into the basic needs of Muslim tourists. Examples are mosques and women's prayer clothes or mukena (Battour and Ismail, 2014).

3. **Halalness** is a term that implies that the food processing is in accordance with Islamic law and free of alcohol, pork or dog and derivative food. So it is allowed to be consumed according to Islamic law (Battour et al. 2010).

4. **General Islamic morality** is the implementation of this Islamic value must be common in everyday life, for example, the use of conservative and non-sexy dress code, prohibition of public display of affection, and ban of prostitution (Battour and Ismail, 2014).

5. **Security guarantee** is paramount in mind traveling abroad and the need for safety and gaining a security environment is one of the basic conditions to ensure tourism (Hsu, Lin & Lee, 2017).

6. **Tourism destination image** is perceived as the impression of a place or the perception of an area. A positive image of a destination can increase the number of tourist arrivals and certainly influence tourists' perception. Destination image

is not only an attribute, but a whole image or impression of a destination (Jorgensen, 2004).

7. **Visiting decision** is a visitor's decision about which destination to visit, and the collection of information depends on the stage of family life cycle the individual concerned is at (Jang et al., 2007).

1.10 ORGANIZATION OF THE THESIS

Systematics of writing in this study refers to the writing instructions. The following is a complete systematic until the end of the chapter, including the following:

CHAPTER I   INTRODUCTION

The Introduction Chapter outlines the preliminary writing, research background, problem statements, research objectives, proposed research hypotheses, the implications of studies in the academic and practical world, limitations of the study, definition of terms, and general conclusions of chapter I.

CHAPTER II   LITERATURE REVIEW

Explain the introduction to chapter II, a brief description of Jakarta tourism, a literature review / literature review of each variable used in the study, an explanation related to previous research and the relationship between variables, frameworks, and research hypotheses, and general conclusions of chapter II.

CHAPTER III   RESEARCH METHODOLOGY

Describe the introduction to chapter III, and fully explain a

number of things related to research design, operationalization of variables, data sources, populations, samples, data collection methods, research instrument testing, data analysis (SEM and hypothesis testing), research philosophy, and time-horizon , and general conclusions of chapter III.

CHAPTER IV   RESULTS AND DISCUSSION

This chapter begins with an introduction to chapter IV, a number of research findings / findings, starting with the respondent profile, the results of the validity and reliability test, the goodness of fit index, the results of the hypothesis test, and comprehensive discussion, as well as the general conclusions of chapter IV.

CHAPTER V   CONCLUSION, RECOMMENDATION, & SUGGESTION

This chapter begins with the introduction to chapter V, and contains research conclusions, implications for practitioners, research limitations, contributions to the academic world, as well as suggestions for further research and general conclusions for chapter V.

1.11 SUMMARY

Tourism plays a crucial role in developing the national economy. DKI Jakarta as the capital of Indonesia places the tourism sector as a priority sector after the industry and trade sectors. This is aimed at increasing the country's foreign exchange, and of course

opening up jobs, new business opportunities, increasing people's income, and various other benefits.

Referring to the GMTI Index report, (2017) Indonesia is in third place under Malaysia, and the United Arab Emirates (UAE) is associated with favorite halal destinations in the world. This is certainly very contradictory seeing the phenomenon of Indonesia as a country with the largest Muslim population in the world with various facilities that can support halal tourism and the environment that always prioritizes the Shari'a or Islam as a way of living.

DKI Jakarta is the second contributor after Bali in attracting foreign tourists to come to Indonesia. One of the countries with the largest visits to Jakarta is tourists from Saudi Arabia. Recorded throughout 2013 to 2016 there was a significant increase, but in 2017 it dropped or in other words there was a sharp decline, which amounted to -21.61%. Therefore, this must be a major concern for stakeholders in DKI Jakarta so that it can again increase the number of Saudi Arabian tourist visits to DKI Jakarta.

The majority of the population of Saudi Arabia is Muslim, and of course the traveling activities undertaken must be in accordance with Islamic principles and values. To encourage Saudi Arabian tourists to choose Indonesia, especially DKI Jakarta as their alternative destination, extra efforts are needed to stimulate and shape positive perceptions in their minds / memories in order to create a positive image of DKI Jakarta as a world-class halal tourist destination that has various supporting facilities to carry out the five-time prayer, the availability of halal food that is easily found, an environment that upholds the values and morality of Islam, and of course there is a guarantee of security for all tourists who want to visit DKI Jakarta.

CHAPTER TWO

LITERATURE REVIEW

2.1   INTRODUCTION

In this literature review the activities will be focused on the study and research on Islamic Attribute of Destination and decision to visit**.** Tourism is part of the activities of the tourism business, according to Lumsdon (in Vellas and Becherel, 2008, p 12) tourism marketing has a definition of "a managerial process that anticipates and satisfies the desires of existing visitors and potential visitors more impactively than   a competitor's supplier or destination". By tracking such studies, it is hoped that the results of previous studies and research can be found to be the basis and guidance to be used in the design and implementation of this research. From the research problems   related   to the objectives of the study in the previous chapter, the discussion in this chapter will seek answers to these problems. Thus, the emphasis of this discussion on anything related to the concept of theory, measurement of Islamic Attribute of Destination and decision to visit. It is hoped that the results of literature review can be easily understood and utilized in the discussion of the next chapter.

2.2   OVERVIEW OF INDONESIA

Indonesia is the largest archipelago in the world, range from Sabang in Aceh to Merauke in Papua, which is made up of thousands of large and small islands, which are connected by the strait and sea. According to data from the Ministry of Interior of the

Republic Indonesia in 2010 was as much as 17,504 islands. 7,870 of them have names, while 9,634 do not have a name. The total area of the Indonesian ocean broader than its land, Indonesia's land area of 1.91 million km2, while the area of oceans is 6.279 million km2. With such widespread Indonesia kept many natural resources on land and under the sea is beautiful. No wonder if Indonesia has many wonderful spots especially in the sector of the beach. Indonesia has very beautiful natural wealth. Because of its natural beauty that Indonesia has become a tourist destination that is much coveted by both local and international travelers from around the world. Panorama in Indonesia is certainly not inferior to other countries. Indonesia is the country that has extraordinary natural wealth. In fact, all the world is well-known attractions here. Indonesia has hundreds of National Parks that must to visit (Indonesia-Tourism, 2019).

2.3   JAKARTA TOURISM OVERVIEW

The Capital Region of Jakarta is the capital and the largest city of Indonesia. Jakarta is the only city in Indonesia that has provincial-level status. It is located in Java Island, and Jakarta also has the nickname called J-Town, or more popularly The Big Durian. Jakarta has historical evidence from the 4th century, when it was a Hindu settlement and port. The city has been claimed sequentially by the Indian-patterned kingdom of Tarumanegara, the Hindu Sunda Kingdom, the Banten Muslim Sultanate, and by the governments of the Netherlands, Japan and Indonesia. Jakarta has an area of about 661.52 km² with a total population of 10,374,235 people. The Jakarta metropolitan area (Jabodetabek), with a population of around 28 million, is the largest metropolitan in Southeast Asia or second in the world. Jakarta is generally hot climate with maximum air temperatures ranging from 32.7° C - 34°C during the day, and the minimum air

temperature ranges from 23.8° C to 25.4° C at night. Jakarta is divided into five administrative cities and one administrative regency. In the south and east of Jakarta borders on Depok, Bogor Regency, Bekasi City and Bekasi Regency, to the west with Tangerang City and Tangerang Regency, and to the north by the Java Sea (Jakarta.go.id, 2018).

Ten million residents of Jakarta are mostly employees. Data from the Regional Government of DKI Jakarta, as many as 2.57 million people or 25.67 percent have jobs as employees. In the second position, Jakarta residents are students, which are 2.28 million people or 22.8 percent and the third position is 1.92 million (19.2 percent) taking care of the household (Databoks, 2016). Jakarta's economy in 2017 as measured by Gross Regional Domestic Product (GRDP) at current prices reached IDR 2,410.37 trillion and GDP per capita reached IDR 232.34 million or US $.17.37 thousand (Jakarta BPS, 2018).

The latest research results released by the world tourism organization World Travel and Tourism Council (WTTC) placed Jakarta as one of the cities with the highest tourism growth in the world. In the report of Asia Pacific City Travel & Tourism Impact, Jakarta is predicted to be able to increase its tourism industry by 10 percent in the next ten years. Jakarta is also a city that contributes more than 25 percent of the country's income in tourism (Liputan 6, 2017). Jakarta has several religious tourism destinations which can be an option for travelers and has a lot of interesting places. From historical, cultural, culinary, shopping, nature tours, and others interesting places in this Metropolitan City. These exciting places can be an option that allows you to spend weekends.

1. Istiqlal Mosque

   The Jakarta community must be familiar with this magnificent mosque in the center of Jakarta. The area reaches 93,200 meters with a capacity of 200,000 worshipers making this mosque one of the largest mosques in Southeast Asia. The mosque whose construction was initiated by Ir. Soekarno has modern architecture with marble walls and floors.

2. Sunda Kelapa Great Mosque

   There is a mosques in Central Jakarta as one of the most favourtive religious destinations in Jakarta. Sunda Kelapa Great Mosque which was built in the 1960s on the initiative of an architect graduated from the Bandung Institute of Technology (ITB), Ir. Gustaf Abbas.

3. Al-Azhar Great Mosque

   Al-Azhar Great Mosque is a magnificent mosque building that was built since 1953 and completed in 1958. Located in the Al Azhar College complex, the location of the mosque is in Al Azhar University Indonesia complex. In addition, this house of worship is also one of the 18 historical sites of the development of Jakarta and on August 19, 1993 it was officially designated as a cultural heritage.

4. The National Monument

   The National Monument is a 132 m (433 ft) tower in the centre of Merdeka Square, Central Jakarta, symbolizing the fight for Indonesia. It is the national monument of the Republic of Indonesia, built to commemorate the struggle for Indonesian independence.

5. TMII

Taman Mini Indonesia Indah or better known as TMII is a family tourism. It is a complete recreational complex with so many entertaining spots and all the information about Indonesia's cultural heritage.

6. Kota Tua

Kota Tua is the most frequently visited destination for Jakarta residents, especially during short holidays such as upcoming weekends. Old buildings of Dutch heritage become exciting attractions that attract many visitors to come.

7. Ragunan Zoo

Ragunan zoo is located in south Jakarta. This tourism spot will always be crowded when the holiday season's coming.

8. Others

Other destinations in Jakarta which may be so interisting to be visited is culinaire experience. There are many local restaurant serve Indonesian food as well as middle east food. The location is scattered around Cikini , Raden Saleh street or other location in Jakarta. Another areas they might be interesting for tourist is entertainment places such as Ancol dream land, Arab village, china town or Puncak or mountain area near Jakarta.

2.4 ISLAMIC ATTRIBUTE OF DESTINATION AS TOURISM DESTINATION MARKETING STRATEGY

Marketing is one factor that makes the tourism industry grow rapidly. With marketing, a tourist destination can know what is desired and needed by tourists so that what it offers in accordance with the needs and desires of tourists. According to Kotler

Armstrong (2014, p.5) "Marketing is the process by which companies create value for customers and build a strong customer relationship in order to capture value from customers in return". In the tourism industry value created for tourists is not enough, it should be accompanied by a strong relationship with tourists. So that tourists will feel satisfied and loyal to service providers.

The American Marketing Association in Kotler Keller (2016, p.27) states that "Marketing is the activity, the set of institutions, and mechanisms for creating, communicating, delivering, and exchanging offerings that have valuefor customers, clients, partners, and society at large" . Can be interpreted that marketing is a series of activities that can not be separated from the process of value creation. The culmination of this activity is the exchange of values between one party with another. In the world of tourism value offered to tourists is a service that can be enjoyed by tourists while the value obtained by service providers from tourists is profit. One marketing expert, Hollensen (2010, p, 7) defines "marketing as the process of planning and executing the conception.pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organization objectives". Marketing is an activity that aims to satisfy tourists by carefully planning what products or services are needed by them so that service providers can be able to fulfill and gain profit.

Tourism marketing which is part of marketing according to Oka A. Yoeti (1996, p. 35) is "all activities to bring together demand and supply, so buyers (tourists) get satisfaction and seller gets maximum profit with minimum risk". Peter Robinson (2012, p. 122) says that "Tourism marketing is often explained as a type of service marketing because of its intangible, inseparable, non perishable and heterogeneous nature."

According to Mill and Morisson (in Sudiarta, 2011, p.2) "marketing is part of a tourism system consisting of four elements of demand, travel, destination and marketing". Each of these elements supports the realization of tourism. Demand is depicted as the country of origin of tourists, while the destination is described as the place of destination chose by traveller. Travel and Marketing are the connecting elements of both, with travel, travelers can get to the chose destination while marketing is to help communicate the tourist destinations to many tourists for promotion the destination.

According to Pike (2008, p.24) the marketing of tourism destinations is "a unity that encompasses certain geographical areas within which there are components of tourism products and services and other supporting elements". Marketing of tourism destinations according to Robinson (2012, p 57) is "the more activity that leads to branding and relationship activities, promotional, and in fact more often used in the form of third collaboration". This is done to increase awareness of destination profile, attract new tourists and tourists who visit, and strengthen the relationship with the intermediary. While according to Kotler, et al. (2010) "Destination marketing is an integral part of developing and retaining a particular location's popularity". The marketing of tourism destinations is an integral part of developing a destination so that the destination becomes famous and can maintain its position from its competitors. Tourism destinations are said to have been successfully marketed if the destination is popular among tourists and successfully become the destination of choice. The marketing of tourism destinations is an integral part of the marketing concept.

The marketing concept by Kotler and Keller (2016, p. 43) "marketing concept holds the key to achieving target markets and delivering the desired satisfaction more

efficiently and efficiently than competitors". So it can be said that one way to realize the company's goal is through marketing. With marketing, service providers can know what is needed and desired by tourists so that the service providers can offer goods and services appropriate to tourists. This marketing concept is very concerned about consumers or tourists. A tourist destination created to meet the needs and needs of tourists. With so expected the tourists will feel satisfied and willing to tell its satisfaction to other tourists.

To make travelers feel satisfied certainly not that easy, it needs the right marketing strategy for the right target market too. Kotler and Armstrong (2012, p. 48) stated that the marketing strategy is "the marketing logic by which the company hopes to create customer value and achieve profitable customer relationship".

From the above definition it can be said that every company does the marketing logic to create value for tourists so that it will create a good long-term relationship and profitable. The marketing strategy is a set of steps to attract as many tourists as possible by offering tourist destinations desired by tourists who have been supported by the support facilities required by tourists.

Supporting facilities required by tourists during their stay in tourist destinations are called amenities. Which according to Buhalis (2000) is part of the tourism product attributes consisting of attraction, accessibility, amenities, available packages, activities, and ancillary services. Examples of amenities are accommodation, restaurants and other facilities that can meet the needs of tourists. Muslim tourists have different needs from tourists in general given the Muslim tourists have some obligation to pray that they

should be done wherever they are. Therefore, to meet the Muslim traveler's amenities in every tourist destination that is friendly Muslim provided Islamic attribute.

So that Islamic attribute of destination can be one of the marketing strategy applied to attract Muslim tourists. Availability of Islamic attribute in some tourist destinations can encourage Islamic tourism or halal tourism. Halal tourism is provided to meet the special needs of Muslim tourists in traveling. In the daily life of Muslim tourists is influenced by the existing regulations in Islam. One of them is the necessity to consume halal food and drink as well as worship prayer. So even though it is on the way or travel, Muslim tourists should still carry out what is obligatory.

2.4.1 The Concept of Islamic Attribute of Destination

Halal Tourism is one type of tourism that began to be developed by several regions and even countries in the world. One of the regions is Jakarta, Indonesia. The reason is that tourism stakeholders notice that there remain untapped markets which can potentially generate promising benefits. Roughly 2.1 billion people worldwide have been recorded to be potential travelers (Eid, 2013). Although halal tourist destinations are provided to meet the demand of Muslim tourists, non-Muslim tourists who want to experience Islamic culture are also welcomed because many tourists visit sacred destinations just for satisfying their curiosity and gaining more cultural insight and not necessarily because they are religious followers. Timothy and Olsen (2006: 5) point out, "They may visit because they have an educational interest in learning about the history of a site or

understanding a certain religious faith and its culture and beliefs, rather than being motivated purely by pleasure-seeking or spiritual growth".

One of the strategies Jakarta can adopt is providing Islamic attributes in every Muslim-friendly tourist destination and some public facilities. Destination marketers should be aware of the high tendency of Muslims to seek Islam-related cultural features in overseas destinations (Seongseop et al., 2014). It can be concluded that to accommodate Muslim tourists, destination marketers should be aware of their tendency to look for Islamic attributes at every destination they wish to visit.

The Islamic attribute is the development of the product attribute or tourism destination. In this case, tourists are to enjoy a destination with all the attractions available. Kotler (2008: 327) argues, "Product attributes are the development of a product or service that involves determining the benefits to be attributed. A product attribute is a characteristic that serves as an evaluation material during decision making."

The Islamic attributes provided are expected to encourage Muslim tourists to prefer Jakarta to other regions or cities as their destinations. In the context of tourism, religion may influence tourists' destination selection and product preferences (Battour et al., 2010).

Things have been done by Jakarta to support the occurrence of Halal Tourism is to provide various attributes of Islam. Because the attributes of Islam

make Muslim tourists still can worship and uphold the teachings of his religion even though it is traveling. The Islamic attributes provided by Jakarta are:

1. Availability of religious facilities at tourist sites and public places such as hospitals, playgrounds, shopping areas, etc.

2. Ease to find halal food including in fast-food restaurants.

3. Muslim friendly hospitality services including hotels that have a means of worship, mosques facilities in public places such as playgrounds and malls.

4. Muslim friendly packages

Religion is one of the things that Muslim tourists consider when going to travel. Muslim travelers may decide not to travel to a destination due to the lack of availability of Islamic attributes to a destination. Because it means they can not perform ritual worship and should be risking things that are not guaranteed halal. So that the existence of Islamic attributes in a tourist destination is one of the factors of attracting Muslim tourists to come. In addition, the presence of complete Islamic attributes will also satisfy Muslim tourists. Not only available only means of worship but also ensuring halal food in the stores, the availability of sharia hotels, and so forth. Zabkar, et al (2010) believes that service with good quality is very important because it will create the satisfaction of tourists who will lead to word of mouth and re-visit.

Many studies show how important Islamic attributes are to a destination (Mohsin, 2005; Weidenfeld and Ron, 2008). One of them is the availability of halal food. Not only free from pork and alcohol but also cooking equipment must be clean and the kitchen should be separated with food that is not kosher. The very importance of halal food for Muslim tourists is evidenced by Henderson's (2003) research, although it has been served halal food is still a lot of Muslim tourists who doubt the food is kosher by asking about the composition of the food.

According to Battour, et al. (2010) Islamic attributes in a tourist destination divided into two elements, namely tangible and intangible. Examples of tangible Islamic attributes are mosques or mosques, Al-Quran, Qibla pointers, halal food, toilets that provide a place for ablution. While the entertainment is Islamic is one example of the intangible aspects of Islamic attributes.

2.4.2 Definition of Islamic Attribute of Destination

Understanding of Islamic attribute according to some experts can be seen in Table 2.1:

Table 2.1

Definition of Islamic Attribute of Destination

	EXPERT NAME	DEFINITION
1	Weidenfeld (2006)	Islamic attribute of destination is a supporter of religious needs. such as additional services at hotels that provide worship facilities.

2	Battour, et al (2010)	Islamic attributes of destination are consist of two major aspects; tangible and intangible attributes. The tangible attributes include prayer facilities and halal food while intangible attribute include Islamic entertainment, Islamic dress codes, general Islamic morality and adzan. The Islamic attribute of destination consists of two aspects, which look directly like a worship facility and halal food, while aspects that are not seen directly or untouchable are Islamic morals, Islamic entertainment, and adhan.
3	Rahman, M.K. (2014)	Islamic attributes are factors that can meet the needs of Muslim tourists such as providing halal food and drinks, applying or wearing a polite dress, as well as the availability of places of worship.
2		Islamic attribute consists of the first three categories: 1. Need to have: halal food services, water usage friendly washrooms, and salath facilities. 2. Good to have: all facilities and services are conducive to Islamic values and lifestyles, ramadhan (fasting) services & facilities. 3. Nice to have: No non halal activities

Source: Modification from various sources: 2017

The table above describes some definitions of experts. In this study the author uses the definition of Islamic attribute of destination from Rahman, M.K (2014) that Islamic attributes are Islamic dress code, halal.food and drinks and availability of prayer's facilities. The Islamic attributes of a tourist destination are a necessity for a Muslim traveler. Islamic attributes such as the availability of halal food and beverages and the availability of worship facilities are a must for basic needs to be met.The author chooses this definition because the state of the object under study corresponds to what is described in the definition.

Islamic attributes of destination are one of the marketing strategies derived from the marketing mix of the product or in this case, the destination offered. Jakarta uses Islamic attributes of destination to increase foreign tourist incoming visits.

2.4.3 Dimensions of Islamic Attribute of Destination

According to Battour et al. (2010) Islamic Attribute of Destination is built by:

1. Place of Worship

Five-day prayer is a very important thing for Muslim travelers. While on the go Muslims are allowed to shorten their solat time to three times. The availability of places of worship such as mosques and mushollas is considered an important facility that should be provided for Muslim tourists. The availability of mosques in tourist destinations will also increase the level of customer satisfaction. So they will always come to visit again.

2. Availability of Halal Food

Halal food is a term that implies that the food processing is in accordance with Islamic law and free of alcohol, pork or dog and derivative food. So it is allowed to be consumed according to Islamic law. The availability of a restaurant that serves halal food and is strengthened by the presence of halal certificate, will make it easier for Muslim tourists to look for food. So that later they will feel satisfied and loyal.

3. Banning of Alcohol Consumption and Gambling

Prohibition to consume alcoholic beverages and gambling in public places. Because halal tourism is a family-friendly tourism. So it is expected with the ban that tourists from all ages can travel comfortably.

4. Sexual Permissiveness

Anything related to adultery is not permitted in Islam. So a visit to a tourist destination that provides it is not recommended. The use of a provocative image to market a tourist destination against Muslim tourists is also not approved by Islamic law.

5. Dress code of Local People

In deciding where they are going to travel, Muslim travelers first observe the clothing worn by the natives of the country they wish to visit. This is done to measure how closely the suitability of clothing is worn with the clothing advocated by Islam. According to Islamic law a Muslim woman is required to

cover all of their bodies except face and hand. Women who work in the realm of tourism that caters to Muslim travelers are expected to wear polite and well-dressed attire. Also women workers are expected to serve only Muslim women and families.

In the journal Battour and Ismail (2014) there are four elements that make up the Islamic Attribute:

1. Worship facilities

Facilities of worship is an absolute must have facilities because it is included into the basic needs of Muslim tourists. Examples are mosques and women's prayer clothes or mukena.

2. Halalness

Halal food and drinks are also among the things required by Muslim tourists. Halal food and drinks are non-alcoholic and neither pork nor dog meat. Halal food cooking and preparation must be done in such a way that they are separated from non-halal food.

3. Alcoholic drinks and gambling free

A ban on the sale and consumption of alcoholic beverages in halal tourism areas, as well as a ban on gambling in public areas or family tourist areas.

4. General Islamic Morality

. The implementation of this Islamic value must be common in everyday life, for example, the use of conservative and non-sexy dress code, prohibition of public display of affection, and ban of prostitution (Battour and Ismail, 2014).

In this study, we used the dimensions proposed by Battour and Ismail (2014), which consist of worship facilities, halalness, and general Islamic morality. These dimensions are in accordance with the reality in the field.. Religious facilities such as mosques are easy to find in the city of Jakarta and in tourist destinations. Halal food is a part of Jakarta's daily life To distinguish halal and non halal food is easy enough, namely by observing whether in the restaurant there is a sign or certificate of halal. In addition there is another alternative is to ask directly to the waiter whether the restaurant is halal or not. In addition, the people of Jakarta also do not support all forms of activities related to prostitution or free sex. So indirectly the community of Jakarta city has adopted general Islamic morality.

2.5   TOURISM DESTINATION IMAGE

2.5.1   Definition of Tourism Destination Image

Destination image is perceived as the impression of a place or the perception of an area. A positive image of a destination can increase the number of tourist arrivals and certainly influence tourists' perception. Destination image is not only an attribute, but a whole image or impression of a destination. Destination image consists of various characteristics such as functional

characteristics related to the real aspects of a destination and psychological characteristics that are closely related to intangible aspects (Jorgensen, 2004).

The concept of destination image as an expression is related to the level of knowledge, imagination, emotional aspects, and prerequisites for individuals or groups in a destination Lopes (2011: 307-308).Then Kotler, Haider and Rein in Lopes, (2011: 307-308), defines the image as the sum of all the beliefs, ideas and impressions that a person is associated with a destination.

In addition, image is a belief, idea, and impression of someone who has an association with a destination. Tourist destinations include various things, including communities, industries, and landscapes which are part of what tourists experience. The image of a destination is a form of perception formed of the information obtained by tourists. Every tourist destination has an image that contains certain impressions, beliefs, and perceptions of it (Destari 2017: 48).

As a guide to the world of tourism marketing, destination image refers to the level of emotionality and rationality, as well as a combination of two main dimensions, namely cognitive destination image and affective destination image (Lopes, 2015:24).

2.5.2   Dimension Of Tourism Destination Image

2.5.2.1   Cognitive Destination Image

In Supardi (2015: 152), the word cognitive itself comes from the word cognition in which knowing, means to know. In a broad sense, cognition is the acquisition, arrangement, and use of knowledge, (Muhibin

Shah in Supardi, 2015: 152). Cognitive image refers to beliefs and knowledge about the attributes of a destination (Destari, 2017: 48).

According to Hendarto (2006: 4), perceptual cognitive evaluation is a process by which individuals receive, choose, organize and interpret information to create a meaningful picture. Perception is an individual process and depends on internal factors such as trust, experience and hope. Perception can arise when information about an area or tourist destination has been obtained when the tourists have not arrived or after arriving at a tourist destination and experiencing its own tourism activities.

Cognitive component as the sum of beliefs and attitudes of an object leading to some internally accepted picture of its attributes". In other words, the cognitive component is formed on the basis of the tourist"s beliefs of a destination (Jorgensen, 2004 :18).

2.5.2.2 Affective Destination Image

Affective image refers to the emotions and feelings attached to the destination (Destari, 2017: 48). Affective component refers to how one feels about the object (Ahmad, 2015: 16).

The affective component is related to the motives of the tourist for choosing one destination at the expense of another. The affective component of the operational in connection with the tourist "s evaluation of destination choice (Jorgensen, 2004: 19). According to Schiffman and Kanuk in Hendarto (2006: 2), states that the emotions or feelings of consumers about a particular product or brand is an affective component of

a particular attitude. These emotions or feelings are often perceived by consumer researchers as highly evaluative in nature, which includes an individual's judgment of the object of attitude directly and thoroughly.

The overall image of the destination is a combination of cognitive and affective components (Mazursky & Jacoby, 1986, Stern & Krakover, 1993), whereas according to Beerli and Martin (2004) real experience. Affective component refers to what tourists perceive in a destination. Tourists shape their feelings toward destinations as a belief or opinion. It is therefore agreed that the cognitive image is the antecedent of the affective image (Ahmad, 2015: 15).

2.6. VISITING DECISION

2.6.1 Concept of Visiting Decision

Visiting decisions in general can be interpreted as the decision of a tourist to choose a tourist destination to visit after going through several considerations. The discussion of visiting decision in this research is adapted from the concept of purchase decision because the stages a tourist is through are the same as the stages passed when one makes a purchase. Visiting decision is a visitor's decision about which destination to visit, and the collection of information depends on the stage of family life cycle the individual concerned is at (Jang et al., 2007).

According to Kotler and Armstrong (2012, p.154)" Purchase decision is the buyer's decision about which brand to purchase. " In making a visiting

decision, one compares one destination with another. The selected destination is considered to have more advantages than the other. The visiting decision is made after a tourist passes the evaluation stage of the visiting decision process. In this stage, tourists have several options of tourist destinations. Some of these destinations are compared carefully with one another until the tourist has a preferred destination

Even if travelers have evaluated several tourist destinations, according to Kotler and Keller (2012, p.171) two common factors can interfere with the relationship or actualization of a desire to visit a visiting decision. The two factors are:

l. The intensity of others 'negative attitudes toward travelers' choices

2. Motivation of tourists to follow the wishes or suggestions of others.

The more negative the advice given by someone or someone closest to the choice of tourists then the more likely tourists to adjust their wishes to the advice or request of their nearest. Vice versa.

2.6.2 Definition of Visiting Decision

Many of the few experts have interpreted the visiting decision. But only a few of the authors quoted here. The following is the definition of a visiting decision definition, outlined in Table 2.2:

Table 2.2

Definition of Visiting Decision

	EXPERT NAME	DEFINITION
1	Johny Oktaviany Haryanto (2009)	Individual consumer decision making is done in two stages: editing and evaluating stage. The individual editing stage mentally simplifies the decision alternative by packaging and simplifying the decision making process more simply. Evaluation stage where the individual evaluates the simplified alternative at the editing stage and assumes to calculate the value of each alternative with the highest value.
2	Kotler dan (2014: 154) Armstrong	Buyer's decision about which brand to purchase.
3	Kotler dan Keller (2016:198)	In the evaluation stage, the consumer forms preferences of the brands in the choice of set and may form an intention to buy the most preferred brand. In the evaluation phase, consumers have a sense of interest in a brand among several choices and consumers also have a desire to buy the most favorite brand.
4	Inks on & Minnaert	Step concerns the actual act of buying a product at a

	(2012:92)	certain price within a certain brand, and via a certain distribution channel. It is a step or action to buy a product with a certain price and brand through a certain distribution network.
5	Jeddi,S. dkk. (2013)	The stage that all marketing activities are the result. Consumer at this stage, according to the information already obtained, Select a product that feels satisfy his need and buys it. A condition or description of all marketing activities that have been done. At this stage the consumer, based on the information already obtained, will choose the product if it can satisfy and meet his needs then buy it.

Source: Modification from various sources: 2017

Based on Table 2.2 it can be concluded that the visiting decision occurs after the tourists pass the evaluation stage of the visiting decision process framework. In that stage, tourists have several choices of tourist destinations. Which then some of these destinations are compared carefully. Until will appear the preference of tourists to a destination. This happens along with the desire to visit the most favorite tourist destinations. Then the next step is actualisation of the desire to be a tourist destination. In this study the authors use the notion of visiting decisions from Inkson and Minneart (2012, p. 92) which states "Step concerns the actual act of buying a product at certain prices within a certain

brand, and via a certain distribution channel". Purchasing decisions are concrete actions to purchase certain goods or services at specific prices and brands through a distribution channel.

2.6.3 Factors Affecting Purchase Decision

Many factors affect travelers when tourists decide to make a purchase or a visit to a destination. There are seven factors that influence tourists in making purchases and make a decision according to Hudson (2008, p. 41):

1. Motivation

It is the thing that encourages tourists to do something to satisfy their needs. Understanding the motivation of tourists is a must to do to have competitive advantage compared with other destinations. Then identifying what the tourists need is also an important step. The hierarchy of needs according to Maslow's theory there are five begins with physiological needs, the need for security, the need for recognition by a group (belongingness), the need for prestige, and the last is the need to actualize oneself. Things that affect the motivation of tourists is learning, belief and attitude, and perception.

2. Culture

Culture can be defined as a unique norm, belief and ritual for everyone. Culture will affect how the lifestyle, how to communicate, mindset, and behavior of tourists in every situation.

3. Social Class

Social class is still considered as the most influential factor in the behavior of tourists or consumers. Social class is a class owned by a person in a society that is influenced by income, education, wealth, family prestige, and work.

4. Lifestyle

Lifestyle can be defined as a person's way of using the time, money and energy possessed.

5. Lifecycle

Family Lifecycle is a stage that is likely to be passed or experienced along with the adult family. While the lifecycle is a life cycle or stages through which a person or traveler.

6. Age and Gender

The traditional way to market segmentation is to separate travelers by age. For example today many travel suppliers are targeting the senior tourist segment because it is not bound by the season. So also with gender which is a way of segmentation that still traditional but still remain impactive. Compared to male tourists, female tourists more demanding especially in terms of safety, safety and comfort.

7. Reference Group

A group that has a direct and indirect influence on the behavior or behavior of tourists. Referred to by reference group herein is family, relatives, colleagues, friends, and colleagues.

2.6.4 Process in Decision Making

Before making a visit, travelers advance through several stages in the visiting decision process. According to Kotler and Keller (2016, 1951) the process of visiting decisions starts with problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior.

Figure 2.1
PROCESS IN DECISION MAKING
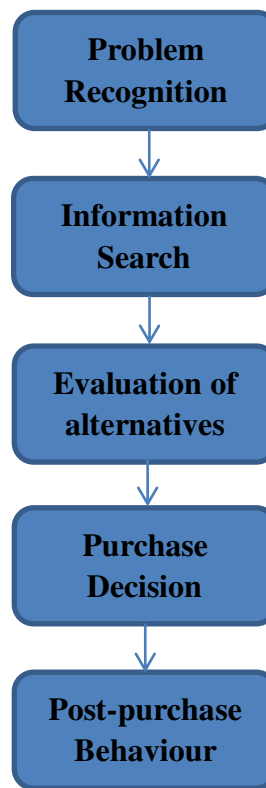
Source: Kotler & Keller (2016, p. 195)

The process of visiting decision making, according to Kotler and Keller (2016, p. 195), consists of five stages:

1. Problem Recognition

The visiting decision process adapted from the buying process begins when tourists begin to realize what is wanted or needed triggered by internal and external stimuli. Internal stimuli are basic human needs that must be met such as hunger, thirst, and so on. Needs can also be caused by external stimuli such as the desire to buy a new car by seeing a better friend's car or watching an ads on television that show Hawai tourism so that there is a desire to visit there.

2. Information Search

After knowing what is needed or desired, tourists then seek as much information as possible about the desired tourist destination. So tourists will be more aware of how the situation in the tourist destination and what to prepare if you want to visit there, Many sources of information that can be accessed by tourists. Some of them are:

a. Personal: information obtained from nearby people such as family, friends, and acquaintances.

b. Commercial: a source of commercial information is a source of information that is deliberately created by a company to make a profit. Sources of information are ads, websites, displays, and pamphlets.

c. Public: examples from rm information sources are mass media and consumer rating organization.

d. Experiental ie the source of information based on his own experience such as the use of a product.

3. Evaluation of Alternatives

After getting the information then it is time for tourists to evaluate the alternative options available. In evaluating a product or destination, travelers take three steps. First, tourists looking for tourist destinations that are likely to satisfy their desires. Because basically the aims is to satisfy its needs. Secondly, travelers look for certain advantages of a destination. Third, tourists see each destination as a package consisting of many attributes that have the ability to create or bring the benefits desired by tourists. Tourist destination that will steal the attention of tourists is a tourist destination that has the most benefits that can be offered to tourists.

4. Purchase Decision

After evaluating the existing alternatives, travelers then form a preference for a brand or tourist destination. In the process of executing the desire to actualize the visit, the tourists will form five subdecisions of which brand or destination to choose from, the dealer where the product will be purchased, the quantity, the time, and the payment method.

5. Post Purchase Behavior

Tourist behavior after a visit to a tourist destination worth noting. Tourists who are satisfied will make a return visit to the destination and are willing to recommend these tourist destinations to other travelers. While tourists who are not satisfied will convey complaints and disappointments either to other tourists or to staff who work on tourist destinations. Tourists will feel satisfied if the expectations in accordance with the performance of products or tourist destinations. Vice versa.

Midlleton & Clarke (In Inkson, C. & Minnaert, Lynn., 2012, p. 92) divides the decision process into six steps:

1. Product Input

Variations of products available at the time of the tourists will make a purchase or visit. For example travel agents, tour operators, booking websites.

2. Communication Channel

How tourists know the products offered. Communication channels can be formal and informal.

3. Communication filters

At this stage, the consumer loads all the information available so that they can make a decision. In this process the brain will act as a filter that filters all the information for follow-up to become an action.

4. Motivation

This step refers to the needs, wants, and goals of travelers affected by their socio-economic characteristics (money they can spend and education levels), personality, attitudes, culture and tourist background. All of these factors affect the kind of tourist products that tourists are looking for. And they encourage the selection process that has been made in process 1-3.

5. Purchase decision

Actual product purchases at a certain price level with a particular brand and through a particular dealer. This step tends to be closely monitored by service providers, although that is only the last stage of the complex process described above.

6. Post purchase and post consumption feelings

In this step travelers evaluate their purchasing decisions after consuming the product, service, or experience. If a decision is positively evaluated, it can encourage repeat business. And vice versa.

2.6.5 Dimension of Visiting Decision

The visiting decision adapted from purchasing decisions by Kotler and Armstrong (2014, p. 171) consists of six dimensions:

1. Selection of Products or Services

Selection of products or services that will be used by tourists during the tour.

2. Selection of Suppliers or Distributors

Distributors who are trusted travelers to help make the holidays fun.

3. Number of Purchases

Represents the number of purchases or orders made by travelers for reservation at a tourist destination or other purchases to support the convenience of traveling.

4. Visit Time

The time travelers choose to go on vacation.

5. Terms of Service

Terms of service submitted when a tourist makes a specific request.

6. Payment Method

The type of payment that travelers choose to pay for all the fees used during the trip.

The dimensions that make up a visiting decision according to Kotler & Keller (2016, p. 198) consist of:

1. Selection of product or brand

2. Payment method

3. Selection of suppliers or suppliers

4. Time election visit

5. Number of visits

2.7 RELATION BETWEEN VARIABLE

2.7.1 Impact of Islamic Attributes of Destination toward Tourism Destination Image and Visiting Decision

Islamic attributes of destination are one of the programs run by Jakarta government to attract more tourists especially Muslim originating from Saudi Arabia. With the presence of Islamic attributes of destination in Jakarta, tourists will not feel afraid to miss the obligation to pray five times. Because facilities such as adzan, mosque and mushola, as well as ablution place almost available in all public places, especially in tourist destinations.

Islamic attributes at destination are significant with Muslim travel behaviour. The attributes represent the values of Sharia compliance that are related to tourism activities and practice at the destination (Battour et al., 2013) and may influence Muslim travellers when choosing tourism destination (Battour et al., 2011). Given the importance of Islamic values in tourism, the Islamic value attributes at destination have empirically been examined only in a few studies (Battour et al., 2013, 2011; Farahdel, 2011; Rahman, 2014). The travel decision-making process is a funnel like procedure of narrowing down choices that involves a series of alternates, visitors influenced by socio-psychological and non-psychological factors (Sirakaya & Woodside, 2005; Um & Crompton, 1990; Hsu, Lin, & Lee 2017). Destination image defined as potential visitors' perceptions towards an area.

Destination image defined as the sum of beliefs, ideas and impressions that people have of a place (Kotler, 2002). The creation of a more favorable image of the destination is one way of obtaining a differential advantage over other destinations. The more positive the destination's image is the greater the likelihood that the destination will attract more travelers than will destinations with which it competes (James, Durand, & Dreves, 1976; Tavitiyaman & Qu, 2013).

Result study Chahal & Devi (2015) destination attributes of volatile destinations have a significant influence on cognitive image and unique image. The results show that the cognitive image of purpose is strongly influenced by the cognitive or rational decisions made by travelers, based on accessibility, awareness, accommodation, man-made and natural attraction and accessibility. Qu, Kim & Im (2011) also determined that natural attraction, accommodation facilities, accessibility and tourism awareness attributes are important predictors of cognitive image.

Chen, Chen & Okumus (2013) reported the tourism destination image contains tangible, functional and abstract psychological characteristics, as well as unique features. Visitors determining where to travel might depend heavily on the image of a destination, because it influences several aspects of the decision-making process of tourists including information search, evaluation of alternatives, and travel destination selection (Cronch, 2011; Tasci & Gartner, 2007; Hsu, Lin, & Lee, 2017). The presence of Islamic attributes of destination will add more value for Jakarta as one of the world's tourist destinations that offer

Halal Tourism. So that Muslim tourists will consider Jakarta as one of the Muslim-friendly cities. Which then will make it as one of the reasons tourists to visit Jakarta.

Islamic religious attributes are bound to be very important consideration when Muslims decide to travel abroad (Battour et al., 2010). Before traveling, a Muslim will ensure the availability of places of worship at the destination. The research that has been done by Mohsin and Ryan (1997) resulted in the conclusion that the ease of access to places of worship is one of the important factors when they explore the behavior of tourists from Indonesia and Saudi Arabia while on vacation. From the explanation it has been proven that with the Islamic Attribute of Destination it will increase the visit of Saudi Arabian Muslim tourists to Jakarta. Because of the ease to keep doing worship during the holiday is guaranteed.

2.7.2 Impact of Worship Facilities toward Tourism Destination Image and Visiting Decision

Implementing a five-day prayer is very important for a Muslim. Therefore, a mosque or prayer room is considered one of the most important facilities for Muslims (Syed, 2001; Al-Hamarneh and Steiner, 2004). Weidenfeld (2006) suggests that proximity to the mosque may affect the preferences of Muslim travelers when making hotel reservations. Mohsin (2005) conducted a study to assess the attitude of Peninsular Malaysia in selecting Northern Territory Australia for holidays as a tourism destination and found that Muslim respondents were worried about the availability of mosques.

A Muslim might appreciate this facility so much and choose to spend his vacation in one of the friendly Muslim destinations, but other Muslim travelers may decide to visit a destination that does not provide this service and can still do their daily chores and prayers as needed. Muslims, especially those living in Western countries and non-Muslim countries, do not rely on Muslim-friendly services to offer them the ability to perform their daily chores and prayers, on the contrary, they rely on technological tools and devices Islamic software applications are available for mobile phones, iPods and laptops that provide them with easy alternatives (Hosseini and Ramchahi, 2014). For example, these Muslims can know the prayer times and prayer directions, 'Qiblah', through the application of prayers and various tools. They can find the nearest mosque through this application or via the internet and if it is difficult to find it, they can pray anywhere according to 'Fiqh' (Batrawy, 2015; Al-Munajjid, 2016a; Islam.com, 2016). In addition, they can use soft copies of the Quran if it is difficult to reach a copy and they can have their own prayer mats that are not required to perform the prayer.

Mohsin and Ryan (1997) recommend that ease of access to Islamic services is essential as they explore the attitudes of Malaysian and Indonesian business people to the possibility of vacationing in Australia. It is also suggested that Middle Eastern countries take concrete steps to develop Islamic tourism internally by having prayer spaces in tourist spots (WTM, 2007). Syed (2001) also suggested that the availability of mosques in tourist destinations can increase the

level of satisfaction. The mosque itself can be considered a tourist attraction if they are unique and extraordinary (Henderson, 2003).

Therefore, based on the description above research hypothesis in this study are:

H1   =   Worship facilities has a positive impact on Tourism Destination Image of Jakarta

H2   =   Worship facilities has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

2.7.3   Impact of Halalness toward Tourism Destination Image and Visiting Decision

Halal food means foods that Muslims are allowed to eat by Islam. The main problem concerning this involves food should be free of alcohol or pork and beef or chicken products should be slaughtered (Hassan & Hall, 2011; Battour, et al., 2011; Samori et al., 2015).

For Muslims, the problem is centered on the concept of halalism. halal food refers to foods that can be legally consumed when conditions for preparation of Islamic food are met. Haram food for Muslims includes pork, pork-derived foods including lard and bacon and meat and other products from carnivorous animals or those that eat carcasses. Consumption of food or beverages with alcohol content is also prohibited (Dugan, 1994). An important distinguishing feature of the Halal label is that the animal must be slaughtered in a certain way and with the person who commits the massacre that mentions the name of God.

There are many studies showing the importance of halal food availability for Muslims in choosing their destination (Mohsin and Ryan, 1997; Syed, 2001; Mohsin, 2005; Weidenfeld, 2006; Weidenfeld and Ron, 2008). The importance of this to some Muslims is reflected in the fact that even when halal food is served, many are still worried about whether the food is truly Halal. Henderson (2003) found that some companies in the Western tourism industry are concerned about the issue. Some Muslims ask about foodstuffs that consist of pork and alcohol in all its forms is prohibited.

Therefore, the food reserved for Muslims should be free of alcohol and pigs, and equipment should not be contaminated by these two elements (Dugan, 1994). Catering to the needs of Muslim travelers in terms of providing halal food in a particular destination can increase their overall satisfaction and loyalty. Mansfeld et al. (2000) provides explicit recommendations to provide food in accordance with Sharia law. Therefore, conscious catering about how to satisfy Muslims or those offering religious dietary needs will attract more Muslim customers (Dugan, 1994). Therefore, based on the description above research hypothesis in this study are:

H3 = Halalness has a positive impact on Tourism Destination Image of Jakarta.

H4 = Halalness has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta.

2.7.4   Impact of General Islamic Morality toward Tourism Destination Image and Visiting Decision

The basic aspect involves common courtesy by avoiding red light spots and practices, adult channels, free mixing between men and women especially on beaches and swimming pools and counting for Islamic dressing for 'Hijab' women (Battour, et al., 2015; Batrawy, 2015). Muslim-friendly tourist destinations and facilities respond to this by prohibiting adult channels in hotel rooms and using Islamic dress code or conservative clothing by hotel and restaurant staff and providing separate entertainment options such as swimming pools and separated beaches. Other destinations such as Orlando, Florida offer Muslim tourists the option to rent a tourist house with a curtained pond (Battour et al., 2011; Battour et al., 2014; Batrawy, 2015; Razzaq et al., 2016).

This service can please Muslim tourists and even some segments of non-Muslim tourists. Families with children will also avoid red lights and will appreciate the hotel staff conservative clothing and ban adult channels to prevent their children from exposure to these things. Private pools can please families with children to ensure safe and free games for children and even honeymooners can like this idea for more privacy.

On the other hand, some Muslims may choose to go to one of the destinations or family friendly resorts, they can also be away from red light zones, conservative clad hotel staff and adult channels encoded unless adults request code decoding. For Muslim women, they opt for entertainment activities other than swimming or they wear 'Burqini', appropriate swimsuits for Muslim

women, to enjoy beach-related activities and swim with their families. Muslim and non-Muslim women recognize the benefits of swimwear 'Burqini' including sun protection, flexibility and decency (Battour & Ismail, 2015; Batrawy, 2015).

All of the above indicate that the Muslim-friendly attributes offered by tourism destinations and suppliers can play an important role in targeting potential Muslim tourists. In addition, it may also appeal to other non-Muslim tourism segments. Or, a Muslim may choose to spend his vacation at a destination other than a Muslim-friendly and still perform his religious duties, do what is allowed and avoid what is forbidden according to Islamic teachings. With this, the current study assumes that Muslims living in Muslim countries may find it easier to spend their holidays in Muslim-friendly destinations as they can rely on services and offerings of purpose to facilitate practicing their religious obligations. Therefore, based on the description above research hypothesis in this study are:

H5 =   General Islamic morality has a positive impact on Tourism Destination Image of Jakarta.

H6 =   General Islamic morality has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta.

2.7.5   Impact of Security Guarantee toward Tourism Destination Image and Visiting Decision

The process of making travel decisions is a funnel as the procedure narrows down the choices that involve a series of alternatives, the visitor is influenced by socio-psychological and non-psychological factors (Sirakaya &

Woodside, 2005; Um & Crompton, 1990). Indeed, travelers' perceptions, motivations, and travel results are very sensitive to the safety and security of travel, which directly or indirectly influences their travel decisions (Chan & Lam, 2013). Although most travelers cannot confirm the outcome of their previous travel decisions, they may seek to avoid negative or psychological, money, social and time-related experiences that they cannot afford (Rahman, Zailani & Musa, 2015).

Safety and security issues in the travel and tourism industry were at the forefront of the evolution of mass tourism in the early 1950s. There are several reasons that determine the process of evolution is mentioned next. First, travel and tourism are no longer activities for the narrow social strata; Secondly, the scope of tourism encompasses more and more countries and regions in the world as it is part of their economic development strategy; and ultimately due to the rapid and beautiful transportation development. For this reason, the issue of safety and security gained greater and greater importance as tourism itself (Kovari & Zimanyi, 2011).

As George (2003) points out, travelers' perceptions of travel safety and safety can be influenced by a number of individual factors and previous experiences. Therefore, an in-depth exploration of travelers' perceptions of the safety and security of travel and its total (direct and indirect) impact on travel decision making is an important issue for tourism providers to develop appropriate marketing strategies and managerial policies. The behavior in question is characterized by not only the decision-making unit, but also the time

frame that determines the decision. The generation and allocation of actual activities occur continuously over many time frames; However, the execution phase is most easily conceptualized as a daily pattern when actual participation and scheduling options are implemented. Characteristics of tourists can also affect travelers' travel choices. They include elements such as the number of people traveling as a group, travel income, age and possible relationships for people in certain destinations (Woodside & Lysonski, 1989; Rahman, Zailani & Moses, 2015). Therefore, based on the description above research hypothesis in this study are:

H7 = Security Guarantee has a positive impact on Tourism Destination Image of Jakarta.

H8 = Security Guarantee has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta.

2.7.6 Impact of Tourism Destination Image toward Visiting Decision

Tourism destination image is seen as a direct antecedent of destination choice and is formed as an outcome of the destination selection process, and tourism destination image also play a pivotal role in the travel decision-making process and choice. The concept of tourism destination images are generally used to conceptualize in tourism research regarded as the sum of beliefs, ideas, and impressions, perception or mental representation, of which people hold about a particular geographic area formed by the cognitive image of a particular destination given above. The destination image can be fuzzy or clear; it can be

formed in consumers' minds without actually visiting a destination (Hsu, Lin, & Lee, 2017).

The image of a place is Schemata (Sets Scheme) that is used as a shortcut of information and decision-making processes by consumers or users. If an image of a city has been formed it will be difficult to change it. The way to change the image is not to delete the old image. Image alterations can only be done by adding new and stronger positive associations from existing associations (Kotler and Gertner, 2002).

Destination image has greatly contributed to the visit Intention of tourists to come to the tourist attractions. The decision on the visit Intention of tourists are very influences to the destination image which is owned by a particular tourist spot in Iran (Abubakar & Ilkan, 2016). Then, the visit intention destinations is directly influenced by the destination image which is owned by a tourist (Whang et al., 2016).

Furthermore, a positive relationship between tourism destination image and travel decision-making has been suggested by previous studies from Reza Jalilvand et al., (2012), the results is reinforced that destination image has a positive and significant impact on the tourist destinations to determine the intention of their visits to a beautiful place in Iran. With variety of earlier researchs, the destination image is an impression or expression which is obtained by a tourists on their journey. So with the image of tourist destinations may affect decision of visit those places.

Cheng and Lu's (2013) empirical results also indicate that the tourism destination image fosters the revisiting behavioral intention in tourists. Thus, the tourism destination image not only influences the travel decision-making process but also conditions post-decision making behaviors of tourists in ways that positive tourism destination image impacts normally bring in a success of tourism destination (Beerli & Martín, 2004; Chen & Tsai, 2007; Kim et al., 2013). Chen and Phou (2013) also indicated that the tourism destination image exerts positive impacts on the relationship between tourists and destinations; which in turn affects tourist behavior. Hsu, Lin, & Lee, (2017), empirical results showed tourism destination image has positive impacts on travel decision-making. In particular, it has been concluded that the more positive of destination image travellers have with a trip, they are the more likely to make the travel decision. Therefore, based on the description above research hypothesis in this study are:

H9 =   Tourism Destination Image has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta.

2.7.7 Impact of Islamic attributes on Visiting Decision of Saudi Arabian tourist to Jakarta through Tourism Destination Image

Tourism destination image is seen as a direct antecedent of destination choice and is formed as an outcome of the destination selection process, and tourism destination image Tourism destination image is seen as a direct antecedent of destination choice and is formed as an outcome of the destination selection process, and tourism destination image also play a pivotal role in the

travel decision-making process and choice. The concept of tourism destination images are generally used to conceptualize in tourism research regarded as the sum of beliefs, ideas, and impressions, perception or mental representation, of which people hold about a particular geographic area formed by the cognitive image of a particular destination given above. The destination image can be fuzzy or clear; it can be formed in consumers' minds without actually visiting a destination (Hsu, Lin, & Lee, 2017). Destination image has greatly contributed to the visit Intention of tourists to come to the tourist attractions. The decision on the visit Intention of tourists are very influences to the destination image which is owned by a particular tourist spot in Iran (Abubakar & Ilkan, 2016). A positive relationship between tourism destination image and travel decision-making has been suggested by previous studies from Jalilvand et al., (2012). Cheng and Lu's (2013) empirical results also indicate that the tourism destination image fosters the revisiting behavioral intention in tourists. Thus, the tourism destination image not only influences the travel decision-making process but also conditions post-decision making behaviors of tourists in ways that positive tourism destination image impacts normally bring in a success of tourism destination (Kim et al., 2013). Chen and Phou (2013) also indicated that the tourism destination image exerts positive impacts on the relationship between tourists and destinations; which in turn affects tourist behavior.

Previous study, as conducted by Jalilvand et al., (2012) shows that image plays an important role as a mediator variable. In line with this, this study also places the destination image as a mediator between Islamic attributes and Visiting

Decision of Saudi Arabian tourist to Jakarta. Today is the best time for service providers in various Islamic destinations such as travel agents and hotels to promote the concept of Islamic hotels and show service based on Islamic sharia principles (Idris & Wahab, 2015). For instance, the development of Islamic hospitality in Malaysia, where practitioners adhere to the Islamic sharia hotel concept in order to meet the demands of Muslim travelers (Karim et al., 2017). On the other hand, Samori & Rahman, (2013) suggest that a service providers must use the Islamic attributes, the theme of Islam, Islamic ambiances, and even Islamic architecture so that tourists can feel more comfortable, then they can still perform their obligations, and also it could be creating more values, and positive image for it. This is certainly very relevant when applied to tourist destinations based on Islamic aspects. If an image of a city has been formed it will be difficult to change it. The way to change the image is not to delete the old image. Image alterations can only be done by adding new and stronger positive associations from existing associations (Kotler and Gertner, 2002). Hsu, Lin, & Lee, (2017), empirical results showed tourism destination image has positive impacts on travel decision-making. In particular, it has been concluded that the more positive of destination image travellers have with a trip, they are the more likely to make the travel decision. In conclusion, it is proven that the destination image plays a critical role as a mediating factors between the relationship between Islamic attribute and travel decision. Consequently, the hypothesis is proposed:

H10 =   Islamic attributes of destination has an impact on Visiting Decision of Saudi Arabian tourist to Jakarta through Tourism Destination Image of Jakarta

2.8   PREVIOUS RESEARCH

Previous research is useful for supporting reference in this research which has connection with variables used.

This research consists of three variables namely Islamic Attributes of Destination as the first variable, Security Guarantee as second variable and the decision to visit as the third variable. With Tourism Destination Image as mediator. Those will be shown in Table 2.3 below:

Table 2.3

Previous Research

No.	Expert Name	Research Title	Year	Result
1	Farnaz Farahdel	Islamic Attributes and its impact on Muslim tourist satisfaction: *A Study of Iran.*	2011	Considering Islamic attributes of Iran, it establishes a positive but weak impact on the relation between the motivational factors and the tourists' satisfaction.
2	Shela Dwi Septiani	The Influence of Tourism Product Attribute in Sanur Bali tourist area to the satisfaction of foreign tourists.	2011	There is a positive influence of tourism product attributes in the area of Sanur Bali to the satisfaction of foreign tourists.
3	Azmi Pringadi	The Impact of Nature Tourism Product Attribute Curug Muara Jaya on Visiting Decision.	2013	Overall attributes of Muara Jaya Curug natural tourism which consists of sub-variable price, cultural attractions, accessibility, and safety influence on visiting decision.
4	Muhammad Khalilur Rahman, Suhaiza Zailani dan Ghazali Musa	What travel motivational factors influence Muslim tourists towards MMITD?	2015	The findings reveal that Islam's compliance with self-esteem needs, Islamic adherence to Islamic relations and compliance needs with physiological needs have a significant influence on Malaysia's My Islamic Tourism Destination. While Islamic compliance with self-fulfillment needs and Islamic tourists' safety / security

5	Mohamed Battour, Mohd Nazari Ismail dan Moustafa Battor	The Impact of Destination Attributes on Muslim Tourist's Choice	2010	needs have no significant impact on Malaysia My Islamic Tourism Destination.
				The results show that a common consensus is found about easy access to places of worship, easy to find halal food, the availability of Quran and Qibla direction. Islamic toilets and Islamic entertainment are reported as highly prioritized tangible attributes. It is also concluded that the unreal aspects are limited to Muslim countries because these aspects are not realistic in the context of an alienated non-Muslim society. In addition, the implementation of intangible aspects can represent the challenges facing the tourism industry in Muslim countries that are willing to satisfy non-Muslim tourists.

Source: Data Processing, 2018.

Based on previous studies in Table 2.3, Famaz Farahdel's research became the author's reference in this study. The research argues that the Islamic Attribute of Destination does have a positive influence on the satisfaction of tourists. But not a major point of interest to foreign Muslim tourists who visit Iran.

There are some differences between the research authors with Farnaz Farahdel's research. Farnaz Farahdel made foreign Muslim tourists who visit Iran as the object, while the object of research from the author is Muslim tourists of Saudi Arabian who visit Jakarta. In addition, the variables in the y are also different. The author examines the decision of visiting as a variable y, while Farnaz Farahdel examines the satisfaction of tourists as a variable y. While the equation is equally researching the Islamic attribute that uses the dimensions of Battour.

2.9   RESEARCH FRAMEWORK

Tourism is a fun activity outside the original residence within a certain period of time, which is usually no more than a year. And do not have the purpose to make money but spend some money to get certain services or activities desired. According to Tsmayanti (2010, p.1.1) tourism is "Dynamic activity involving many people as well as reviving various fields of business". Today tourism has become part of the human lifestyle because of high-pressure work and environmental situations. So people start to have travel awareness to restore their freshness and fitness after tired with the world of work. In line with that, the demand for tourism industry will be higher and will result in quite strict competition among tourism entrepreneurs.

To win the competition in the tourism industry, tourism businesses need marketing. According to Walker, Boyd & Mullins (2012, p.5) marketing is a "social process that includes the activities necessary to enable individuals and organizations to get what they need and want through exchange with others and to develop sustainable exchange relations." With marketing, tourism businesses can create and offer what tourists want and need through a mutually beneficial exchange process between tourists and tourism businesses. So the purpose of tourist destinations to attract as many as the number of tourists can be achieved.

To achieve its goal, every tourist destination creates a marketing strategy. Marketing strategy created by tourist destinations or companies in the hope of creating value that is valued by tourists so that will produce excellent marketing performance. Thus the target of tourist destinations to attract the number of visits that many will be

achieved. One impactive marketing strategy is product attributes. Products and services or in this case tourist destinations along with all the supporting facilities which are product attributes are things that are offered to tourists. Before deciding to visit, tourists will first observe the elements that exist in these tourist destinations. Kotler and Armstrong (2012, p.227) describes the level of individual product and service decisions consisting of product attributes, brand appointments, packaging, labeling, and product support services. So to attract tourists to want to visit, must be considered also attributes of products owned. Given the product attributes is one of the things that the tourists consider. Therefore, to increasingly attract Muslim tourists to want to visit to Jakarta, then in every tourist area provided Islamic attribute of destination. This attribute is a facility that supports Muslim tourists to remain able to worship when traveling.

According to Battour et al. (2010) "Islamic attributes are bound to be very important considerations when a Muslim decides to travel abroad". One of the things that Muslims consider before a visit to a tourist destination is ensuring the availability of Islamic attributes to the destination that will be visited. So to attract Muslim tourists come to Jakarta the right marketing strategy is to provide attributes of Islam in every tourist destination and public places. The availability of an islarn attribute in a tourist destination promises Muslim tourists to remain able to perform every obligation that is commanded by Islam such as the five-day prayer service and halal food.

According to Kotler and Armstrong (2014, pp. 154) the visiting decision adapted from the purchase decision is "Purchase decision is buyer's decision about which brand to purchase". Low tourist arrivals are caused by tourists who prefer to visit other tourist

destinations. Which has a more varied and attractive tourist attraction and can meet the special needs required by tourists.

Visiting decisions are one reflection of consumer behavior. Consumer behavior or in this case is a tourist behavior is matter which every business actor must understand. Because tourist behavior is not only about why tourists buy a product but also why tourists decide to take an action or a decision. By understanding the pattern of tourist behavior, business actors will know the gap to influence the factors that shape the visiting decision. In addition, marketing strategies based on knowledge or assumptions about tourist behavior will result in more impactive marketing strategies.

Tourist behavior according to Hawkins and Mothersbaugh (2009, p.27) is influenced by internal and external factors. Internal factors consist of perception, learning, memory, motive, personality, emotion, and attitude. While external factors consist of culture, subculture, demographic, social status, reference group, family, and marketing activity. Religion is one element that influences internal and external factors. So with the Islamic attribute of destination, is expected to inflence tourist behavior to decide which destinations to visit.

Some researchers agree that Islamic Attributes of Destination is one of the marketing strategies that can increase the visit of Muslim tourists. Because Muslims follow the teachings ls lam laid out as said by Farahani and Henderson (2010) in his research. Meanwhile Weidenfeld and Ron (2008) argue that "in the context of tourism, religion may influence the choice of destinations and tourist".

Research by Mohsin and Ryan (1997) also recommends that Australia can make it easier for Indonesian and Saudi Arabian tourists to find mosques or mushola while on holiday in Australia to increase tourist arrivals. Given Muslim tourists from Indonesia and Saudi Arabia are known as Muslims who are quite obedient in carrying out their duties as Muslims. The existence of Islamic Attributes of Destination which consists Halalness, place of worship, general Islamic morality, and alcohol drink and gambling free (Battour & Ismail, 2014) is one of the things that can cause Muslim tourists feel satisfied and willing to make a visit again.

Tourism destination decision making is a critical question for many tourism researchers in various disciplines. It is important for those who develop theories of tourism and tourists, and those concerned with the marketing, development and planning of destinations. However, the relationship between the safety and security of travel remains an important link in the development of tourism research.

The concept framework of this research is illustrated in the chart as in Figure 2.2:

Figure 2.2

FRAMEWORK CONCEPT THE IMPACT OF ISLAMIC ATTRIBUTES OF DESTINATION ON VISITING DECISION

PHENOMENA

1. Muslims are well commanded to follow teaching of Islam that are directly related to vacation and travel plans.
2. Religion is an important factor in the decision-making process a mediated of tourism destination image.
3. The religious attributes of Islam must be a very important consideration when Muslim specifies the destination image and then decides to travel abroad.
4. Security guarantee is the main thing in guaranteeing tourist visit.

RESEARCH OBJECTIVE

1. To what extent does worship facilities lead to positive tourism destination image of Jakarta?
2. To what extent does worship facilities lead to positive customer decision to visit Jakarta?
3. To what extent does halalness lead to positive tourism destination image of Jakarta?
4. To what extent does halalness lead to positive customer decision to visit Jakarta?
5. To what extent does general Islamic morality lead to positive tourism destination image of Jakarta?
6. To what extent does general Islamic morality lead to positive customer decision to visit Jakarta?
7. To what extent does security guarantee lead to positive tourism destination image of Jakarta?
8. To what extent does security guarantee lead to positive customer decision to visit Jakarta?
9. To what extent does tourism destination image lead to positive customer decision to visit Jakarta?
10. To what extent does Islamic attributes of destination lead to positive customer decision to visit Jakarta through destination image?

JAKARTA TOURISM

WORSHIP FACILITIES — HALALNESS — GENERAL ISLAMIC — SECURITY GUARANTEE — TOURISM DESTINATION IMAGE — VISITING DECISION

RESEARCH HYPOTHESES

H1 = Worship facilities has a positive impact on Tourism Destination Images of Saudi Arabian tourist to Jakarta.
H2 = Worship facilities has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta.
H3 = Halalness has a positive impact on Tourism Destination Images of Jakarta.
H4 = Halalness has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta.
H5 = General Islamic morality has a positive impact on Tourism Destination Images of Jakarta.
H6 = General Islamic morality has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta.
H7 = The security guarantee has a positive impact on Tourism Destination Images of Jakarta.
H8 = The security guarantee has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta
H9 = Tourism Destination Images has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta.
H10 = Islamic attributes of destination has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta through Tourism Destination Image of Jakarta.

DATA ANALYSIS TECHNIQUE
Descriptive Statistics, Reliability Validity Test, Structural Equation Modeling, Goodness of Fit Index and Hypothesis Test

RESEARCH RESULTS

CONCLUSIONS, RECOMMENDATION AND LIMITATION

PREVIOUS RESEARCH REVIEW

1. Rahman, Zailani & Musa (2015) What travel motivational factors influence Muslim tourists towards MMITD?
2. Battour, Ismail & Moustafa (2010) The Impact of Destination Attributes on Muslim Tourist's Choice
3. Hsu, Lin & Lee (2017) Measuring the Impact of Outbound Chinese Tourists Travel Decision-Making Through Tourism Destination Image and Travel Safety and Security.
4. Farahdel (2011) Islamic Attributes and its impact on Muslim tourist satisfaction: A Study of Iran.
5. Septiani (2011) The Influence of Tourism Product Attribute in Sanur Bali tourist area to the satisfaction of foreign tourists.
6. Pringadi (2013) The Impact of Nature Tourism Product Attribute Curug Muara Jaya on Visiting Decision.

DEDUCTIVE

Information: Dimensions thickened is the dimension used for research.

Based on above literature and description of the framework concept, the following research framework is designed to show the relationship of Islamic Attribute of Destination on visiting decision with tourism destination image as mediation variable.The research theoretical framework can be seen in Figure 2.3 below:

Figure 2.3
RESEARCH THEORETICAL FRAMEWORK THE IMPACT OF ISLAMIC ATTRIBUTES OF DESTINATION ON VISITING DECISION
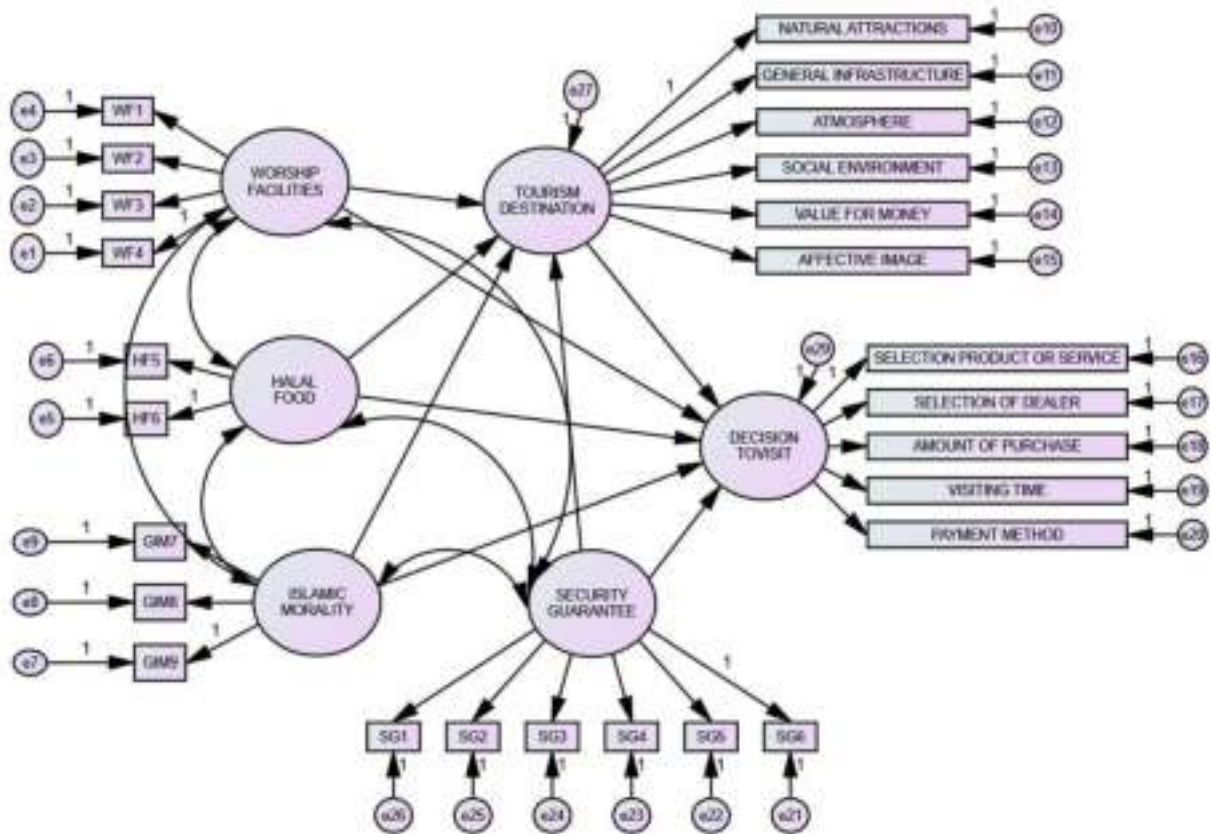
2.10 RESEARCH HYPOTHESES

The hypotheses proposed by the author in this study is a temporary answer on the research problem formulation. Hypothesis is a conclusion or opinion that is still lacking, so the conclusion is not final because it must still be proven (I Gusti Bagus, 2012: 27). Based on this understanding, the hypothesis is a temporary answer that needs to be verified by the research. From the description, the author make the hypotheses which is supported by several premises as follows:

H1 = Worship facilities has a positive impact on Tourism Destination Images of Saudi Arabian tourist to Jakarta.

H2 = Worship facilities has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta.

H3 = Halalness has a positive impact on Tourism Destination Images of Jakarta.

H4 = Halalness has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta.

H5 = General Islamic morality has a positive impact on Tourism Destination Images of Jakarta.

H6 = General Islamic morality has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta.

H7 = The security guarantee has a positive impact on Tourism Destination Images of Jakarta.

H8 = The security guarantee has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta

H9 = Tourism Destination Images has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta.

H10 = Islamic attributes of destination has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta through Tourism Destination Image of Jakarta

2.11 SUMMARY

The discussion in chapter two has clearly outlined each construct used in this study, as well as the relationships or influences between constructs that form the basis of the proposed conceptual framework. In addition, it is also briefly explained in relation to the big picture of Indonesia, especially tourism in Indonesia and Jakarta.

Indonesia is the largest archipelago country in the world which has thousands of islands that have their own charms, and the unique attractions they have become an attraction for foreign tourists to come to visit Indonesia. Furthermore, Jakarta as the capital of Indonesia has a variety of attractive tourist destinations, especially halal and historical tourism. There are several halal destinations that are most in demand by local and foreign tourists, namely Istiqlal Mosque, Sunda Kelapa Mosque, Al-Azhar Mosque, National Monument, Beautiful Indonesia Miniature Park (Taman Mini Indonesia Indah), Ragunan, and halal culinary centers which are scattered in various regions in Jakarta.

Further, this chapter has already comprehensively described all the constructs of the research. First, Islamic attributes are factors that can meet the needs of Muslim tourists such as providing halal food and drinks, applying or wearing a polite dress, as well as the availability of places of worship (Rahman, 2014). Secondly, facilities of worship is an absolute must have facilities because it is included into the basic needs of Muslim tourists. Examples are mosques and women's prayer clothes or mukena (Battour and Ismail, 2014). Third, halal food is a term that implies that the food processing is in accordance with Islamic law and free of alcohol, pork or dog and derivative food. So it is

allowed to be consumed according to Islamic law (Battour et al. 2010). Fourth, general Islamic morality is the implementation of this Islamic value must be common in everyday life, for example, the use of conservative and non-sexy dress code, prohibition of public display of affection, and ban of prostitution (Battour and Ismail, 2014). The last independent construct is security guarantee which is paramount in mind traveling abroad and the need for safety and gaining a security environment is one of the basic conditions to ensure tourism (Hsu, Lin & Lee, 2017).

Furthermore, the mediator variable in this research is destination image. Destination image is perceived as the impression of a place or the perception of an area. A positive image of a destination can increase the number of tourist arrivals and certainly influence tourists' perception (Jorgensen, 2004), and visiting decision as the dependent construct is a visitor's decision about which destination to visit, and the collection of information depends on the stage of family life cycle the individual concerned is at (Jang et al., 2007).

Today tourism has become part of the human lifestyle because of high-pressure work and environmental situations. So people start to have travel awareness to restore their freshness and fitness after tired with the world of work. In line with that, the demand for tourism industry will be higher and will result in quite strict competition among tourism entrepreneurs.

Every tourist destination creates a marketing strategy. Marketing strategy created by tourist destinations or companies in the hope of creating value that is valued by tourists so that will produce excellent marketing performance. Thus the target of tourist destinations to attract the number of visits that many will be achieved. One impactive

marketing strategy is product attributes. Products and services or in this case tourist destinations along with all the supporting facilities which are product attributes are things that are offered to tourists. Before deciding to visit, tourists will first observe the elements that exist in these tourist destinations. Some researchers agree that Islamic Attributes of Destination is one of the marketing strategies that can increase the visit of Muslim tourists. Because Muslims follow the teachings lslam laid out as said by Farahani and Henderson (2010) in his research. Given Muslim tourists from Saudi Arabia are known as Muslims who are quite obedient in carrying out their duties as Muslims. The existence of Islamic Attributes of Destination which consists Halalness, place of worship, general Islamic morality, and alcohol drink and gambling free (Battour & Ismail, 2014) is one of the things that can cause Muslim tourists feel satisfied and willing to make a visit.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1   INTRODUCTION

This study analyzes the independent variables of Islamic attribute of destination which consists of worship facilities, halalness, and general Islamic morality. While the dependent variable is a visiting decision consisting of product or service selection, provider or supplier selection, purchase amount, visit time, payment method. The unit of analysis in this study is Muslim tourists from Saudi Arabia who visit Jakarta. This research was conducted in less than one year period then used cross sectional method approach. That is the research method that studies the object in a certain time (not continuous in the long term).

Based on the two research objects mentioned above, it will be analyzed the impact of Islamic attribute of destination among Saudi Arabian tourist on the decision to visit Jakarta

3.2   RESEARCH DESIGN

This research is quantitative descriptive. According to Sujarweni (2014: 11) descriptive research is a research conducted to determine the value of each variable, whether one variable or more independent nature without making the relationship or comparison with other variables. These variables can describe systematically and accurately about the population or about a particular field. Furthermore, in this study using the type of quantitative research. This type of descriptive research in this study is

useful to know the image of the image attribute of Islamic destinations and decisions of Muslim travelers from Saudi Arabia who visited Jakarta.

While quantitative research According to Sujarweni (2014: 6) is a study that produces findings that can be achieved using statistical procedures or other means of quantification (measurement). Quantitative approaches focus on the symptoms that have certain characteristics in human life which he calls a variable. In the quantitative approach the nature of relationships among the variables is analyzed by using objective theory. The relationship with this research is to know the influence of Islamic Attribute of Destination on the decision of Muslim tourists from Saudi Arabia who visit Jakarta.

Based on the type of descriptive and verification research. So research method used in this research is explanatory survey. According to Sugiyono (2014: 7) what is meant by survey method is research conducted on large and small population, but the data studied is data from samples taken from the population, so that found relative events, distribution, and relationships between sociological and psychological variables.

3.3   OPERATIONAL VARIABLES

The variables are used in this study include three variables, independent variable, dependent variable and intervening variable. Where the related variables in this study can be explained as follows:

1. Independent variables that is investigated in this study is Islamic Attribute of Destination which consists of Worship Facilities, Halalness and General Islamic Morality. Another Independent variables is Security Guarantee

2. Dependent Variables investigated in this study is Visiting Decision.

3. Intervening variable is variable that influence the relationship between independent variables and dependent variable into indirect, unobservable and measurable relationships. Intervening variable in this study is Tourism Destination Image.

Based on the variables of all observed variables, the following instruments were developed:

Table 3.1

Operational Research Variables

VARIABLE	DEFINITION				
Islamic Attribute of Destination	Islamic attributes are those factors that include to Muslim's needs such as providing Islamic dress code, halal food and halal drinks and availability of prayer's facilities. Islamic attributes are factors that can meet the needs of Muslim tourists such as providing halal food and drinks, applying or wearing a polite dress, as well as the availability of places of worship (Rahman, M.K., 2014).				
Sub Variable	Variable Concepts	Indicators	Measurement	Scale	No. Item
Availability of Worship Facilities	Worship facilities i.e. the availability of a mosque or a Mushola to perform the five-day prayer is one of the important factors that become the consideration of Muslim tourists. (Syed, Alhamarneh & Steiner; Battour, et. al. 2010)	Availability of space or place of worship.	Level of availability of places of worship in Jakarta tourist destinations.	Ordinal	III.A.1
		Availability of ablution sites.	Level of ablution place availability in Jakarta tourist destination.	Ordinal	III.A.2
		Availability of tools of worship.	Level of availability of Mokena or sarong.	Ordinal	III.A.3
		A Qibla pointer.	Level of clarity of Qibla directions in places of worship and hotel rooms.	Ordinal	III.A.4
		Adhan.	Level of clarity of hearing the call to prayer.	Ordinal	III.A.5
Availability of Halal Food	Halal food refers to food that can be lawfully consumed	The existence of halal food and drinks	The level of availability of halal food and beverages	Ordinal	III.B.1

	when condition for Islamic food preparation are met. (Battour, et. al. 2010)	Easy to find halal food and drink.	The level of convenience to get halal food and drinks.	Ordinal	III.B.2
General Islamic Morality	The shariah Expressly forbids Muslim from engaging in fornication or adultery. (Battour, et. al. 2010)	Employee uniforms used politely.	Uniform level of employee uniformity.	Ordinal	III.C.1
		Daily attire of local people.	Level of courtesy clothing worn by the community.	Ordinal	III.C.2
		Reflection of norms in accordance with the teachings of Islam.	The level of reflection of norms in accordance with Islamic teachings.	Ordinal	III.C.3

INTERVENING VARIABLE					
Variable	**Variable Concepts**	**Indicators**	**Measurement**	**Scale**	**No. Item**
Tourism Destination Image	Destination image is the total of belief, attitude and impressions towards a traveler has a destination (Ayyildiz & Turna, 2013; Promsivapallop & Kannaovakun, 2017)	Cognitive Image (Coban, 2012)	Cognitive image is the conviction and information held by someone on purpose.	Ordinal	IV.1
		Affective Image (Artuger et al. 2013)	Affective image is a picture of emotions or feelings as people about a destination.	Ordinal	IV.2

VARIABLE	**DEFINITION**				
Decision to Visit	Buyer's decision about which brand to purchase. (Kotler & Armstrong, 2014:154)				
Sub Variable	**Variable Concepts**	**Indicator**	**Measurement**	**Scale**	**No. Item**
Selection of Products or Services	Consumers or travelers will choose what products or services are wanted between (Kotler and Armstrong, 2014:171)	Diversity of tourist products	Level of variation of choice of tourist destinations in Jakarta	Ordinal	V.1
		The attraction of tourism products in Jakarta	Level of attractiveness of tourism destinations in Jakarta	Ordinal	V.2
		Services provided	Level of quality of services provided	Ordinal	V.3

			by tourism destinations Jakarta		
		The uniqueness of tourism products in Jakarta	Level of uniqueness of tourist destinations in the city of Jakarta	Ordinal	V.4
		Excellence of tourism products in Jakarta	Level of excellence tourist destinations in the city of Jakarta	Ordinal	V.5
Selection of Distributors	To get the product or service selected then the tourists will then decide from where they will buy it. (Kotler and Armstrong, 2014:171)	Channel location	Level of convenience of travelers to reach out to distributors	Ordinal	VI.6
		The price offered	Level of economics of the offered price	Ordinal	VI.7
		Good reputation	Distributors have a good reputation	Ordinal	VI.8
		Products and services offered	Products and services offered in accordance with the needs of tourists	Ordinal	VI.9
Number of Visits	Tourists may decide the duration and frequency of visits to be made. (Kotler and Armstrong, 2014:171)	Frequency of visiting tourist destinations	Frequency of tourists visiting	Ordinal	VI.10
		Duration of visit	Level of tourist's desire to make a return visit	Ordinal	VI.11
Visiting Time	Tourist decisions to make a visit different from one another. (Kotler and Armstrong, 2014:171)	Visit during peak season	The level of willingness of tourists to make a visit during peak season. Visit during low season	Ordinal	VI.12
Payment Method	Tourists may use different methods of payment during travel. (Kotler and Armstrong, 2014:171)	Diversity of payment types	Level of availability of various types of payments	Ordinal	VI.14

ANOTHER INDEPENDENT VARIABLE					
Variable	**Variable Concepts**	**Indicators**	**Measurement**	**Scale**	**No. Item**
Security Guarantee	Travel safety and security is paramount in mind traveling abroad and the need for safety and gaining a security environment is one of the basic conditions to ensure tourism (Hsu, Lin & Lee, 2017).	Political stability	Political stability in Jakarta	Ordinal	VII.1
		Product price	The price of the required product is affordable	Ordinal	VII.12
		Settlement and environment	Residential area and Islamic environment hospitality	Ordinal	VII.13
		Transport facilities	Good facilities for transportation	Ordinal	VII.1.4
		Hassle-free places	Hassle-free places	Ordinal	VII.15

The scale used in this study is Likert Scale. This scale is called the Likert Scale because it was first developed by Rensis Likert. According Sugiyono (2016: 93), explained Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. For each answer option scored, the respondent should describe, support the question (positive item) or not support the statement (negative item). Scores on the answer choices for the questionnaires posed for positive and negative statements are as follows:

Table 3.2
Respondents answer alternative

No	Information	Assessment	
		Positive	**Negative**
1	Strongly agree	5	1
2	Agree	4	2
3	Neutral	3	3
4	Disagree	2	4

5	Strongly Disagree	1	5

Source: Sugiyono (2016:93).

3.4   DATA SOURCE

In doing research, a researcher must be supported by data and information. According to Zikmund, et al. (2010: 19) Information is structured data that can support purchasing decisions or illustrate the relationship between two facts. While the data is fact or phenomenon recorded. There are two types of data by obtaining it, namely primary and secondary data. Sources of data in this study, namely:

1. Primary Data

According to Sujarweni (2014: 73-74) explains primary data is data obtained from the respondents through questionnaires, focus groups, and panels, or data from interviews with the resource person. Data obtained from this primary data must be processed again. Data sources that directly provide data to data collectors, namely through a questionnaire that is distributed to Saudi Arabian tourists who visit Jakarta.

2. Secondary Data

According Sujarweni (2014: 74) defines Secondary Data is data obtained from notes, books, magazines in the form of financial statements of corporate publications, government reports, articles, books as theory, magazines, and so forth. Data obtained from this secondary data need not be processed anymore. The source does not directly provide data on the data collector.

Table 3.3
Types and Sources of Data

Research Data	Data Type	Data Source
Profile of Jakarta City	Secondary	Government of Jakarta City Website
Saudi Arabian Tourist Visiting to Jakarta	Secondary	Department of Culture and Tourism of Jakarta
Data of tourist destinations owned by the city of Jakarta	Secondary	Department of Culture and Tourism of Jakarta
Country Ranking Data that develops Islamic Tourism	Secondary	Muslim Global Travel Index
Response on Islamic Attribute of Destination toward decision to visit Jakarta among Saudi Arabian tourists	Primary	Saudi Arabian tourists visiting Jakarta

Source: Results Data Processing, 2018.

3.5 POPULATION, SAMPLE AND SAMPLE TECHNIQUE

3.5.1 Population

The population is needed in the research as an accurate data source. According Sugiyono (2016: 80), the definition of population is a generalization region consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The population studied in this study were Saudi tourists who visited Jakarta which amounted to 197,681 tourists.

3.5.2 Sample

According to Sujarweni (2014: 65), the sample is part of the number and characteristics possessed by the population. When the population is large, and researchers are unlikely to study everything in the population, for example due to limited funds, manpower and time, the researchers can use samples taken from the

population. The sample in this study is part of the study population, which is part of Saudi Arabian tourists visiting toJakarta.

3.5.3 Sampling Technique

The main objective of this research was to identify the impact of Islamic attributes of destination on destination image and Saudi Arabian tourists' visiting decisions. Saudi Arabian tourists are the population of this study. The targeted population size was 197,681. The sample size employed for this research was based on the total number of Saudi Arabian tourists who visited Jakarta. Data were collected using self-administered questionnaires. The questionnaires were distributed personally to all respondents. This method of questionnaire distribution was selected because it provides a high predictive value for assessing the efficiency of the individuals in various departments, especially when the target subject under the study is related to individual perceptions, beliefs, and opinions (Yalcinkaya, 2007).

In this study, 48 statements or indicators were used. This study also used a Likert scale, which is generally used in questionnaire-based research (Lee et al. 2009). All variables were measured using a five-point Likert scale. According to the instrument analysis, the determination of the minimum representative sample depends on the required size of sample (Sekaran, 2003). The maximum likelihood estimation technique requires a sample size of around 100–200. There has been some evidence that simple SEM models can be meaningfully tested even if the sample size is quite small (Marsh and Hau, 1999), but usually, N = 100–150 is considered the minimum sample size for conducting SEM (Tabachnick and Fidell,

2001). Some researchers consider an even larger sample size for SEM, for example, N = 200 (Kline, 2005).

The sampling procedure uses a purposive sampling technique approach. The sampling here is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or they conform to some criteria set by the researcher (Sekaran dan Bougie, 2016). In this study, researchers have established several criterias that are included in the study sample. First, respondents must come from Saudi Arabia. Secondly, respondents had visited DKI Jakarta at least once (traveling for business purpose, vacation, visiting family / friends, and etc), and thirdly, a respondent could answer the questionaire in english format. Furthermore, based on the explanation above, 384 questionnaires were distributed, and 200 respondents collected (response rate: 52%) and used for analysis. Data from 200 respondents were collected and then analysed using the SEM method.

3.6 DATA COLLECTION TECHNIQUES

The data collection presented by Sujarweni (2014: 74) as follows:

1. Questionnaire or Questionair (Questionairre)

   The questionnaire is a data collection technique that is done by giving a set of questions or written statement to the respondents to be answered. The questionnaire is an efficient data collection tool when researchers know with certainty the variables that will be measured and know what can be expected from the respondents (Sujarweni, 2014: 75).

2. Library Research

This research is conducted through literature study or literature study by studying, researching, reviewing and splitting the literature in the form of textbooks, laws, magazines, newspapers, articles, websites and previous studies that have relationships with the problem under study. Library study in this study aims to gather information from the theories that have been raised by previous researchers about the attributes of Islamic goals and the decision to visit Jakarta.

3.7 VALIDITY AND RELIABILITY TEST

3.7.1 Validity Test

According to Priyatno (2011: 42) The item validity test is used to measure the accuracy of an item in the questionnaire or scale, whether the questionnaire items are appropriate in measuring what it wants to measure, or can perform a direct assessment by Pearson's correlation method or corrected item- total correlation. The Product Moment Pearson's correlation coefficient formula:

$$r = \frac{n\Sigma XY - (\Sigma X . \Sigma Y)}{\sqrt{n\Sigma X^2 - (\Sigma X)^2} . \sqrt{n\Sigma Y^2 - (\Sigma Y)^2}}$$

Explanation :

r   = correlation coefficient of questionnaire item with total score.
X   = score of questionnaire item
Y   = total score
n   = number of data (respondent)

In the validity test in this study using corrected item-total correlation, according to Priyatno (2011: 60) method corrected item-total correlation by correlating each item total score and correction to the value of the correlation coefficient is overestimated (higher value estimate with in fact).

Steps in testing validity:

a. Determining the hypothesis.

H0 = Grain score is positively correlated with factor score.

H1 = Grain score is not positively correlated with factor score.

b. Determine the value of r_{tabel}.

From r_{tabel} to df = number of cases (n) - 2, with significance level 5%. (can be viewed in the attachment).

c. Search r_{hasil}.

Through SPSS 23.00 for Windows program for each item (variable) can be seen in column Corrected Item Total Correlation.

3.7.2   Reliability Test

Reliability test is intended to determine the consistency of the measuring instrument, whether the measuring device used is reliable and remains consistent if the measurement is repeated. Commonly used reliability test method is Cronbach Alpha. To determine whether the instrument is reliable or not, certain restrictions may be used such as 0.6. Reliability if less than 0.6 is less good, whereas 0.7 is acceptable and above 0.8 is either Priyatno (2011: 69). Instruments used in these variables are said to be reliable if they have Cronbach Alpha more than 0.60 (Gozali, 2002: 98).

$$\text{Cronbach Alpha}: \quad \alpha_{it} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\Sigma S_i^2}{S_t^2} \right)$$

Exp :

  k = number of questionnaires

α_{it} = coefficient of reliability of questionnaire items

$\sum S_i^2$ = the number of valid grain score variance

S_t^2 = the total variance score of the item

To find the magnitude of the variance of the questionnaire items and the total variance score of the grains in the following formula:

$$S_i^2 = \frac{\sum X_i^2}{n} - \left(\frac{\sum X_i}{n}\right)^2$$

Exp:

$\sum X_i$ = the number of scores per item

$\sum X_i^2$ = the sum of squares scores per item

$\sum X_t$ = total score

$\sum X_t^2$ = sum of squares total score

Steps in testing reliability:

1. Determining the hypothesis.

   $H_0 =$ Grain scores are positively correlated with composite factors.

   $H_1 =$ The grain score is not positively correlated with the composite factor.

2. Compare cronbach alpha with 0.60

3. Search r_{hasil}

   r_{hasil} is *Cronbach Alpha* (located at the end of the output on the SPSS 23.0 for Windows program).

4. Make decisions.

   Basic decision-making:

a. If r_{alpha} positive or $r_{alpha} > 0{,}60$, then the item or variable is reliable.

b. If r_{alpha} no positive or $r_{alpha} < 0{,}60$, then the item or variable is not reliable.

3.8 DATA ANALYSIS TECHNIQUES

3.8.1 Structural Equation Modeling (SEM)

The test of the research model is done by using Structural Equation Modeling (SEM). Sewal Wright developed this concept in 1934, initially known as path analysis and then narrowed in the form of Structural Equation Modeling (Yamin, 2009).

Data analysis technique using Structural Equation Modeling (SEM), is done to explain thoroughly the relationship between variables that exist in the research. SEM is used not to design a theory, but rather to examine and justify a model. Therefore, the main requirement of using SEM is to construct a hypothetical model consisting of a structural model and a measurement model in the form of a path diagram based on the justification of theory.

SEM becomes a more powerful analytical technique because it considers the modeling of interaction, nonlinearity, correlated independent variables, measurement error, correlated error terms, some latent independent variables, where each is measured using many indicators, and one or two latent dependent variables which are also measured by several indicators respectively. Thus according to this definition SEM can be used another stronger alternative than by using multiple regression, path analysis, factor analysis, time series analysis, and covariance analysis (Byrne, 2010).

According to Yamin (2009) suggests that in the SEM researchers can perform three activities at once, namely examination of validity and reliability of the instrument (equivalent to confirmatory factor analysis), testing the relationship model between latent

variables (equivalent path analysis), and get a useful model for prediction (equivalent to structural model or regression analysis).

The two reasons underlying the use of SEM are (1) SEM has the ability to estimate relationships between variables that are multiple relationships. This relationship is formed in a structural model (the relationship between dependent and independent constructs). (2) SEM has the ability to describe patterns of relationships between latent constructs and manifest variables or indicator variables.

The approach taken to estimate SEM model parameters is divided into 2, namely:

1. Structural Model (Structural Model). Also called latent relationship variable.

2. CFA Analysis (Confirmatory Factor Analysis) as Measurement Model (Measurement Model).

The validity of the indicator used to measure the construct of the measurement model can be seen from the data processing number using Amos 23. The indicator used must have a value of t greater than 1.99 and the standardized factor is greater than or equal to 0, 5. While the composite reliability of the construct variables of the measurement model used can be seen from the amount of construct realibility and variance extracted (Fornel & laker). The reliability of the construct is good if the construct reliability value> 0.7 and the variance value of extracted> 0.5.

Structural model fit tests are used to test the relationship model between dimensions or variables. The criteria that can be used to test the suitability of the structural model are among others:

1. Compare fit index (CFI). CFI values greater than 0.9 are considered appropriate models.

2. The ratio of chi-square values to the degrees of freedom of the model (normed chi-square). A ratio value between 1 - 3 is considered to be an appropriate value and a value greater than 5 is considered poor fit of the model.

3. Root mean square error of appoaximation (RMSEA). The RMSEA value of 0.05 or less is the best matching value, the value 0.08 or less is an acceptable value, while a value greater than 0.1 is considered to be no model match.

4. Goodness of fit index (GFI). Models can be categorized as good fit if the value of GFI approaches 1.

Table 3.4
Goodness of Fit Index

Criteria	Cut if Value
1. Chi-square	Expected small Ideal Value <3 P ≥ 0,05
2. RMSEA (Root mean square error of approximation)	RMSEA ≥ 0,08 (good fit), RMSEA ≤ 0,05 (close fit)
3. GFI (Goodness of Fit Index)	≥0,90
4. AGFI (Adjusted Goodness of Fit	≥ 0,90 (Hair, 1995 dan Hulland,1996)
5. CMIN/DF (The Minimum Sample Discrepancy Function/Degree of Freedom)	≤ 2 (Byne,1998) ≤ 5 (Wheaton,1977)
6. TLI (Tucker Lewis Index)	≥ 0,90 (Arbuckle,1997)
7. NFI (Normal Fit Index)	≥ 0,90
8. CFI (Comparative Fit Index)	≥ 0,95 (Bentle)
9. PNFI (Parsimonious Normal Fit Index)	The higher the better
10. PGFI (Paesimonious us Goodness of Fit Index)	The higher the better / parsimony
11. Measurement Model Fit (by measuring construct reliability and extracted variance)	Reliabilitas ≥ 0,70 Variance extracted ≥ 0,50

The description of each of the goodness of fit index can be explained as follows:

1. X^2 = Chi Square. The statistical value of Chi-Square is used to measure the overall fit of a model. The model being evaluated will be considered good if the Chi-Square value is small; the smaller the Chi-Sqaure value, the better a model. Chi-Square difference test is expected to accept the null hypothesis with significance *probability* ≥ 0.05.

2. *The Root Mean Square Error of Approximation* (RMSEA). Because χ^2 -Chi-Square very sensitive to sample size (too big or too small), RMSEA criteria are used to compensate Chi-Square with large samples. The RMSEA value of ≤ 0.08 is recommended as a guide for declaring the model acceptable.

3. *Goodness-of-Fit Index* (GFI). This index calculates the weighted proportion of variance in the sample covariance matrix described by the population covariance matrix which is estimated by a range of values from zero to one. Getting closer to one GFI value (≥ 0.90) then the better the model.

4. *Adjusted Goodness Of-Fit* (AGFI). AGFI is analog R2 in multiple regression. Fit This index can be adjusted to the degrees of freedom available to test the acceptability or rejection of the model. The recommended acceptance rate is when the value of AGFI ≥ 0.90. Both GFI and AGFI are criteria that take into account the weighted proportion of variance in a sample covariance matrix. A value of 0.95 can be interpreted as a good overall model fit, while 0.90-0.95 indicates sufficient level.

5. *Normed Fit Index (NFI)*. This index is also a measure of comparison between proposed models and null models. The recommended value is NFI > 0,90.

6. *Tucker Lewis Index* (TLI) or *Non-Normed Fit Index* (NNFI). This criterion is used by comparing the model tested with the baseline model. TLI or NNFI model ≥ 0.90 it is recommended to accept a model under test.

7. *Comparative Fit Index* (CFI). Different from χ^2 -Chi-Square, this index is not influenced by the size of the sample used in the study. CFI Value ≥ 0.90 shows a good model even if approaching one shows *a very good fit*.

8. *Incremental Fit Index* (IFI), is used to overcome the problem of parsimony and sample size, which is related to NFI.

9. *Relative Fit Index* (RFI), is a derivative of NFI and CFI.

3.8.2 SEM Procedure

According to Hair et al. There are 7 stages of procedure of SEM formation and analysis that is:

1. Establish theoretical model as the basis of SEM model which has strong theoretical justification. Is a causal or causal model that states the relationship between dimensions or variables.

2. Building the path diagram of causal relationships formed on the basis of theory. The path diagram allows researchers to see the relationships of causality that tested.

3. Divide the path of the diagram into a set of measurement model and structural model.

4. Selection of input data matrix and estimate the proposed model. SEM differences with other multivariate techniques are in the input data to be used in the modeling

and estimation. SEM uses only variant / covariance matrix or correlation matrix as input data for overall estimation.

5. Determine the identification of the structural model. This step to determine the specified model is not an under-indentified or unidentified model. Problem identification can arise through the following symptoms:

    a. Standard error for one or more coefficients is very large.

    b. This program is able to produce the information matrix that should be presented.

    c. Appears strange numbers like a negative variance error.

    d. There is a very high correlation between the estimated correlation (eg more than 0.9).

6. Evaluate the criteria of goodness of fit or fit test. At this stage the suitability of the model is evaluated through a review of the various goodness of fit criteria as follows:

    a. The sample size is at least 100 and with a ratio of 5 observations for each estimate parameter.

    b. Normality and linearity.

    c. *Outliers*

    d. *Multicolinierity dan singularity*

7. Interpret the results obtained and change the model if necessary.

3.8.3 Hypothesis Testing

Hypothesis testing is done by looking at the significant value of each level of significant (a) relationship that is set at 5%, which means that the tolerable error tolerance

limit is 5%. In other words, the level of confidence of testing this hypothesis is 95%. If the p-value is <0.05, then it can be said that the independent variable has a significant impact on the dependent variable (Coromina, 2014).

3.9   PHILOSOPHY OF THE RESEARCH

The philosophy of this research uses the positivism approach in which there is a belief that reality can be observed and is stable and illustrated from an objective point of view, that is, without disturbing the phenomenon being studied. This philosophy holds that phenomena must be isolated and observations can be made repeatedly. In positivism studies, the role of researchers is limited to objective data collection and interpretation. In this type of study, research findings can usually be observed and measured.

Ramanathan, (2008) revealed that the main features of the philosophical approach to positivism are the existence of research hypotheses, concepts that can be measured, using statistical approaches, and random sampling. Furthermore, Easterby-Smith et al. (2008) revealed a number of characteristics of the positivism approach, namely focusing on facts, the existence of the law of causality, the formulation of hypotheses, having a large sample size, and the concept must be able to be operationalize.

3.10   RESEARCH APPROACH

A study aims to find out where the problem areas are in the organization, and to identify as clearly and specifically as possible the problems that need to be studied and resolved. After the problem is clearly defined, a number of steps can be taken to determine the factors associated with the problem, gather information, analyze data, develop explanations for the problem, and then solve it by taking the necessary corrective

steps. Some research is aimed at building theory, while other research is designed to test theories or to describe what is happening, using existing frameworks, instruments or models (Sekaran and Bougie, 2016: 3).

Scientific research is carried out through logical, step by step, organized, and rigorous methods (scientific methods) in order to find solutions to solve problems. The scientific method was developed in the context of natural sciences, where it is the basis of many important discoveries. One commonly used research approach is the hypothetico-deductive method. The approach is a systematic series, from identifying problems to finding solutions that are usually explained using data interpretation. There are seven steps in the method / approach, namely identification of problem areas, establishing problem statements, developing research hypotheses or hypotheses, determining variable measurement tools, data collection, data analysis, and data interpretation (Sekaran and Bougie, 2016: 23-24). In this research, the seven steps are carried out, so it can be said that this study uses or implements a hypothetico-deductive-based scientific research approach that aims to identify the main problem, up to the collection, analysis, and interpretation of the data collected.

3.11 UNIT OF ANALYSIS

There are guidelines that must be followed to ensure that the indicators used in the questionnaire are appropriate to minimize bias, as well as several measurement principles that must be followed to ensure that the data collected is appropriate, which aims to test the research hypothesis (Sekaran and Bougie, 2016: 150). Measurement (measurement) is

the determination of numbers or other symbols as characteristics (or attributes) of objects in accordance with a set of predetermined rules (Sekaran and Bougie, 2016: 193).

There are three things that must be considered in measurement and measures, namely operational definition, indicators (items) used, and scale of measurement (scaling), after that data collection can be done through various methods, one of which is using a questionnaire instrument (now and Bougie, 2016: 194). In this study, the operational definitions of variables and indicators used in the research questionnaire refer to a number of previous scientific studies, as well as the measurement scale using a Likert-scale. The Likert scale is designed to check how strongly the research subjects agree or disagree with the statement given on a five-point scale (Sekaran and Bougie, 2016: 207). Furthermore, the researcher distributes or distributes the questionnaire directly (direct) to the respondents who fall into the study criteria, so that it can explain if there is a misunderstanding of the respondents when they want to fill out the questionnaire.

3.12 Knowledge Gap

This research is an attempt to transform the Islamic attribute of destinations (IAD) construct by adding a new dimension, namely security guarante which acts as a fundamental element in shaping IAD and ultimately able to influence tourism destination image which is embedded in the minds of tourists. This is certainly a positive contribution to the development of the IAD construct and its implications. A number of previous empirical studies have only focused on the construct of worship facilities, halal food / halalness, and general Islamic morality (Battor et al., 2010; Battor, 2011; Battor et

al., 2011; Battor and Ismail, 2011; Abdullah, 2012 ; Battor et al., 2013; Battor and Ismail, 2014; Kim et al., 2014; Chahal & Devi, 2015; Rahman et al., 2015).

3.13 Time Horizon

Time horizon of the research is a cross-sectional study. A study can be undertaken in which data are gathered just once, perhaps over a period of days or weeks or months, in order to answer a research question. Such studies are called one-shot or cross-sectional studies (Sekaran dan Bougie, 2016). This research was conducted one-time where sample researrch was collected in the period of June-August 2018 in DKI Jakarta.

3.14 Measurement Design

1. There are guidelines that must be followed to ensure that the indicators used in the questionnaire are appropriate to minimize bias, as well as several measurement principles that must be followed to ensure that the data collected is appropriate, which aims to test the research hypothesis (Sekaran and Bougie, 2016: 150). Measurement (measurement) is the determination of numbers or other symbols as characteristics (or attributes) of objects in accordance with a set of predetermined rules (Sekaran and Bougie, 2016: 193).

2. There are three things that must be considered in measurement and measures, namely operational definition, indicators (items) used, and scale of measurement (scaling), after that data collection can be done through various methods, one of which is using a questionnaire instrument (now and Bougie, 2016: 194). In this study, the operational definitions of variables and indicators used in the research questionnaire refer to a number of previous scientific studies, as well as the

measurement scale using a Likert-scale. The Likert scale is designed to check how strongly the research subjects agree or disagree with the statement given on a five-point scale (Sekaran and Bougie, 2016: 207). Furthermore, the researcher distributes or distributes the questionnaire directly (direct) to the respondents who fall into the study criteria, so that it can explain if there is a misunderstanding of the respondents when they want to fill out the questionnaire.

3.15 SUMMARY

This study uses a quantitative approach that aims to analyze the influence between the variables studied. There are three variables that play a role in forming the conceptual framework of research, namely independent variables (Worship Facilities, Halalness and General Islamic Morality), intervening variables (Tourism Destination Image), and the dependent variable (Visiting Decision). Worship facilities are measured using four indicators, halalness is measured using two indicators, and general Islamic morality is measured using three indicators. Furthermore, the construct of security guarantees is measured using six indicators. Meanwhile, tourism destination image and visiting decision are measured using eighteen indicators and fifteen research indicators, respectively.

Primary data obtained through the distribution of questionnaires that act as research instruments. Of the 384 questionnaires that were distributed directly in July to August 2018 in DKI Jakarta, 200 complete answers were obtained in accordance with predetermined criteria, namely Saudi Arabian tourists who had visited Jakarta Capital City, whether business travelers or holiday travelers. Thus, the response rate achieved was 52 %.

Furthermore, the test of the research instrument was carried out using the confirmatory factor analysis approach to test the validity of the respondents 'answers, and to test the reliability it was done by looking at the Cronbach alpha value to find out whether the respondents' answers were consistent and reliable, or vice versa. After that, the researchers conducted a goodness of fit model test to see the feasibility of the model as a whole, and in the end the researchers continued the analysis of the data using the structural equation model (SEM) approach which aims to answer the proposed research hypotheses and the magnitude of the influence between the variables studied.

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.1   INTRODUCTION

This sub-chapter is a discussion of hypotheses results and discussion of findings related to the profile or characteristics of respondents which can be seen through some of the respondents' demographic backgrounds, gender, age, nationality, income per month, number of visits to Jakarta, employment, and educational background /education.

4.2   PROFILE OF RESPONDENTS

The following is the profile of respondents in this study based on the demographic background summarized as follows:

Table 4.1
Profile of Respondents

No	Profile	Frequency (f)	Percentage (%)
Gender			
1	Male	124	62.0
2	Female	76	38.0
Age			
1	Less than 20	18	9.0
2	20-29	36	18.0
3	30-39	68	34.0
4	40-49	54	27.0
5	50 and above	24	12.0
Nationality			
1	Saudi Arabia	200	100.0
2	Others	0	0.0
Monthly Income (US$)			
1	Less than 500	2	2.0
2	1001 – 1400	12	12.0

No	Profile	Frequency (f)	Percentage (%)
3	1900 – 2400	34	34.5
4	500 – 1000	22	21.5
5	1400 – 1900	19	19.0
6	More than 2400	11	11.0
Visitation in Jakarta			
1	First time	36	18.0
2	Once Per Year	50	25.0
3	Twice Per Year	72	36.0
4	Three times Per Year	32	16.0
5	Four times Per Year	10	5.0
Occupation			
1	Civil Servant	24	12.0
2	Private Employee	68	34.0
3	Military	24	12.0
4	Trader/ entrepreneurs	84	42.0
Education			
1	Junior High School	20	10.0
2	Senior High School	50	25.0
3	University	68	34.0
4	Master	52	26.0
5	Doctoral	20	10.0
Main Reason to Visit Jakarta			
1	Business	19	9.5
2	Vacation	172	86.0
3	Family Matter	2	1.0
4	Education	2	1.0
5	Others	5	2.5
With Whom			
1	Alone	55	27.5
2	Friend	84	42.0
3	Family	31	15.5
4	Group	15	7.5
5	Others	15	7.5
Time Spent			
1	1 Day (24 Hours)	7	3.5
2	1 - 3 Days	40	20.0
3	3 – 7 Days	139	69.5
4	7 – 10 Days	12	6.0
5	More than 2 weeks	2	1.0

No	Profile	Frequency (f)	Percentage (%)
Type of Tourism			
1	Nature based	38	19.0
2	Culture tourism	93	46.5
3	Manmade tourism	36	18.0
4	Others	32	16.5

Source: Data Processing, (2018)

Referring to the table above, it shows that the majority of the gender of the respondents in this study were men, namely as many as 124 respondents or 62%. This represents that more than half of the respondents were male. Furthermore, the background of the age of the respondents, the majority are 30-39 years old or 34%. This illustrates that the majority of respondents are still in productive age. Third, the majority of respondents are Saudi Arabia citizens, namely 200 respondents or 100%. Furthermore, the majority of respondents visited Jakarta twice in one year, namely 72 respondents or by 36%. When viewed in terms of monthly income, the majority of respondents have income of $ 1,900 - $ 2,400 or 34.5%. Other respondents' demographic background, namely employment and educational background. In this study, the majority of respondents have a background of work and education, namely as many as 84 respondents worked as traders / entrepreneurs or by 42% and and with an undergraduate education background of 68 respondents or by 34%.

Furthermore, related to the data of the visit of Saudi Arabian tourists, the results of the study showed that the majority of respondents visited Jakarta due to holiday needs, namely 172 respondents or 86%. Second, the majority of respondents visited Jakarta with friends, which was 42% or 84 respondents. From the side, the time spent by Saudi Arabian tourists, the majority of them spend time in Jakarta for 3-7 days, which is 69.5%.

Finally, the majority of respondents visited cultural tourism while visiting Jakarta, recorded at 46.5% or as many as 93 respondents.

4.3 VALIDITY TEST RESULTS

The following are the results of the instrument validity test in this study to determine the validity of the research instrument, or in other words whether each indicator is able / can explain the variables used in this study. If the value of r count> r table then the instrument item can be said to be valid. In this study N = 200, so that the rtable value is equal to 0.1388, the complete explanation are as follows:

Table 4.2
Validity Test Results

No.	Variable	Indicators	r tabel	r hitung	Conclusion
1	Worship Facilities (X1)	WF1	.1388	.689	Valid
		WF2		.680	Valid
		WF3		.762	Valid
		WF4		.589	Valid
2	Halalness (X2)	HF5	.1388	.637	Valid
		HF6		.636	Valid
3	General Islamic Morality (X3)	GIM7	.1388	.622	Valid
		GIM8		.544	Valid
		GIM9		.607	Valid
4	Security Guarantee (X4)	SG1	.1388	.671	Valid
		SG2		.740	Valid
		SG3		.687	Valid
		SG4		.644	Valid
		SG5		.687	Valid
		SG6		.655	Valid
5	Tourism Destination Image (Z)	NA1	.1388	.725	Valid
		NA2		.745	Valid
		NA3		.697	Valid
		GI4		.713	Valid
		GI5		.760	Valid
		GI6		.783	Valid

No.	Variable	Indicators	r tabel	r hitung	Conclusion
		AP7		.742	Valid
		AP8		.680	Valid
		AP9		.737	Valid
		SE10		.718	Valid
		SE11		.726	Valid
		VM12		.744	Valid
		VM13		.662	Valid
		VM14		.732	Valid
		AI15		.752	Valid
		AI16		.712	Valid
		AI17		.680	Valid
		AI18		.752	Valid
6	Decision to Visit (Y)	SPS1	.1388	.740	Valid
		SPS2		.692	Valid
		SPS3		.737	Valid
		SPS4		.726	Valid
		SPS5		.691	Valid
		SD6		.743	Valid
		SD7		.663	Valid
		AP8		.725	Valid
		AP9		.771	Valid
		VT10		.746	Valid
		VT11		.701	Valid
		VT12		.756	Valid
		VT13		.781	Valid
		PM14		.708	Valid
		PM15		.739	Valid

Source: Data Processing, (2018)

Referring to the results of the validity test above, it can be concluded that the results or findings in this study related to validity tests indicate that all indicators are valid or able to define constructs of Worship Facilities (X1), Halal Food (X2), General Islamic Morality, (X3), Security Guarantee (X4), Tourism Destination Image (Z), and Decision to Visit (Y). This can be seen from the value of r count> r table in all research indicators.

4.4   RELIABILITY TEST RESULTS

Reliability tests on measuring instruments / indicators must be carried out to ensure that instruments from measuring instruments are used consistently and accurately. Reliability testing is very closely related to consistency, predictability, and accuracy in a measuring instrument / indicator used in the study. The following are the results of the reliability tests in this study, among others are as follows:

Table 4.3
Reliability Test Results

No.	Variable	Indicators	Cronbach Alpha	Conclusion
1	Worship Facilities (X1)	4	.844	Reliable
2	Halalness (X2)	2	.778	Reliable
3	General Islamic Morality (X3)	3	.759	Reliable
4	Security Guarantee (X4)	6	.876	Reliable
5	Tourism Destination Image (Z)	18	.957	Reliable
6	Decision to Visit (Y)	15	.950	Reliable

Source: Data Processing, (2018)

Based on the results of the reliability test above, it shows that the reliability is in the variable Worship Facilities (X1), Halal Food (X2), General Islamic Morality, (X3), Security Guarantee (X4), Tourism Destination Image (Z), and Decision to Visit (Y) shows the value of Cronbach Alpha $\geq$ 0.60. Thus, it can be concluded that all respondents' answers to all measuring instruments used in this study are consistent or reliable.

4.5 STRUCTURAL EQUATION MODELING (SEM)

4.5.1 Confirmatory Factor Analysis (CFA)

Before testing the hypothesis, the researcher conducted a confirmatory factor analysis (CFA) test. It aims to measure the level of validity of the indicators used, or in other words to measure each indicator in each variable in this research model. Hair et al., (2010) states that construct validity is declared valid when each indicator has a factor loading (regression weights) of at least 0.50. In addition, CFA also aims to confirm whether the model built is feasible or vice versa. The following are the results of the CFA research test, including the following:

Table 4.4
Validity Test Results

No.	Variable	Indicator	Loading Factor	Variance Extracted	Construct Reliability	Conclusion
1	Worship Facilities (X1)	WF1	.766	.582	.846	Valid & Reliable
		WF2	.756			
		WF3	.867			
		WF4	.646			
2	Halalness (X2)	HF5	.749	.643	.782	Valid & Reliable
		HF6	.851			
3	General Islamic Morality (X3)	GIM7	.777	.519	.763	Valid & Reliable
		GIM8	.637			
		GIM9	.740			
4	Security Guarantee (X4)	SG1	.720	.543	.877	Valid & Reliable
		SG2	.806			
		SG3	.743			
		SG4	.693			
		SG5	.745			
		SG6	.709			
5	Tourism Destination Image (Z)	NA1	.743	.553	.718	Valid & Reliable
		NA2	.764			
		NA3	.713			
		GI4	.731			

No.	Variable	Indicator	Loading Factor	Variance Extracted	Construct Reliability	Conclusion
		GI5	.778			
		GI6	.802			
		AP7	.758			
		AP8	.700			
		AP9	.754			
		SE10	.734			
		SE11	.743			
		VM12	.762			
		VM13	.677			
		VM14	.747			
		AI15	.769			
		AI16	.727			
		AI17	.699			
		AI18	.768			
6	Decision to Visit (Y)	SPS1	.761	.560	.750	Valid & Reliable
		SPS2	.710			
		SPS3	.760			
		SPS4	.744			
		SPS5	.711			
		SD6	.765			
		SD7	.682			
		AP8	.744			
		AP9	.794			
		VT10	.765			
		VT11	.720			
		VT12	.775			
		VT13	.801			
		PM14	.728			
		PM15	.758			

Source: Data Processing, (2018)

Referring to the table above, the findings in this study consistently support the statement or theory proposed by Hair et. al, (2010) where the results of data processing using confirmatory factor analysis (CFA) method showed the factor loading value was more than 0.50, and the value of construct reliability, and variance extracted more than

0.70 and also more than 0.50, respectively. Thus, these results represent that the model in this study is feasible to use, and each indicator is proven to be valid or able to explain each construct used in this study.

4.5.2 Goodness of Fit Model

Furthermore, to provide additional justification and verification related to the feasibility of the model used in this study, the following are the results of the goodness of fit test along with the cut-off value that aims to see the feasibility of the model in this study, in full are as follows:

Figure 4.1
Goodness of Fit - Full Model Results
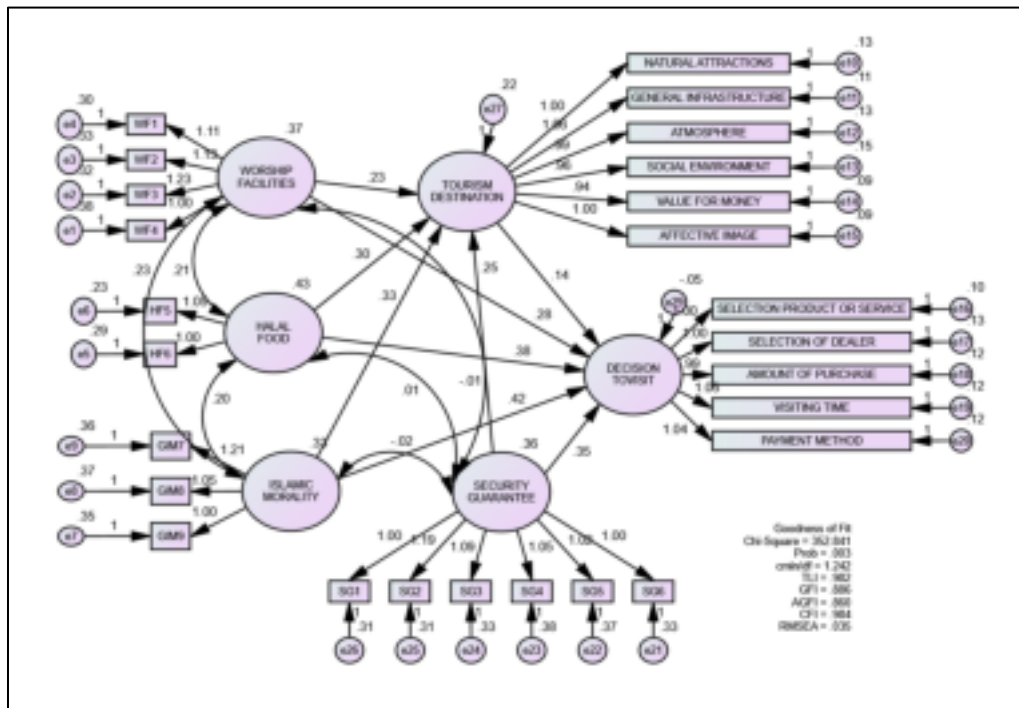
Source: Data Processing, (2018)

Table 4.5
Goodness of Fit Index

Criteria	Cut-Off Value	Result	Conclusion
1. Chi-square	Expected small Ideal Value <3	352.841	Poor fit

Criteria	Cut-Off Value	Result	Conclusion
	P ≥ 0,05		
2. RMSEA	RMSEA ≤ 0,05 (close fit)	.035	Goodness of fit
3. GFI (Goodness of Fit Index)	≥0,90	.886	Marginal
4. AGFI (Adjusted Goodness of Fit	≥ 0,90 (Hair, 1995 & Hulland,1996)	.860	Marginal
5. CMIN/DF (The Minimum Sample Discrepancy Function/Degree of Freedom)	≤ 2 (Byne,1998) ≤ 5 (Wheaton,1977)	1.242	Goodness of fit
6. TLI (Tucker Lewis Index)	≥ 0,90 (Arbuckle,1997)	.982	Goodness of fit
7. NFI (Normal Fit Index)	≥ 0,90	.925	Goodness of fit
8. CFI (Comparative Fit Index)	≥ 0,95	.984	Goodness of fit
9. PNFI (Parsimonious Normal Fit Index)	The higher the better	.808	Goodness of fit
10. PGFI (Parsimonious us Goodness of Fit Index)	The higher the better / parsimony	.717	Goodness of fit

Source: Data Processing, (2018)

Referring to the results above, it shows the results of the goodness of fit testing in this study. First, the RMSEA value ≤0.08 with a result of 0.035, then this is in the category of goodness of fit. Second, the GFI value with criteria that must be achieved is 90 0.90, while the table above shows the number 0.886, the model can be said to be marginal fit because it is close to 0.90. Furthermore, the value of NFI with a cut-off value of 90 0.90 and the results achieved is equal to 0.925, so the decision reached is goodness of fit. TLI with a cut-off value of> 0.90, the processing results show a value of 982, then it falls into the category of goodness of fit. Furthermore, although there are some marginal fit results, but in the overall model, the majority are in the goodness of fit category or are suitable for use. Thus, this research can be continued on the next test, namely testing the hypothesis.

4.6   HYPOTHESIS TEST RESULTS

Hypothesis testing is done by looking at the significant value of each level of significant (a) relationship that is set at 5%, which means that the tolerable error tolerance limit is 5%. In other words, the level of confidence of testing this hypothesis is 95%. If the p-value is <0.05, then it can be said that the independent variables have a significant impact on the dependent variable (Coromina, 2014). The following are the results of testing the hypothesis in this study:

Table 4.6
Hypothesis Test Results

Hypothesis	P-Value	Std. Regression Weight (β)	Conclusion
H_1: Worship facilities has a positive impact on Tourism Destination Image of Jakarta	0.030	0.211	Accepted
H_2: Worship facilities has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta	0.000	0.278	Accepted
H_3: Halalness has a positive impact on Tourism Destination Image of Jakarta.	0.000	0.298	Accepted
H_4: Halalness has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta.	0.000	0.407	Accepted
H_5: General Islamic morality has a positive impact on Tourism Destination Image of Jakarta.	0.000	0.283	Accepted
H_6: General Islamic morality has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta.	0.070	0.386	Accepted
H_7: Security Guarantee has a positive impact on Tourism Destination Image of Jakarta.	0.000	0.224	Accepted
H_8: Security Guarantee has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta.	0.000	0.336	Accepted

Hypothesis	P-Value	Std. Regression Weight (β)	Conclusion
H_9: Tourism Destination Image has a positive impact on the decision to visit of Saudi Arabian tourist to Jakarta.	0.000	0.146	Accepted
H_{10}: Islamic attributes of destination has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta through Tourism Destination Image of Jakarta	0.011	0.031	Accepted

Source: Data Processing, (2018)

4.6.1 Results of Hypothesis 1

The first hypothesis examines the impact of Worship facilities on Tourism Destination Image of Jakarta. The null hypothesis (H_0) and the alternative hypothesis (H_a) are as follows:

H_0: Worship facilities does not have a positive impact on Tourism Destination Image of Jakarta

H_1: Worship facilities has a positive impact on Tourism Destination Image of Jakarta.

The results of testing the first hypothesis shows the value of ρ-value of 0.000 <0.05, so this result shows that H_0 is rejected and H_1 is accepted, which means that Worship facilities have a positive and significant impact on Tourism Destination Image of Jakarta. The value of standardized regression weights (β) shows the magnitude of the impact of 0.211 which means that Worship facilities have a positive impact on Tourism Destination Image of Jakarta.

4.6.2 Results of Hypothesis 2

The second hypothesis examines the impact of Worship facilities on the Visiting Decision of Saudi Arabian tourist to Jakarta. The null hypothesis (H_0) and the alternative hypothesis (H_a) are as follows:

H_0: Worship facilities does not have a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

H_2: Worship facilities has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

The results of testing the second hypothesis shows the value of ρ-value of 0.000 <0.05, so this result shows that H_0 is rejected and H_2 is accepted, which means that Worship facilities have a positive and significant impact on the Visiting Decision of Saudi Arabian tourist to Jakarta. The value of standardized regression weights (β) shows the magnitude of the influence of 0.278 which means that Worship facilities have a positive impact on the Visiting Decision of Saudi Arabian tourist to Jakarta.

4.6.3 Results of Hypothesis 3

The third hypothesis examines the impact of Halalness on Tourism Destination Image of Jakarta. The null hypothesis (H_0) and the alternative hypothesis (H_a) are as follows:

H_0: Halalness does not have a positive impact on Tourism Destination Image of Jakarta.

H_3: Halalness has a positive impact on Tourism Destination Image of Jakarta.

The results of testing the third hypothesis shows the value of ρ-value of 0.000 <0.05, so this result shows that H_0 is rejected and H_3 is accepted, which means that Halalness has a positive and significant impact on Tourism Destination Image of Jakarta. The value of standardized regression weights (β) shows the magnitude of the impact of 0.298 which means that Halalness has a positive impact on Tourism Destination Image of Jakarta.

4.6.4 Results of Hypothesis 4

The fourth hypothesis examines the impact of Halalness on the Visiting Decision of Saudi Arabian tourist to Jakarta. The null hypothesis (H_0) and the alternative hypothesis (H_a) are as follows:

H_0: Halalness does not have a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

H_4: Halalness has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

The result of the fourth hypothesis testing shows the value of ρ-value of 0.000 <0.05, so this result shows that H_0 is rejected and H_4 is accepted, which means that Halalness has a positive and significant impact on the Visiting Decision of Saudi Arabian tourist to Jakarta. The value of standardized regression weights (β) shows the impact of 0.407 which means that Halalness has a positive impact on the Visiting Decision of Saudi Arabian tourist to Jakarta.

4.6.5 Results of Hypothesis 5

The fifth hypothesis examines the impact of the General Islamic morality on Tourism Destination Image of Jakarta. The null hypothesis (H_0) and the alternative hypothesis (H_a) are as follows:

H_0: General Islamic morality does not have a positive impact on Tourism Destination Image of Jakarta.

H_5: General Islamic morality has a positive impact on Tourism Destination Image of Jakarta.

The results of testing the fifth hypothesis shows the value of ρ-value of 0.000 <0.05, so this result shows that H_0 is rejected and H_5 is accepted, which means that General Islamic morality has a positive and significant impact on Tourism Destination Image of Jakarta. The value of standardized regression weights (β) shows the magnitude of the influence of 0.283 which means that General Islamic morality has a positive impact on Tourism Destination Image of Jakarta.

4.6.6 Results of Hypothesis 6

The sixth hypothesis examines the impact of General Islamic morality on the Visiting Decision of Saudi Arabian tourist to Jakarta. The null hypothesis (H_0) and the alternative hypothesis (H_a) are as follows:

H_0: General Islamic morality does not have a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

H_6: General Islamic morality has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

The results of testing the sixth hypothesis shows the value of ρ-value of 0.000 <0.05, so this result shows that H_0 is rejected and H_6 is accepted, which means that General Islamic morality has a positive and significant impact on the Visiting Decision of Saudi Arabian tourist to Jakarta. The value of standardized regression weights (β) shows the amount of influence of 0.386 which means that General Islamic morality has a positive impact on the Visiting Decision of Saudi Arabian tourist to Jakarta.

4.6.7 Results of Hypothesis 7

The seventh hypothesis examines the impact of the Security Guarantee on Tourism Destination Image of Jakarta. The null hypothesis (H_0) and the alternative hypothesis (H_a) are as follows:

H_0: Security Guarantee does not have a positive impact on Tourism Destination Image of Jakarta.

H_7: Security Guarantee has a positive impact on Tourism Destination Image of Jakarta.

The seventh hypothesis testing results show the value of ρ-value is 0.000 <0.05, so this result shows that H_0 is rejected and H_7 is accepted, which means that the Security Guarantee has a positive and significant impact on Tourism Destination Image of Jakarta. The value of standardized regression weights (β) shows the magnitude of the impact of 0.224 which means that the Security Guarantee has a positive impact on Tourism Destination Image of Jakarta.

4.6.8 Results of Hypothesis 8

The eighth hypothesis examines the impact of the Security Guarantee on the Visiting Decision of Saudi Arabian tourist to Jakarta. The null hypothesis (H_0) and the alternative hypothesis (H_a) are as follows:

H_0: Security Guarantee does not have a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

H_8: Security Guarantee has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

The result of testing the eighth hypothesis shows the ρ-value value of 0.000 <0.05, so this result shows that H_0 is rejected and H_8 is accepted, which means that the Security Guarantee has a positive and significant impact on the Visiting Decision of Saudi Arabian tourist to Jakarta. The value of standardized regression weights (β) shows the magnitude of the influence of 0.336 which means that the Security Guarantee has a positive impact on the Visiting Decision of Saudi Arabian tourist to Jakarta.

4.6.9 Results of Hypothesis 9

The ninth hypothesis examines the impact of Tourism Destination Image of Jakarta on the Visiting Decision of Saudi Arabian tourist to Jakarta. The null hypothesis (H_0) and the alternative hypothesis (H_a) are as follows:

H_0: Tourism Destination Image of Jakarta does not have a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

H_9: Tourism Destination Image of Jakarta has a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

The result of testing the ninth hypothesis shows the value of ρ-value is 0.000 <0.05, so this result shows that H_0 is rejected and H_9 is accepted, which means that Tourism Destination Image of Jakarta has a positive and significant impact on the Visiting Decision of Saudi Arabian tourist to Jakarta. The value of standardized regression weights (β) shows the magnitude of the impact of 0.146 which means that Tourism Destination Image of Jakarta has a positive impact on the Visiting Decision of Saudi Arabian tourist to Jakarta.

4.6.10 Results of Hypothesis 10

The last hypothesis examines the impact of Islamic attributes on the Visiting Decision of Saudi Arabian tourist to Jakarta through Tourism Destination Image of Jakarta. The null hypothesis (H_0) and the alternative hypothesis (H_a) are as follows:

H_0: Tourism Destination Image of Jakarta does not have a positive impact on Visiting Decision of Saudi Arabian tourist to Jakarta

H_{10}: Islamic attributes of destination has an impact on Visiting Decision of Saudi Arabian tourist to Jakarta through Tourism Destination Image of Jakarta

The result of testing shows the value of ρ-value is 0.000 <0.05, so this result shows that H_0 is rejected and H_{10} is accepted, which means that Islamic attributes of destination has an impact on Visiting Decision of Saudi Arabian tourist to Jakarta through Tourism Destination Image of Jakarta. The value of indirect effect shows the magnitude of the impact of 0.031 which means that Islamic attributes of destinatiom (IAD) has a positive impact on the Visiting Decision of Saudi Arabian tourist to Jakarta through Tourism Destination Image of Jakarta.

4.7 DISCUSSION

4.7.1 Discussion of Hypothesis 1

The results of this study consistently support previous studies conducted by Chahal and Devi, (2015). Accessibility, touristic attractions, **physical atmosphere**, friendly and relaxing environment have significant impact on destination image (Upadhyaya, 2012). **Destination attributes** like atmosphere attraction, political, social, **tourist facilities,** natural resources, and others also play significant role in the formation of touristic image (Molina and Gomez, 2010). Tourism Western Australia, (2009) has categorized the various attributes under five heads namely attraction, accessibility, accommodation, awareness, **ancillaries services,** and established positive relationship between destination attributes and destination image. Destination attributes refer to positive or negative characteristics of a particular destination on the basis of which tourists select, evaluate, and identify the level of their satisfaction. Today, customers come to know a brand through a wide range of contacts and touch points. These include advertising but also personal experience with the brand, word of mouth and social media, company web pages and mobile apps, and many others **(Kotler & Armstrong, 2018). Positive characteristics** of a destination significantly and positively influence tourists' destination image and their revisit intentions (Chahal and Devi, 2015). Related to this research, **Islamic attributes** at destination are significant with Moslem travel behaviour. The attributes represent the values of Sharia compliance that are related to tourism activities and practice at the destination (Battour et al., 2013) and may influence Moslem travellers when choosing tourism destination (Battour et al., 2011). Thus, Islamic attributes play an important role in influencing the destination image and the decisions of travelers.

Destination image defined as the sum of beliefs, ideas and impressions that people have of a place (Kotler, 2002). The creation of a more favorable image of the destination is one way of obtaining a differential advantage over other destinations. The more positive the destination's image is the greater the likelihood that the destination will attract more travelers than will destinations with which it competes (James, Durand, & Dreves, 1976; Tavitiyaman & Qu, 2013). Visitors determining where to travel might depend heavily on the image of a destination, because it influences several aspects of the decision-making process of tourists including information search, evaluation of alternatives, and travel destination selection (Cronch, 2011; Tasci & Gartner, 2007; Hsu, Lin, & Lee, 2017).

Chen, Chen & Okumus (2013) reported the tourism destination image contains tangible, functional and abstract psychological characteristics, as well as unique features. It is known that Muslim customers constitute a broad market, which has special or unique requirements and culture and which cannot be ignored. In response to these, 'worship facilities', represent important factors identified by Battour et al., (2013) and thus could be used by destination marketers as a tool to satisfy Muslim tourist needs on their vacation. For example, the provision of maps indicating the locations of mosques/ prayer facilities could be made available in key areas, such as tourist information centres, airports, hotels and parks to please and satisfy Muslim tourists. **Providing worship facilities for Muslim tourists may encourage them to travel to a specific destination (Battour et al., 2013).** The presence of Islamic attributes of destination will add more value for Jakarta as one of the world's tourist destinations that offer Halal Tourism. So that Moslem tourists will consider Jakarta as one of the moslem-friendly cities. Then, it will make it as one of the reasons tourists to visit Jakarta.

Weidenfeld, (2006) presented a number of suggestions to improve the religion friendliness of hotels. The suggestions begin by simply providing a Bible in hotel rooms along with providing information on religious activities and institutions. This keeps religiously minded tourists in direct contact with scripture and informed of available services. Employment of Christian workers creates a religious atmosphere in the hotel. The hotel may choose to organize its own religious activities. It should provide a place of worship within the hotel itself or be in close proximity to a church. Christian symbols within a hotel such as a cross and images of the Virgin Mary help to provide a religious environment and décor (Battour, 2011).

4.7.2 Discussion of Hypothesis 2

The findings in this study consistently support the theory of Battour et al. (2010) which stated that "Islamic religious attributes are bound to be very important consideration when Moslems decides **to travel abroad**". Before traveling, a Moslem will make sure in advance whether the available means of **worship** at the destination. The research that has been done by Mohsin and Ryan, (1997) resulted in the conclusion that the **ease of access to places of worship** is one of the important factors when they explore the behavior of tourists from Indonesia and **Saudi Arabia** while on vacation. From the explanation above, it has been proven that with the Islamic Attribute of Destination (especially, **worship facilities**) it will increase the number of visitors of Saudi Arabian Moslem tourists to Jakarta. Because of the ease to keep doing worship during the holiday is guaranteed. On the other hand, Islamic attributes of destination are one of the programs run by Jakarta government to attract more tourists especially moslem originating from Saudi Arabia. With the presence of Islamic attributes of destination in Jakarta, tourists

will not feel afraid to miss the obligation to pray five times. Because facilities such as adzan, mosque and Mushola, as well as ablution place almost available in all public places, especially in tourist destinations. Providing worship facilities for Muslim tourists may encourage them to **travel to a specific destination** (Battour et al., 2013).

Consumers can obtain information from any of several sources. These include personal sources (family, friends, neighbors, acquaintances), commercial sources (advertising, salespeople, dealer and manufacturer web and mobile sites, packaging, displays), public sources (mass media, consumer rating organizations, social media, online searches and peer reviews), and experiential sources (examining and using the product). The relative influence of these information sources varies with the product and the buyer **(Kotler & Armstrong, 2018).**

Furthermore, Mohsin and Ryan, (1997) recommend that ease of access to Islamic services is essential as they explore the attitudes of Malaysian and Indonesian business people to the possibility of vacationing in Australia. It is also suggested that Middle Eastern countries take concrete steps to develop Islamic tourism internally by having prayer spaces in tourist spots (WTM, 2007). Syed, (2001) also stated that the availability of mosques in tourist destinations can increase the level of satisfaction. The mosque itself can be considered a tourist attraction if they are unique and extraordinary (Henderson, 2003). Rachbini, (2018) also reveals that in collectivistic cultures like Muslim culture, people tend to perceive themselves as interdependent with their group and tend to strive for in group rather than personal goals.

4.7.3 Discussion of Hypothesis 3

The findings in the third hypothesis is consistent in supporting previous studies conducted by Rahman et al. (2015) which revealed that there is a relationship / correlation between Halal food or pork-free food with the destination image. Moreover, friendliness of local people, ability to communicate with local people; local varieties of halal foods as well as good value for money are the important destination attributes that give an impact on Malaysia's image as a tourist destination (Rahman, 2014).

Some countries are visited by tourists for their rich **spiritual resources** and infrastructural development as well as strong economic level (Rahman et al., 2015). However, for the Islamic tourism motivated, there is a need to measure some important recourses or **destination images, such as halal food sources or pork-free foods**, alcohol-free drinks, musolla (places for praying), Islamic compliant dress-code for both men and women, bathrooms provided with Islamic facilities and separate pools for men and women (Abdullah, 2012).

Halal food means foods that Moslems are allowed to eat by Islam. The main problem concerning this involves food should be free of alcohol or pork and beef or chicken products should be slaughtered (Hassan & Hall, 2011; Battour, et al., 2011; Samori et al., 2015). The results of this study also support the theory of Battour and Ismail, (2014) which revealed that four factors were extracted from the eighteen Islamic norms and practices items and labelled; worship facilities, **Halalness**, general Islamic morality, alcoholic drinks and gambling free. **Lack of public consumption of alcohol** and public gambling activities were found to be the most important Islamic norms and practices. If destination marketers determine the preferable Islamic norms and practices to Muslim

tourists, this could help them to design and tailor Halal products and services (Battour and Ismail, 2014).

In addition, a study by Khan et al. (2013) has found that **destination image**, religious motivation and service quality have positive relationships with tourist satisfaction on Islamic tourist destination in Malaysia. Meanwhile, Kim et al. (2014) associated the Malaysian Muslim travelers destination preferences with brand perception namely **Islamic image, such as halalness.**

4.7.4 Discussion of Hypothesis 4

The results of the fourth hypothesis test supporting several previous studies related to the influence of Halalness on the Visiting Decision of Saudi Arabian tourist to Jakarta. There are many studies showing the importance of halal food availability for Moslems in choosing their destination (Weidenfeld, 2006; Weidenfeld and Ron, 2008). Firstly, this finding supports previous studies conducted by Rahman, (2014) who revealed that Islamic tourists are well-ordered to follow Islamic schooling which directly and indirectly impact on their decision concerning tourism plan. Battour et al. (2011) identifies Islamic attributes destination that may attract Muslim tourists, such as the m inclusion of prayer facilities, **Halal food,** Islamic entertainment, Islamic dress codes, general Islamic morality and the Islamic call to prayer. They revealed that destination attributes (worship facilities, **halalness**, alcohol gambling free, and islamic morality) has a positive impact on Muslim Travellers' Choice. Emphasising the importance of Islamic Attribute Destination, Battour and Ismail, (2011) also found that the worship facilities, **halalness**, alcohol and gambling free, and Islamic morality are the main Islamic Attribute Destination that could be used for tailoring Halal tourist packages.

Hashim et al. (2007) suggested that the availability of Halal food and a list of nearby Halal restaurants satisfy Muslims during their holidays. Battour et al. (2011) through their qualitative study revealed that Islamic attributes are essential for Muslim travellers' preference in choosing a particular tourism destination. The preferred Islamic attributes are worship facilities, halal food, Islamic entertainment, Islamic dress code and general Islamic morality. The Islamic attributes then are termed as Islamic attributes of destination. As an effort to support the significance of Islamic attributes of destination with Muslim travellers,

An additional implication related to 'Halalness', which was found to be the second most important Islamic attribute, could help destination marketers to satisfy Muslim tourists. By providing Halal 'Islamic' products/services, a specific destination may be able to differentiate itself from other destinations. For instance, the availability of Halal food in hotels and restaurants could represent a high priority for Muslim tourists in destination selection (Battour et al, 2013).

Many studies show the importance of the availability of Halal food to Muslims in choosing their tourist destinations (Mohsin, 2005; Weidenfeld & Ron, 2008). Battour et al., (2010) have investigated the standard of Islamic oriented values in tourism. Their discussion highlighted the Islamic values associated with tourism which are alcohol and gambling-free zones; **the availability of halal food**; gender segregation; dress code; worship facilities; entertainment; and prohibition of women travelling alone. The availability of Halal food is a basic need for all destinations. The travel experiences of some participants in study of Battour, (2011) highlighted that **easy-to-find Halal food** is one factor in choosing their vacation destination. Some are very sensitive regarding Halal

issues and go well beyond Halal labels. They want to ensure that the meat and ingredients used in cooking are Halal and usually ask the service providers. On top of this they also ask whether the kitchen is Halal or not (Battour, 2011).

Mansfeld et al. (2000) provides explicit recommendations to provide food in accordance with Sharia law. Therefore, conscious catering about how to satisfy Moslems or those offering religious dietary needs will attract more Moslem customers (Dugan, 1994). The availability of Halal food is very important for Muslims when they choose a tourism destination. Availability of Halal food at tourism sites, airport, shopping malls, hotels, parks, etc (Battour, 2011). Even non-Muslim countries like Japan, Taiwan and China are moving towards establishing Muslim friendly environment. Recently, Japan is developing its halal industry as preparation to anticipate Muslim tourists during upcoming Olympic Games in 2020 (Kim et al., 2014).

Malaysia also has been recognised as number one destination for Muslim travelers by the Global Muslim Travel Index 2015 (GMTI) and the second best global shopping destination for Muslim travellers after Dubai and UAE (Mastercard and Crescent Rating, 2015). This recognition has been given due to **the availability of Islamic attributes in hospitality and destination attributes of tourism products**. For instance, Malaysia international hotels serve **halal food** according to the Sharia, provide prayer mats and prayer times and placed markers for direction of Mecca in hotel rooms (Khalek et al., 2015). Besides, Malaysia also has over 6,000 mosques all over the country, with 821 numbers of total flights from West Asia and OIC countries and offer 5,896 **food premises with halal** certified kitchen by Department of Islamic Development Malaysia (Islamic Tourism Centre, 2015).

4.7.5 Discussion of Hypothesis 5

This study consistently supports previous studies where Han & Kim, (2010) found that perceived behavioral control had a positive and significant impact on the overall image. This shows that the factors which simplfy the implementation of a behavior and the perception of these factors significantly influence the perception of the overall image. When relating to this study, it is proven that Islamic morality as the perceived behavioral control plays an important role in influencing the destination image. Islamic morality was found to be the most important Islamic attribute, indicating that travel agents could select hotels for Muslims, which are located far from red-light districts (Battour et al. 2013). The intangible aspects relating to the general environment experienced by tourists sometimes can not be helped. An environment which is Islamic entertainment, complies with Islamic dress codes, observant of Islamic morality and Islamic call (Azan) for prayer (Battour et al. 2010).

A strong association with Islamic values proved to have a positive and significant impact on the image of the destination. This is also in line with the findings of Kim et al., (2014) which revealed that Muslim tourists' preference for the image of Islam is a brand perception that influences the choice of destination. This study also supports the study conducted by Huang, (2009) which has proven that destination image is strongly influenced by perceived behavioral control. The study focuses on understanding the structure and antecedents of a traveler's intention to visit Texas City, United States.

Seongseop, et al. (2014) states that "Destination marketers should be aware of the high tendency of Moslems to seek Islamic-related cultural features in overseas destinations". It can be concluded that to cover Moslem tourists the destination marketers

should be aware of the tendency of Moslem tourists to look for Islamic attributes at every destination they wish to visit. Implementation of Islamic values in everyday life such as the use of work uniform that is not too open or sexy, prostitution prohibition, and prohibition to express affection in public.

In this study, the author uses dimensions of Battour and Ismail (2014) which consists of worship facilities, halalness, and general Islamic morality. Because the dimensions are in accordance with the reality that is in the field. Religious facilities such as mosques are easy to find in the city of Jakarta as well as in tourist destinations. Similarly, halal food is everywhere. To distinguish kosher and not kosher food is easy enough, namely by observing whether in the restaurant there is a sign or certificate of halal. In addition there is another alternative is to ask directly to the waiter whether the restaurant is kosher or not, considering not all halal restaurants in Jakarta put a halal sticker. Because the visitors already know that the restaurant is kosher and may be consumed by Moslems. In addition, the people of Jakarta also do not support all forms of activities related to prostitution or free sex. So indirectly the community of Jakarta city has adopted general Islamic morality.

Some of the related Islamic tourism factor are awareness about Islamic tourism and Halal hotels, image of Islamic destination such as Malaysia, perceived quality of Islamic/Halal Hotel and perceived value towards Islamic /Halal hotels being discussed and examined. Also some of the research on Islamic tourism and halal hotel have employed Theory of Leipers tourism system, which was published in 1979 to investigate the need and motives of Muslims travel journey such asspiritual, acquiring knowledge, leisure, financial, and physical liability (Musa, Ali and Moghavvemi, n.d) Under this

theoretical approach , they try to discover the factors that motivates Muslim tourist to adopt Halal Hotel including Halal Tour activities, Halal food, Islamic heritage in the country of destination, respecting Islamic values and Sharia Compliant hotel. Kim et al. (2014) associated the Malaysia Muslim travelers destination preferences with Islamic image such as halalness as the brand perception.

4.7.6 Discussion of Hypothesis 6

The results of the sixth hypothesis test consistently support previous studies conducted by Battour et al. (2011). They identified that Islamic Attributes of Destination that **may attract Muslim tourists,** such as the inclusion of prayer facilities, Halal food, Islamic entertainment, Islamic dress codes, **general Islamic morality** and the Islamic call to prayer. The basic aspect of general Islamic morality involves common courtesy by avoiding red light spots and practices, adult channels, free mixing between men and women especially on beaches and swimming pools and counting for Islamic dressing for 'Hijab' women (Battour, et al., 2015; Batrawy, 2015). Thus, this represents that the general Islamic morality has a positive and significant impact on Visiting Decision of Saudi Arabian tourist to Jakarta. Battour et al. (2011) through his study revealed that Islamic attributes are essential for Muslim travellers' preference in **choosing a particular tourism destination.** The preferred Islamic attributes are worship facilities, halal food, Islamic entertainment, Islamic dress code and **general Islamic morality**. The Islamic attributes then are termed as Islamic attributes of destination. As an effort to support the significance of Islamic attributes of destination with Muslim travelers. All of the above indicate that the Moslem-friendly attributes offered by tourism destinations and suppliers can play an important role in targeting potential Moslem tourists. In addition, it may also

appeal to other non-Moslem tourism segments or, perhaps a Moslem may choose to spend his vacation at a Moslem-friendly destination and still perform his religious duties, do what is allowed and avoid what is forbidden according to Islamic guidance.

4.7.7 Discussion of Hypothesis 7

The results of the seventh hypothesis test consistently support the findings in research conducted by Khuong & Phuong, (2017) which revealed that tourists would recommend Ho Chi Minh City if they perceived the beauty and the positive feelings. This factor can be improved through building a more **favorable destination image** and **reducing negative attributes** such as tricksters, thieves, beggars and street vendors as well as raising the level of **safety and security** in Ho Chi Minh City (Khuong & Phuong, 2017). The evidence from the various researches suggests that **safety and security** are necessary conditions for a prosperous tourism industry. Chauhan, (2007) revealed that safety and security is a prerequisite for an ideal **destination image.** Therefore, proper strategies should be formulated to minimize the negative impact of such incidents. This also shows the security variables affect the destination image.

Safety and security today, has been identified as one of the five global forces that **drive the tourism industry**. The topic of safety and security in the tourism industry has gained vital importance, mainly after 9/11 incident, thereafter both academicians and practitioners have started looking into crisis management issues seeking workable solutions to mitigate these negative impacts (Chauhan, 2007). Moreover, it also plays major part in informing the consumer about the images of destinations and transport modes, their relative safety and **security** either directly in terms of being read, heard or

watched or indirectly through the advice given by the friends, relatives and source of 'word of mouth' information (Fodness & Murray, 1997).

Ruan et al. (2017) stated that tourism risks are connected to tourists benefit and feeling; thus, it is important for stakeholders to provide substantial training in tourism risk reduction strategies by identifying the potential attributes and attempting to resolve tourists' concerns, which allows the positive impacts of tourism risk and security on tourists' evaluation of the destination image to be realized. Even, the international community has widely accepted that the success of the tourism industry directly linked to its ability to **offer tourists a safe and** pleasant visit. It does not make sense to spend millions on marketing campaigns if the potential tourists are afraid to visit the country or region selected (Chauhan, 2007). From this, we can infer that countries facing security problems affecting tourists should make a serious effort to try to resolve the main obstacles and problems (Inter-American Travel Congress, 1997).

4.7.8 Discussion of Hypothesis 8

The results of this study consistently support the previous research conducted by Chan & Lam, (2013) which states that travelers' perceptions, motivations, and travel results are very sensitive to the safety and security of travel, which directly or indirectly influences their travel decisions. The process of making travel decisions is a funnel as the procedure narrows down the choices that involve a series of alternatives, the visitor is influenced by **socio-psychological** and non-psychological factors (Sirakaya & Woodside, 2005). Safety and security issues in the travel and tourism industry were at the forefront of the evolution of mass tourism in the early 1950s. There are several reasons that determine the process of tourism evolution. First, travel and tourism are no longer

activities for the narrow social strata; Secondly, the scope of tourism encompasses more and more countries and regions in the world as it is part of their economic development strategy; and ultimately due to the rapid and beautiful transportation development. For this reason, **the issue of safety and security** gained greater and greater importance as tourism itself (Kovari & Zimanyi, 2011).

Moreover, as George, (2003) points out, travelers' perceptions of **travel safety and safety** can be influenced by a number of individual factors and previous experiences. Therefore, an in-depth exploration of travelers' perceptions of the safety and security of travel and its total (direct and indirect) **impact on travel decision** making is an important issue for tourism providers to develop appropriate marketing strategies and managerial policies.

This finding also support the theory stated by Aghdaie and Momeni, (2011) where they revealed that feeling of safety and security is not just a few factors that have been suggested as factors **that affect travel behavior.** In addition, safety and security is important situations and conditions need to be considered and selected by the tourists seriously, with this tourist **can be motivated to visit countries** where **safety and security guaranteed** for their money and their lives. The hierarchy of needs according to Maslow's theory in Hudson (2008, p. 41), there are five basic needs such as physiological needs, **the need for security,** the need for recognition by a group (belongingness), the need for prestige, and the last is the need to actualization. The need for security encourages tourists to make a decision in term of traveling to somewhere.

4.7.9 Discussion of Hypothesis 9

The results of the ninth hypothesis test consistently support the study conducted by Jalilvand et al., (2012), which successfully proved that there's a **positive impact tourism destination image on travel decision-making.** The results is reinforced that destination image has a positive and significant impact on the tourist destinations to determine the intention of their visits to a beautiful place in Iran. With variety of earlier researchers, the destination image is an impression or expression which is obtained by a tourists on their journey. So that with the image of tourist destinations may affect the decision of visit to those places.

This study also supports several theories related to tourist visiting intentions. Hsu, Lin, & Lee, (2017) revealed that tourism destination image is seen as a direct antecedent of destination choice and is formed as an outcome of the destination selection process, and tourism **destination image also play a pivotal role in the travel decision**-making process and choice. The concept of tourism destination images are generally used to conceptualize in tourism research regarded as the sum of beliefs, ideas, and impressions, perception or mental representation, of which people hold about a particular geographic area formed by the cognitive image of a particular destination given above. **The destination image can be fuzzy or clear; it can be formed in consumers' minds without actually visiting a destination**.

Furthermore, destination image has greatly contributed to the visit Intention of tourists to come to the tourist attractions. The decision on the visit Intention of tourists are very influenced by the destination image which is owned by a particular tourist spot

in Iran (Abubakar & Ilkan, 2016). Then, the visit intention destinations is directly influenced by the destination image which is owned by a tourist (Whang et al., 2016).

On the other hand, this research also supports previous research conducted by Cheng and Lu's (2013) where they revealed that the tourism destination image fosters the revisiting behavioral intention in tourists. The tourism destination image not only influences the travel decision-making process but also conditions post-decision making behaviors of tourists in ways that positive tourism destination image impacts normally bring in a success of tourism destination (Beerli & Martín, 2004; Chen & Tsai, 2007; Kim et al., 2013). Chen and Phou (2013) also indicated that the tourism destination image exerts positive impacts on the relationship between tourists and destinations; which in turn affects tourist behavior. Hsu, Lin, & Lee, (2017) also proved that tourism destination image has positive impacts on travel decision-making. In particular, it has been concluded that the more positive of destination image, they are the more likely to make the travel decision.

4.7.10 Discussion of Hypothesis 10

The results of the last hypothesis test consistently support the study conducted by Jalilvand et al., (2012), that revealed image plays an important role as a mediator variable. In line with this, this study also places the destination image as a mediator between Islamic attributes and Visiting Decision of Saudi Arabian tourist to Jakarta. Today is the best time for service providers in various Islamic destinations such as travel agents and hotels to promote the concept of Islamic hotels and show service based on Islamic sharia principles (Idris & Wahab, 2015). For instance, the development of Islamic hospitality in Malaysia, where practitioners adhere to the Islamic sharia hotel concept in

order to meet the demands of Muslim travelers (Karim et al., 2017). On the other hand, Samori & Rahman, (2013) suggest that a service providers must use the Islamic attributes, the theme of Islam, Islamic ambiances, and even Islamic architecture so that tourists can feel more comfortable, then they can still perform their obligations, and also it could be creating more values, and positive image for it. This is certainly very relevant when applied to tourist destinations based on Islamic aspects. If an image of a city has been formed it will be difficult to change it. The way to change the image is not to delete the old image. Image alterations can only be done by adding new and stronger positive associations from existing associations (Kotler and Gertner, 2002). Hsu, Lin, & Lee, (2017), empirical results showed tourism destination image has positive impacts on travel decision-making. In particular, it has been concluded that the more positive of destination image travellers have with a trip, they are the more likely to make the travel decision. In conclusion, it is proven that the destination image plays a critical role as the mediating factors or the mediator between Islamic attribute of destination and travel decision.

R Square

From the results of data processing using SEM approach through AMOS, the following is the r-square value obtained from each path in this study, including:

Table 4.7
The R-Square Value

No.	Path	R^2	%
1	Worship Facilities → Tourism Destination Image	0,045	4,45
2	Halalness → Tourism Destination Image	0,089	8,88
3	General Islamic Morality → Tourism Destination Image	0,080	8,01

4	Security Guarantee → Tourism Destination Image	0,050	5,02
5	Tourism Destination Image → Visiting Decision	0,021	2,13
6	Security Guarantee → Visiting Decision	0,113	11,29
7	Worship Facilities → Visiting Decision	0,077	7,73
8	Halalness → Visiting Decision	0,166	16,56
9	General Islamic Morality → Visiting Decision	0,149	14,90

Source: Data Processed, (2018)

Referring to the table above, it can be interpreted as follows:

1. Worship facilities to tourism destination image shows an R square value of 0.045, this means that 4.45% of the tourism destination image variance can be explained by changes in the worship facilities variable. Meanwhile, the remaining 95.55% can be explained by other factors.

2. Halalness towards tourism destination image shows an R square value of 0.089 which means that 8.88% of the tourism destination image variance can be explained by changes in the halalness variable. Meanwhile, the remaining 91.12% can be explained by other factors.

3. General Islamic Morality towards tourism destination image shows an R square value of 0.080 which means 8.01% of the tourism destination image variance can be explained by changes in the general Islamic morality variable. Meanwhile, the remaining 91.99% can be explained by other factors.

4. The security guarantee for the tourism destination image shows an R square value of 0.050, which means that 5.02% of the tourism destination image

variance can be explained by changes in the security guarantee variable. Meanwhile, the remaining 94.98% can be explained by other factors.

5. Tourism destination image toward visiting decision shows an R square value of 0.021, which means that 2.13% of the visiting decision variance can be explained by changes in the tourism destination image variable. Meanwhile, the remaining 97.87% can be explained by other factors.

6. The security guarantee for visiting decisions shows an R square value of 0.113, which means that 11.29% of the visiting decision variance can be explained by changes in the security guarantee variable. Meanwhile, the remaining 88.71% can be explained by other factors.

7. Worship facilities on visiting decisions shows an R square value of 0.077, which means that 7.73% of the visiting decision variance can be explained by changes in the worship facilities variable. Meanwhile, the remaining 92.27% can be explained by other factors.

8. Halalness towards visiting decision shows an R square value of 0.166 which means that 16.56% of the visiting decision variance can be explained by changes in the halalness variable. Meanwhile, the remaining 83.44% can be explained by other factors.

9. General Islamic morality towards visiting decision shows an R square value of 0.149, which means that 14.90% of the visiting decision variance can be explained by changes in the general Islamic morality variable. Meanwhile, the remaining 85.1% can be explained by other factors.

4.8   SUMMARY

There are several findings in this study that are beneficial for tourism in Indonesia, especially in DKI Jakarta. Before the discussion related to the results of the study, researchers first described the characteristics of research respondents who came from a variety of different demographic backgrounds. A total of 200 respondents were from Saudi Arabia and had visited DKI Jakarta where 62% were male and 38% were female. Furthermore, when viewed from the age of the respondents, the majority of respondents are aged 20 to 49 years with a total percentage of 79.0%, and the majority of respondents have monthly income reaching $ 1,900 - $ 2,400, which is equal to 34.5%. On the other hand, 36% of the total respondents visited DKI Jakarta twice a year, and had a profession as an entrepreneur, amounting to 42.0%, as well as a Bachelor's final education, amounting to 34.0%. In addition, the majority of respondents or 86.0% visited DKI Jakarta because of reasons / motivation for vacationing, and traveling with friends, which amounted to 42.0%. Related to the tour visited, 46.5% chose culture-based tourism and the majority of respondents spent time in DKI Jakarta for 3-7 days, amounting to 69.5%.

After discussion of the respondent's background, this chapter further explains the results of the research instrument test (validity and reliability test). The results of the validity test show that all indicators used to measure variables of worship facilities, halalness, general Islamic morality, security guarantee, and tourism destination image and visiting decisions are proven valid or feasible to use or in other words each indicator has the ability to measure each construct in this study. In line with these results, the

reliability test results also showed good results in which all variables obtained a Cronbach alpha value> 0.60.

Furthermore, the discussion that related to the feasibility of the full model proposed by researchers by assesing at the results of the goodness of fit index. The results of the goodness of fit testing in this study. First, the RMSEA value ≤0.08 with a result of 0.035, then this is in the category of goodness of fit. Second, the GFI value with criteria that must be achieved is 90 0.90, while the table above shows the number 0.886, the model can be said to be marginal fit because it is close to 0.90. The value of NFI with a cut-off value of 90 0.90 and the results achieved is equal to 0.925, so the decision reached is goodness of fit. TLI with a cut-off value of> 0.90, the processing results show a value of 982, then it falls into the category of goodness of fit. The overall model shows that the majority results are in the goodness of fit category or are suitable for use. Thus, this research can be continued on the next test, namely testing the hypothesis.

Of the ten hypotheses put forward by the researchers, they showed that the ten hypotheses were supported because from the results of data processing using AMOS, each hypothesis received a p-value <0.05. Thus, this shows and empirically proves that worship facilities, halalness, general Islamic morality, and security guarantee have a positive and significant effect on tourism destination image, and visiting decision, and tourism destination image has a significant effect on visiting decision. In addition, Islamic attributes of destination also significantly influence the visiting decision through tourism destination image.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS FOR FURTHER STUDIES

5.1 INTRODUCTION

In previous chapter (Chapter four) all the data analysis' results and discussion were presented. In this chapter the conclusion, the implication of the results, the limitation and and suggestion for further studies are discussed.

5.2 CONCLUSION

Based on the results or findings in this study, here are some conclusions obtained from the results of the analysis in the study. The conclusion in this study aims to answer some of the formulation of the problems described in the previous chapter, including the following:

a) Worship facilities have a positive and significant impact on tourism destination image of Jakarta. The availability of the mosque, and the sound of the call to prayer that was clearly heard, as well as signs indicating the direction of the Qibla in a number of places such as hotel rooms and mosques proved to have an influence on the image of Jakarta City as a Muslim tourist destination that has a positive image.

b) Worship facilities have a positive and significant impact on the visiting decision of Saudi Arabian tourist to Jakarta. The availability of the mosque, and the sound of the call to prayer that was clearly heard, as well as signs indicating the direction of the Qibla in a number of places such as hotel rooms and mosques proved to influence the intention of Saudi Arabia tourists to visit Jakarta in the future, both during peak season and low season.

c) Halalness has a positive and significant impact on tourism destination image of Jakarta. Availability of halal food and drinks in Jakarta, as well as the ease of tourists to get them in Jakarta, these things have an impact on the positive image of Jakarta as a good Muslim tourist destination.

d) Halalness has a positive and significant impact on the visiting decision of Saudi Arabian tourist to Jakarta. Availability of halal food and drinks in Jakarta, as well as the ease of tourists to get them in Jakarta, these things affect the intention of Saudi Arabian tourists to return to visit Jakarta in the future.

e) General Islamic morality has a positive and significant impact on tourism destination image of Jakarta. The uniforms worn by hotel employees in Jakarta are considered very polite, and local people regarding everyday clothing are also quite polite, and Jakarta is considered capable of banning prostitution firmly so that these things have an influence on the formation of a positive image of Jakarta as a Muslim tourist destination.

f) General Islamic morality has a positive and significant impact on the visiting decision of Saudi Arabian tourist to Jakarta. The uniforms worn by hotel employees in Jakarta are considered very polite, and local people regarding daily wear are also polite enough, and Jakarta is considered capable of banning prostitution firmly so that some of these things have been proven to influence the intention of Saudi Arabian tourists to visit Jakarta in the future, both during peak season and low season.

g) Security guarantee has a positive and significant impact on tourism destination image of Jakarta. Saudi tourists consider that there is political stability and security when visiting Jakarta, and transportation facilities are adequate and tourists also feel safe

while in Jakarta because police and security officers are scattered throughout the city. These things proved to have a positive impact on the perception or image formation of Jakarta City as a Muslim tourist destination.

h) Security guarantee has a positive and significant influence on the visiting decision of Saudi Arabian tourist to Jakarta. Saudi tourists consider that there is political stability and security when visiting Jakarta, and transportation facilities are adequate and tourists also feel safe while in Jakarta because police and security officers are scattered throughout the city. A number of these things have been proven to influence the intentions of Saudi Arabian tourists to visit Jakarta in the future.

i) Tourism destination image of Jakarta has a positive and significant impact on the visiting decision of Saudi Arabian tourist to Jakarta. Saudi tourists consider that Jakarta has natural attractions such as parks, museums and other historical attractions. In addition, they also consider that the people of Jakarta are friendly and very helpful, and there are many accommodations at very affordable prices. Saudi Arabian tourists also feel calm, happy and comfortable when visiting Jakarta. These things proved to have a positive and significant impact on the intention of tourists of Saudi Arabia to revisit Jakarta in the future.

j) Islamic attributes of destination has an impact on Visiting Decision of Saudi Arabian tourist to Jakarta through Tourism Destination Image of Jakarta. The destination image plays an important role as a crucial mediator between Islamic attributes of destination and travelers visiting decisions variables in this study.

5.3   IMPLICATION FOR PRACTITIONERS

Based on the conclusions that have been described in the previous sub-chapters, the researcher proposes several applicable recommendations that can be implemented in connection with the results of the study, including the following:

a) The government must oblige all building owners / managers to provide space for Muslims to worship. This place of worship must be available at entertainment venues, malls, hotels, airports, stations, public spaces and so on. In addition, joint cooperation can also be carried out by the Government with a provider of popular electronic maps services such as Google Maps Indonesia or Waze Indonesia which aims to comprehensively display the mosque location instructions or space for adherents of Islam, and can also display qibla directions on electronic these maps are to facilitate the search for Muslim tourists.

b) The Government and the Indonesian Ulema Council (MUI) must be more aggressive in supervising food and beverages found in the market. Both institutions should be able to optimize internet / website services as a place for producers to certify all types of food and beverages circulating, from consumer goods, to food and beverages found in shopping centers, malls, restaurants, cafes, and so on. This is needed so that food and beverage products have halal certification in accordance with the rules and laws applied by Islam through analysis and decision made by the MUI.

c) The Provincial Government of DKI Jakarta, especially the Tourism Office Department must carry out clear socialization and standardization related to the uniforms worn by hotel employees throughout Jakarta. This aims to maintain the level of politeness of hotel employees who directly serve and meet face to face with visitors or foreign

tourists. Thus, this can also support and shape Jakarta's image as a friendly and polite Muslim tourist destination.

d) Integration of public transportation through the communication of Trans Jakarta routes and other modes of transportation through mobile applications and websites is very necessary. It aims to facilitate foreign tourists when they want to explore the city of Jakarta. In addition, safe and comfortable public transportation services have been proven to have a positive influence on improving the image of Jakarta as a good Muslim destination.

e) Improvement of services and security in a number of Jakarta tourist destinations must be carried out. This can be created through the collective cooperation of the regional government, the police and local residents. A conducive and safe situation can provide a positive image of Jakarta tourism. In addition, 24-hour security-related reports must also be provided so that foreign tourists can always feel safe when visiting Jakarta.

f) DKI Jakarta Provincial Government must immediately create an online platform where the platform will analyze all of Jakarta's tourism information, sports venues, entertainment centers, beaches, maps, locations for worship, museums, parks, and also information regarding accommodation, as well as transportation info available in Jakarta. Thus, foreign tourists can easily access the details of this information via smartphone or laptop.

5.4   RESEARCH LIMITATIONS

a) The current study is not without limitations that should be taken into account when interpreting the results.

b) A 11 of Muslim tourists were from Saudi Arabia, hence, to have a more accurate study other Muslim from Middle East must also be considered.

c) The research was conducted only in Jakarta, further research is highly recommended to conduct surveys or research in other cities, both in Indonesia and outside Indonesia.

5.5   ACADEMIC CONTRIBUTION

a) The current study provides some contributions to Islamic Attribute Of Destination (IAD) with Security Guarantee as additional dimension in IAD construct and Tourism Destination Image as mediation variable

b) Furthermore, this is the first study in Indonesia context which investigated four different variables for Saudi Arabian tourist

c) In this current study, one of the main contributions to the existing body knowledge is not only the proposed model to explain IAD, but also examining the role of TDI as mediating variable. The findings of the present study can be added to the body of literature for topics of IAD

d) Up to date, there is no studies or journal with security guarantee in Islamic tourism to measure IAD and Visiting Decision before

e) The results of this study are expected to expand the study of Islamic Attribute of Destination which consists of worship facilities, halalness, and general Islamic morality (Battour and Ismail, 2014) and visiting decisions so that this research can be useful for students in general and for the writer in particular. It can provide also as a reference for researchers to carry out further research for improvement.

5.6   SOCIAL IMPACT

The findings in this study also have a social impact on the development of halal tourism in Indonesia, which ultimately has positive implications for the economy of local communities, here are a number of positive impacts of the findings in this study, including:

a) Innovative management of historic mosques that are not only intended for worship, but are managed and designed to be a favorite tourist destination. However, this must remain within the corridors of the Islamic Shari'a and the division of time of the visit that does not interfere with the time of worship. Thus, this is expected to have an impact and economic value that can be managed, then distributed to those who need it (needy, poor, orphans, widows, elderly, widows, etc.)

b) Increase public awareness of the importance of the application of Islamic values and morality which have proven to have a positive impact on the formation of Muslim tourists' perceptions of a tourist destination, and empirically be able to encourage / influence the decision of visiting Muslim tourists to a destination. This, besides being able to create peace in an Islamic nuance, is expected to also be able to improve the social / economic welfare of an area.

5.7   RECOMMENDATIONS FOR FURTHER STUDIES

Further research is highly recommended to conduct surveys or research in other cities, both in Indonesia and outside Indonesia. Furthermore, a qualitative approach and research with a longitudinal approach can also be done for future researchers to see the

differences in the results of this study. Finally, further researchers are advised to analyze other variables outside this research model such as destination loyalty and destination satisfaction variables.

5.8   SUMMARY

The main conclusion in this study is that there are influences of worship facilities, halalness, general Islamic morality, and security guarantee have a positive and significant effect on tourism destination images, and visiting decisions of Saudi Arabian tourists, and tourism destination images have a significant effect on visiting decisions of Saudi Arabian tourists. In addition, Islamic attributes of destination also significantly influence the visiting decision of Saudi Arabian tourists through tourism destination image.

In this chapter there are also some recommendations or in other words implicative suggestions for practitioners in the tourism sector to develop national tourism in general, and DKI Jakarta tourism in particular. The development of halal tourism based on history and culture is a key factor to attract Muslim tourists from Saudi Arabia and other countries. Three key drivers that must be the main concern, namely worship facilities, halalness, and general Islamic morality must be the basis for growing Islamic values in certain tourist destinations and these three things must also be transformed into digital technology that is developing very rapidly in order facilitate the access of Muslim tourists to get various information related to places of worship, halal food / drinks, religious and Islamic tourism destinations, cultural tourism, and the like. In addition, the findings in this study also contribute positively to the social welfare of the wider community through

the use and management of religious tourism that is professional, transparent, provides benefits to the people, and continues to run according to Islamic principles.

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APPENDIX 1 – RESEARCH QUESTIONAIRE

RESEARCH QUESTIONNAIRE
(Halal Tourism)

First, introduce my name is Agus Sudigdo, SE, MM, I am a student at Lincoln University College and conducting research for requirements Doctor Of Philosophy Program. I am currently doing research on "***The Impact of Islamic Attribute of Destination and Security Guarantee On Decision To Visit Jakarta among Saudi Arabian : Tourism Destination Image as Mediation Variable***", This survey is intended only to Travelers Saudi Arabia visited Jakarta, Indonesia.

I ask for your participation to spend a little time filling out the complete questionnaire and answered all the questions in accordance with the actual situation. The results of your answers are not published, your answers are guaranteed to be confidential only for research purposes. For your time and participation, I thank you very much.

No. Respondent ……………..

INSTRUCTIONS FOR COMPLETION

<u>* Please fill with a tick / checklist (√) in the appropriate answers to your choice</u>

A. RESPONDENTS PROFILE

Classification Type	Classification of Respondent			
1. Gender	( ) Male		( ) Female	
2. Age groups	( ) Less than 20		( ) 40-49	
	( ) 20-29		( ) 50 and above	
	( ) 30-39			
3. Nationality	( ) Saudi Arabia			
	( ) Others (Please specify) _____			
4. Monthly Income (US$)	( ) Less than 500		( ) 500 – 1000	
	( ) 1001 - 1400		( ) 1400 – 1900	
	( ) 1900 - 2400		( ) More than 2400	
5. Visitation in Jakarta	( ) First time		( ) Three per Year	
	( ) Once per Year		( ) Four per Year	

Classification Type	Classification of Respondent	
	( ) Twice per Year	( ) Others (_____)
6. Occupation	( ) Civil Servant	( ) Military
	( ) Private Employee	( ) Trader//entrepreneurs
	( ) Others (Please specify) _____	
7. Education	( ) Elementry School	( ) University
	( ) Junior High School	( ) Master
	( ) Senior High School	( ) Doctoral

B. VISIT DATA

Classification Type	Classification of Respondent	
1. What is the main reason of your visit to this destination?	( ) Business	( ) Family Matter
	( ) Vacation	( ) Education
	( ) Others (Please specify) _____	
2. With whom did you travel to this destination?	( ) Alone	( ) Family
	( ) Friend	( ) Group
	( ) Others (Please specify) _____	
3. How much time do you (usually) spend/plan to spend in this destination?	( ) A day (24 hours)	( ) 3 - 7 days
	( ) 1 – 3 days	( ) 7 - 10 days
	( ) More than 2 weeks	
4. What type of tourism do you like in this destination?	( ) Nature based/ Life tourism i.e beach, mountain	
	( ) Culture Tourism (dance, art, museum)	
	( ) Manmade Tourism (Agrotourism, golf)	
	( ) Others (Please specify) _____	

C. **RESEARCH INSTRUMENT**

D.

FILLING GUIDELINES QUESTIONNAIRE

SCALE	ANSWER OPTIONS	CODE
5	Strongly Agree	(SA)
4	Agree	(A)
3	Neutral	(N)
2	Disagree	(D)
1	Strongly Disagree	(SD)

1. **INSTRUMENT ISLAMIC ATTRIBUTE OF DESTINATION**

** **Please Put (∫) to indicate your answer.**

NO.	QUESTIONS ITEM	SA (5)	A (4)	N (3)	D (2)	SD (1)
WORSHIP FACILITIES						
1	There is enough availability of mosques or prayer rooms in tourist destination, airports, malls, and hotels					
2	There is enough availability of ablution facility					
3	The sound of adzan is clear enough as a marker prayer time has arrived					
4	There is clear availability of Qibla pointer in a place of worship and a hotel room					
HALALNESS						
5	There is enough availability of Halal food and beverages					
6	The availability of halal food and drinks is easily found in any location in Jakarta					
GENERAL ISLAMIC MORALITY						
7	The courtesy level of hotel employee's uniform are quite polite					
8	The courtesy level of local communities' everyday clothes is quite polite					

NO.	QUESTIONS ITEM	SA (5)	A (4)	N (3)	D (2)	SD (1)
9	The level of norm reflection which prohibits prostitution is clear enough					

2. INSTRUMENT DECISION TO VISIT

** Please Put (√) to indicate your answer.

NO.	QUESTIONS ITEM	SA (5)	A (4)	N (3)	D (2)	SD (1)
	SELECTION PRODUCT OR SERVICE					
1	There is enough level of variation of tourist destinations in Jakarta					
2	Tourist destinations in Jakarta is attractive					
3	The rate of quality of service rendered by Jakarta City tourism is high?					
4	Tourist destinations in Jakarta is unique					
5	Tourist destinations in Jakarta is excellent					
	SELECTION OF DEALER					
6	It is easy for tourists to reach travel agent					
7	The selected travel agent has a good reputation					
	AMOUNT OF PURCHASE					
8	The economic level of tour packages price which is offered is affordable					
9	The products and services are offered in accordance with the needs of travelers					
	VISITING TIME					
10	I would like to do a visit again within a year					
11	I would like to come back to Jakarta in the future					
12	I would like to come back during the peak season					

NO.	QUESTIONS ITEM	SA (5)	A (4)	N (3)	D (2)	SD (1)
13	I would like to visit Jakarta during the low season					
	PAYMENT METHOD					
14	It is easy for travelers in making payment					
15	There are enough various types of payment available					

3. INSTRUMENT TOURISM DESTINATION IMAGE

**** Please Put (√) to indicate your answer.**

NO.	QUESTIONS ITEM	SA (5)	A (4)	N (3)	D (2)	SD (1)
	COGNITIVE IMAGE					
	NATURAL ATTRACTIONS					
1	Jakarta has sufficient natural parks.					
2	Jakarta has sufficient natural beauty areas.					
3	Jakarta has a sufficient number of historical sites and museums.					
	GENERAL INFRASTRUCTURE					
4	Jakarta has quality accommodation facilities.					
5	Jakarta has an adequate tourism /tourist information network.					
6	Jakarta has standard hygiene and cleanliness conditions.					
	ATMOSPHERE					
7	Jakarta has beautiful beaches.					
8	Jakarta has an attractive night life (entertainment).					
9	Jakarta has adequate sports and entertainment areas.					
	SOCIAL ENVIRONMENT					
10	The people of Jakarta are friendly and					

NO.	QUESTIONS ITEM	SA (5)	A (4)	N (3)	D (2)	SD (1)
	helpful.					
11	Jakarta is generally a safe city.					
	VALUE FOR MONEY					
12	Accommodation prices in Jakarta are reasonable.					
13	Jakarta is an affordable city.					
14	I can get value for the money I pay in Jakarta for a holiday.					
	AFFECTIVE IMAGE					
15	Jakarta as a tourism destination pleasant					
16	Jakarta as a tourism destination interesting					
17	Jakarta as a tourism destination makes me feel relaxed					
18	Jakarta as a tourism destination are arousing					

4. INSTRUMENT SECURITY GUARANTEE

** Please Put (∫) to indicate your answer.

NO.	QUESTIONS ITEM	SA (5)	A (4)	N (3)	D (2)	SD (1)
	SECURITY GUARANTEE					
1	Have a sense of security visiting with the condition of political stability in Jakarta					
2	The price of the required product is affordable					
3	Residential area and Islamic environment hospitality					
4	Availability of good facilities for transportation in Jakarta					
5	Have a sense of security when arriving in Jakarta with a level of security at tourist sites					
6	Provision of police and security in all areas of Jakarta makes you feel safe					

*** Thank you for your participation ***

APPENDIX 2 – Profile Respondents

```
GET
  FILE='C:\Users\200Responden.sav'.
    'RESPONDEN\PROFIL 200 Pak Agus.sav'
  /COMPRESSED.
FREQUENCIES VARIABLES=Age Gender Nationality VisitationInJakarta
MonthlyIncome Occupation Education
  /ORDER=ANALYSIS.
```

Frequencies

Notes

Output Created		16-SEP-2018 16:48:40
Comments		
Input	Data	C:\Users\200Responden.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	200
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Age Gender Nationality VisitationInJakarta MonthlyIncome Occupation Education /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,01

Statistics

		Age	Gender	Nationality	VisitationInJakarta	MonthlyIncome	Occupation	Education
N	Valid	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0

Frequency Table

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≤ 20 yo	18	9.0	9.0	9.0
	20-29 yo	36	18.0	18.0	27.0
	30-39 yo	68	34.0	34.0	61.0
	40-49 yo	54	27.0	27.0	88.0
	>50 yo	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	124	62.0	62.0	62.0
	Female	76	38.0	38.0	100.0
	Total	200	100.0	100.0	

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Saudi Arabia	200	100.0	100.0	100.0

VisitationInJakarta

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First time	36	18.0	18.0	18.0
	Once per year	50	25.0	25.0	43.0
	Twice per year	72	36.0	36.0	79.0
	Three times per year	32	16.0	16.0	95.0
	Four times per year	10	5.0	5.0	100.0
	Total	200	100.0	100.0	

MonthlyIncome

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Less than 500	4	2.0	2.0	2.0
	1001 - 1400	24	12.0	12.0	14.0
	1900 - 2400	69	34.5	34.5	48.5
	500 - 1000	43	21.5	21.5	70.0
	1400 - 1900	38	19.0	19.0	89.0
	More than 2400	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil servant	24	12.0	12.0	12.0
	Private employee	68	34.0	34.0	46.0
	Military	24	12.0	12.0	58.0
	Trader/Entrepreneurs	84	42.0	42.0	100.0
	Total	200	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Junior High School	20	10.0	10.0	10.0
	Senior High School	50	25.0	25.0	35.0
	University	68	34.0	34.0	69.0
	Master	52	26.0	26.0	95.0
	Doctoral	10	5.0	5.0	100.0
	Total	200	100.0	100.0	

MainReason

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	19	9.5	9.5	9.5
	Vacation	172	86.0	86.0	95.5
	Family Matter	2	1.0	1.0	96.5
	Education	2	1.0	1.0	97.5
	Others	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

WithWhom

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone	55	27.5	27.5	27.5
	Friend	84	42.0	42.0	69.5
	Family	31	15.5	15.5	85.0
	Group	15	7.5	7.5	92.5
	Others	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

TimeSpend

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A Day	7	3.5	3.5	3.5
	1 - 3 Days	40	20.0	20.0	23.5
	3 - 7 Days	139	69.5	69.5	93.0
	7 - 10 Days	12	6.0	6.0	99.0
	More than 2 weeks	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

TypeOfTourist

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nature Based/ Life Tourism	38	19.0	19.0	19.0
	Culture Tourism	93	46.5	46.5	65.5
	Manmade Tourism	36	18.0	18.0	83.5
	Others	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

APPENDIX 3 – VALIDITY AND RELIABILITY TEST

Reliability

Notes

Output Created		16-SEP-2018 11:28:27
Comments		
Input	Data	C:\Users\200Responden.sav
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	Filter	<none>
	Weight	<none>
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	N of Rows in Working Data File	200
	Matrix Input	C:\Users\200Responden.sav
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=WF1 WF2 WF3 WF4 /SCALE('Worship Facilities (X1)') ALL /MODEL=ALPHA /STATISTICS=SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,01

[DataSet2] C:\Users\200Responden.sav

Scale: Worship Facilities (X1)

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.844	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
WF1	12.01	5.211	.689	.798
WF2	12.17	5.143	.680	.801
WF3	12.05	4.717	.762	.764
WF4	11.98	5.557	.589	.839

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.07	8.714	2.952	4

```
RELIABILITY
  /VARIABLES=HF5 HF6
  /SCALE('Halal Food ((X2)') ALL
  /MODEL=ALPHA
  /STATISTICS=SCALE
  /SUMMARY=TOTAL.
```

Reliability

Notes

Output Created		16-SEP-2018 11:29:01
Comments		
Input	Data	C:\Users\200Responden.sav
	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	200
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=HF5 HF6 /SCALE('Halal Food ((X2)') ALL /MODEL=ALPHA /STATISTICS=SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,08

Scale: Halal Food ((X2)

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.778	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HF5	4.13	.727	.637	.
HF6	4.03	.713	.637	.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.16	2.356	1.535	2

```
RELIABILITY
  /VARIABLES=GIM7 GIM8 GIM9
  /SCALE('General Islamic Morality ((X3)') ALL
  /MODEL=ALPHA
  /STATISTICS=SCALE
  /SUMMARY=TOTAL.
```

Reliability

Notes

Output Created		16-SEP-2018 11:29:55
Comments		
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	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	200
	Matrix Input	

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY
		  /VARIABLES=GIM7 GIM8 GIM9
		  /SCALE('General Islamic Morality ((X3)') ALL
		  /MODEL=ALPHA
		  /STATISTICS=SCALE
		  /SUMMARY=TOTAL.

Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,01

Scale: General Islamic Morality (X3)

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.759	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GIM7	8.09	2.062	.622	.640
GIM8	8.05	2.385	.544	.727
GIM9	8.01	2.347	.607	.660

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.07	4.548	2.133	3

```
RELIABILITY
  /VARIABLES=SG1 SG2 SG3 SG4 SG5 SG6
  /SCALE('Security Guarantee ((X4)') ALL
  /MODEL=ALPHA
  /STATISTICS=SCALE
  /SUMMARY=TOTAL.
```

Reliability

Notes

Output Created		16-SEP-2018 11:30:43
Comments		
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	Active Dataset	DataSet2
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	200
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY
		  /VARIABLES=SG1 SG2 SG3 SG4 SG5 SG6
		  /SCALE('Security Guarantee ((X4)') ALL
		  /MODEL=ALPHA
		  /STATISTICS=SCALE
		  /SUMMARY=TOTAL.

Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,06

Scale: Security Guarantee (X4)

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.876	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SG1	20.01	12.100	.671	.857
SG2	20.00	11.266	.740	.845
SG3	20.09	11.721	.687	.854
SG4	19.98	11.919	.644	.861
SG5	19.99	11.789	.687	.854
SG6	19.93	12.096	.655	.859

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.00	16.603	4.075	6

```
RELIABILITY
  /VARIABLES=NA1 NA2 NA3 GI4 GI5 GI6 AP7 AP8_A AP9_A SE10 SE11 VM12
VM13 VM14 AI15 AI16 AI17 AI18
  /SCALE('Tourism Destination Image ((Z)') ALL
  /MODEL=ALPHA
  /STATISTICS=SCALE
  /SUMMARY=TOTAL.
```

Reliability

Notes

Output Created		16-SEP-2018 11:31:42
Comments		
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	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	200
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=NA1 NA2 NA3 GI4 GI5 GI6 AP7 AP8_A AP9_A SE10 SE11 VM12 VM13 VM14 AI15 AI16 AI17 AI18 /SCALE('Tourism Destination Image ((Z)') ALL /MODEL=ALPHA /STATISTICS=SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,01

Scale: Tourism Destination Image (Z)

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.957	18

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NA1	67.84	131.331	.725	.954
NA2	67.80	130.492	.745	.954
NA3	67.87	131.872	.697	.955
GI4	67.87	130.941	.713	.955
GI5	67.88	130.970	.760	.954
GI6	67.86	129.763	.783	.953
AP7	67.95	130.601	.742	.954
AP8	67.86	132.302	.680	.955
AP9	67.98	131.281	.737	.954
SE10	67.83	132.172	.718	.955
SE11	67.89	131.817	.726	.954
VM12	67.79	131.011	.744	.954
VM13	67.86	133.699	.662	.955
VM14	67.89	131.761	.732	.954
AI15	67.85	130.319	.752	.954
AI16	67.87	131.444	.712	.955
AI17	67.88	132.633	.680	.955
AI18	67.88	130.709	.752	.954

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
71.86	146.935	12.122	18

```
RELIABILITY
  /VARIABLES=SPS1 SPS2 SPS3 SPS4 SPS5 SD6 SD7 AP8 AP9 VT10 VT11 VT12
VT13 PM14 PM15
  /SCALE('Decision to Visit (Y)') ALL
  /MODEL=ALPHA
  /STATISTICS=SCALE
  /SUMMARY=TOTAL.
```

Reliability

Notes

Output Created		16-SEP-2018 11:33:11
Comments		
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	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	200
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY
		/VARIABLES=SPS1 SPS2 SPS3 SPS4 SPS5 SD6 SD7 AP8 AP9 VT10 VT11 VT12 VT13 PM14 PM15
		/SCALE('Decision to Visit (Y)') ALL
		/MODEL=ALPHA
		/STATISTICS=SCALE
		/SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,01

Scale: Decision to Visit (Y)

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.950	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SPS1	55.91	84.428	.740	.946
SPS2	55.88	85.437	.692	.947
SPS3	55.86	84.312	.737	.946
SPS4	55.84	84.269	.726	.947
SPS5	55.82	85.153	.691	.947

SD6	55.78	84.464	.743	.946
SD7	55.80	86.827	.663	.948
AP8	55.81	86.077	.725	.947
AP9	55.85	84.704	.771	.946
VT10	55.85	82.992	.746	.946
VT11	55.86	85.417	.701	.947
VT12	55.84	84.470	.756	.946
VT13	55.88	83.573	.781	.945
PM14	55.82	85.475	.708	.947
PM15	55.79	84.652	.739	.946

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
59.83	97.019	9.850	15

Tabel r untuk df = 151 - 200

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
151	0.1335	0.1587	0.1879	0.2077	0.2635
152	0.1330	0.1582	0.1873	0.2070	0.2626
153	0.1326	0.1577	0.1867	0.2063	0.2618
154	0.1322	0.1572	0.1861	0.2057	0.2610
155	0.1318	0.1567	0.1855	0.2050	0.2602
156	0.1313	0.1562	0.1849	0.2044	0.2595
157	0.1309	0.1557	0.1844	0.2037	0.2585
158	0.1305	0.1552	0.1838	0.2031	0.2578
159	0.1301	0.1547	0.1832	0.2025	0.2570
160	0.1297	0.1543	0.1826	0.2019	0.2562
161	0.1293	0.1538	0.1821	0.2012	0.2554
162	0.1289	0.1533	0.1815	0.2006	0.2546
163	0.1285	0.1528	0.1810	0.2000	0.2539
164	0.1281	0.1524	0.1804	0.1994	0.2531
165	0.1277	0.1519	0.1799	0.1988	0.2524
166	0.1273	0.1515	0.1794	0.1982	0.2517
167	0.1270	0.1510	0.1788	0.1976	0.2509
168	0.1266	0.1506	0.1783	0.1971	0.2502
169	0.1262	0.1501	0.1778	0.1965	0.2495
170	0.1258	0.1497	0.1773	0.1959	0.2488
171	0.1255	0.1493	0.1768	0.1954	0.2481
172	0.1251	0.1488	0.1762	0.1948	0.2473
173	0.1247	0.1484	0.1757	0.1942	0.2467
174	0.1244	0.1480	0.1752	0.1937	0.2460
175	0.1240	0.1476	0.1747	0.1932	0.2453
176	0.1237	0.1471	0.1743	0.1926	0.2446
177	0.1233	0.1467	0.1738	0.1921	0.2439
178	0.1230	0.1463	0.1733	0.1915	0.2433
179	0.1226	0.1459	0.1728	0.1910	0.2426
180	0.1223	0.1455	0.1723	0.1905	0.2419
181	0.1220	0.1451	0.1719	0.1900	0.2413
182	0.1216	0.1447	0.1714	0.1895	0.2406
183	0.1213	0.1443	0.1709	0.1890	0.2400
184	0.1210	0.1439	0.1705	0.1884	0.2394
185	0.1207	0.1435	0.1700	0.1879	0.2387
186	0.1203	0.1432	0.1696	0.1874	0.2381
187	0.1200	0.1428	0.1691	0.1869	0.2375
188	0.1197	0.1424	0.1687	0.1865	0.2369
189	0.1194	0.1420	0.1682	0.1860	0.2363
190	0.1191	0.1417	0.1678	0.1855	0.2357
191	0.1188	0.1413	0.1674	0.1850	0.2351
192	0.1184	0.1409	0.1669	0.1845	0.2345
193	0.1181	0.1406	0.1665	0.1841	0.2339
194	0.1178	0.1402	0.1661	0.1836	0.2333
195	0.1175	0.1398	0.1657	0.1831	0.2327
196	0.1172	0.1395	0.1652	0.1827	0.2321
197	0.1169	0.1391	0.1648	0.1822	0.2315
198	0.1166	0.1388	0.1644	0.1818	0.2310
199	0.1164	0.1384	0.1640	0.1813	0.2304
200	0.1161	0.1381	0.1636	0.1809	0.2298

APPENDIX 4 – CONFIRMATORY FACTOR ANALYSIS
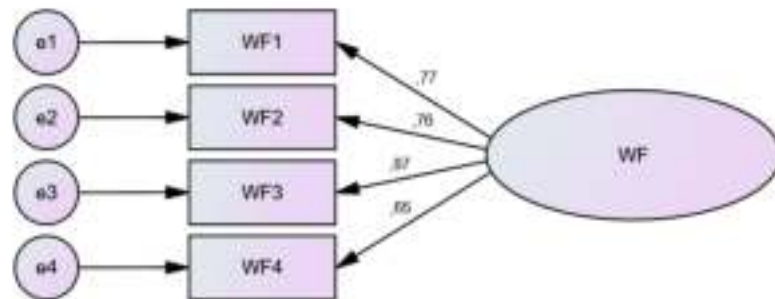
Analysis Summary

Date and Time

Date: 16 September 2018
Time: 07:51:42

Title

Wf: 16 September 2018 7:51

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.
Sample size = 200

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
WF4
WF3
WF2
WF1
Unobserved, exogenous variables
WF
e4
e3
e2
e1

Variable counts (Group number 1)

Number of variables in your model: 9
Number of observed variables: 4
Number of unobserved variables: 5
Number of exogenous variables: 5
Number of endogenous variables: 4

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	5	0	0	0	0	5
Labeled	0	0	0	0	0	0
Unlabeled	3	0	5	0	0	8
Total	8	0	5	0	0	13

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 10
Number of distinct parameters to be estimated: 8
Degrees of freedom (10 - 8):   2

Result (Default model)

Minimum was achieved
Chi-square = ,602
Degrees of freedom = 2
Probability level = ,740

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
WF4 <--- WF	1,000				
WF3 <--- WF	1,455	,155	9,381	***	
WF2 <--- WF	1,211	,139	8,720	***	
WF1 <--- WF	1,193	,135	8,804	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
WF4 <--- WF	,646
WF3 <--- WF	,867
WF2 <--- WF	,756
WF1 <--- WF	,766

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
WF	,312	,065	4,791	***	
e4	,436	,049	8,822	***	
e3	,219	,044	5,027	***	
e2	,343	,044	7,721	***	
e1	,312	,041	7,554	***	

Minimization History (Default model)

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	2	-,430	9999,000	335,101	0	9999,000
1	e	2	-,035	1,541	108,366	20	,471
2	e	0	71,364		,528	32,396	5	,859
3	e	0	13,331		,721	16,963	3	,000
4	e	0	30,609		,323	1,501	1	,993
5	e	0	32,980		,092	,616	1	1,073
6	e	0	33,295		,019	,602	1	1,017
7	e	0	33,580		,001	,602	1	1,001

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	8	,602	2	,740	,301
Saturated model	10	,000	0		
Independence model	4	328,961	6	,000	54,827

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,006	,998	,992	,200
Saturated model	,000	1,000		
Independence model	,359	,500	,166	,300

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,998	,995	1,004	1,013	1,000
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,333	,333	,333

Model	PRATIO	PNFI	PCFI
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	,000	,000	3,821
Saturated model	,000	,000	,000
Independence model	322,961	267,225	386,110

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,003	,000	,000	,019
Saturated model	,000	,000	,000	,000
Independence model	1,653	1,623	1,343	1,940

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,000	,000	,098	,830
Independence model	,520	,473	,569	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	16,602	17,014	42,988	50,988
Saturated model	20,000	20,515	52,983	62,983
Independence model	336,961	337,168	350,155	354,155

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,083	,090	,110	,085
Saturated model	,101	,101	,101	,103
Independence model	1,693	1,413	2,011	1,694

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	1981	3046
Independence model	8	11

Execution time summary

Minimization: ,032
Miscellaneous: ,203
Bootstrap: ,000
Total: ,235
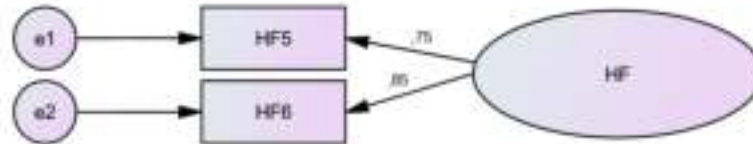
Analysis Summary

Date and Time

Date: 16 September 2018
Time: 13:13:14

Title

Hf: 16 September 2018 13:13

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.
Sample size = 200

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
HF6
HF5
Unobserved, exogenous variables
HF
e2
e1

Variable counts (Group number 1)

Number of variables in your model: 5
Number of observed variables: 2
Number of unobserved variables: 3
Number of exogenous variables: 3
Number of endogenous variables: 2

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	3	0	1	0	0	4
Labeled	0	0	0	0	0	0
Unlabeled	1	0	2	0	0	3
Total	4	0	3	0	0	7

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	3
Number of distinct parameters to be estimated:	3
Degrees of freedom (3 - 3):	0

Result (Default model)

Minimum was achieved
Chi-square = ,000
Degrees of freedom = 0
Probability level cannot be computed

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
HF6 <--- HF	1,000				
HF5 <--- HF	,872	,082	10,642	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
HF6 <--- HF	,851
HF5 <--- HF	,749

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
HF	,523	,072	7,216	***	
e2	,200				
e1	,311	,046	6,703	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	3	,000	0		

Model	NPAR	CMIN	DF	P	CMIN/DF
Saturated model	3	,000	0		
Independence model	2	103,557	1	,000	103,557

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,000	1,000		
Saturated model	,000	1,000		
Independence model	,263	,711	,134	,237

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1,000		1,000		1,000
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,000	,000	,000
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	,000	,000	,000
Saturated model	,000	,000	,000
Independence model	102,557	72,784	139,739

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,000	,000	,000	,000
Saturated model	,000	,000	,000	,000
Independence model	,520	,515	,366	,702

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	,718	,605	,838	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	6,000	6,092	15,895	18,895
Saturated model	6,000	6,092	15,895	18,895
Independence model	107,557	107,618	114,153	116,153

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,030	,030	,030	,031
Saturated model	,030	,030	,030	,031
Independence model	,540	,391	,727	,541

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	8	13

Execution time summary

Minimization:	,058
Miscellaneous:	,275
Bootstrap:	,000
Total:	,333
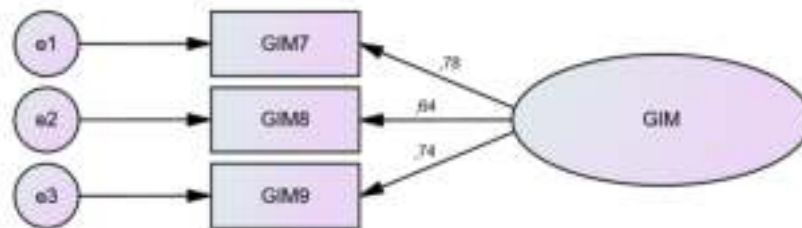
Analysis Summary

Date and Time

Date: 16 September 2018
Time: 07:53:31

Title

Gim: 16 September 2018 7:53

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.
Sample size = 200

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
GIM9
GIM8
GIM7
Unobserved, exogenous variables
GIM
e3
e2
e1

Variable counts (Group number 1)

Number of variables in your model: 7
Number of observed variables: 3
Number of unobserved variables: 4
Number of exogenous variables: 4
Number of endogenous variables: 3

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	4	0	0	0	0	4
Labeled	0	0	0	0	0	0
Unlabeled	2	0	4	0	0	6
Total	6	0	4	0	0	10

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 6
Number of distinct parameters to be estimated: 6
Degrees of freedom (6 - 6): 0

Result (Default model)

Minimum was achieved
Chi-square = ,000
Degrees of freedom = 0
Probability level cannot be computed

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
GIM9 <--- GIM	1,000				
GIM8 <--- GIM	,894	,124	7,233	***	
GIM7 <--- GIM	1,174	,159	7,371	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
GIM9 <--- GIM	,740
GIM8 <--- GIM	,637
GIM7 <--- GIM	,777

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
GIM	,367	,074	4,980	***	
e3	,303	,053	5,763	***	
e2	,431	,055	7,809	***	
e1	,333	,068	4,902	***	

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	2		-,211	9999,000	167,640	0	9999,000
1	e	0	19,500		1,077	32,002	20	,707
2	e	0	9,768		,476	6,204	3	,000
3	e	0	14,876		,305	,841	1	,761
4	e	0	14,632		,050	,010	1	1,066
5	e	0	14,407		,006	,000	1	1,010
6	e	0	14,464		,000	,000	1	1,000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	6	,000	0		
Saturated model	6	,000	0		
Independence model	3	149,788	3	,000	49,929

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,000	1,000		
Saturated model	,000	1,000		
Independence model	,272	,653	,306	,327

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	1,000		1,000		1,000
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,000	,000	,000
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	,000	,000	,000
Saturated model	,000	,000	,000
Independence model	146,788	110,368	190,624

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,000	,000	,000	,000
Saturated model	,000	,000	,000	,000
Independence model	,753	,738	,555	,958

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	,496	,430	,565	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	12,000	12,246	31,790	37,790
Saturated model	12,000	12,246	31,790	37,790
Independence model	155,788	155,911	165,683	168,683

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,060	,060	,060	,062
Saturated model	,060	,060	,060	,062
Independence model	,783	,600	1,003	,783

HOELTER

Model	HOELTER .05	HOELTER .01
Default model		
Independence model	11	16

Execution time summary

Minimization: ,044
Miscellaneous: ,281

Bootstrap: ,000
Total: ,325
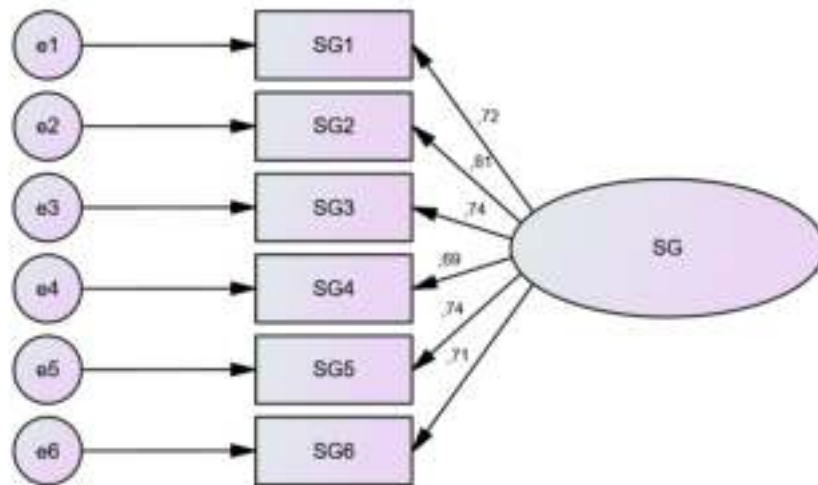
Analysis Summary

Date and Time

Date: 16 September 2018
Time: 08:02:21

Title

Sg: 16 September 2018 8:02

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.
Sample size = 200

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
SG6
SG5
SG4
SG3
SG2
SG1
Unobserved, exogenous variables
SG
e6
e5
e4
e3
e2
e1

Variable counts (Group number 1)

Number of variables in your model: 13
Number of observed variables: 6
Number of unobserved variables: 7
Number of exogenous variables: 7
Number of endogenous variables: 6

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	7	0	0	0	0	7
Labeled	0	0	0	0	0	0
Unlabeled	5	0	7	0	0	12
Total	12	0	7	0	0	19

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 21
Number of distinct parameters to be estimated: 12
Degrees of freedom (21 - 12): 9

Result (Default model)

Minimum was achieved
Chi-square = 16,680
Degrees of freedom = 9
Probability level = ,054

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
SG6 <--- SG	1,000				
SG5 <--- SG	1,083	,112	9,635	***	
SG4 <--- SG	1,029	,114	9,009	***	
SG3 <--- SG	1,096	,114	9,612	***	
SG2 <--- SG	1,234	,119	10,346	***	
SG1 <--- SG	,996	,107	9,334	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
SG6 <--- SG	,709
SG5 <--- SG	,745
SG4 <--- SG	,693
SG3 <--- SG	,743
SG2 <--- SG	,806
SG1 <--- SG	,720

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
SG	,350	,064	5,474	***	
e6	,345	,040	8,576	***	
e5	,330	,040	8,250	***	
e4	,400	,046	8,698	***	
e3	,342	,041	8,269	***	
e2	,287	,039	7,395	***	
e1	,323	,038	8,489	***	

Minimization History (Default model)

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	2		-,686	9999,000	517,728	0	9999,000
1	e	1		-,078	2,336	151,568	20	,267
2	e	1		-,023	,721	56,758	4	,715
3	e	0	18,811		,582	21,666	5	,833
4	e	0	19,525		,254	17,083	1	1,137
5	e	0	22,512		,091	16,686	1	1,074
6	e	0	23,943		,016	16,680	1	1,013
7	e	0	23,929		,000	16,680	1	1,000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	12	16,680	9	,054	1,853
Saturated model	21	,000	0		
Independence model	6	538,373	15	,000	35,892

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,021	,974	,939	,417
Saturated model	,000	1,000		
Independence model	,342	,404	,165	,288

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,969	,948	,985	,976	,985
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,600	,581	,591
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	7,680	,000	23,242
Saturated model	,000	,000	,000
Independence model	523,373	451,241	602,917

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,084	,039	,000	,117
Saturated model	,000	,000	,000	,000
Independence model	2,705	2,630	2,268	3,030

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,065	,000	,114	,263
Independence model	,419	,389	,449	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	40,680	41,555	80,259	92,259
Saturated model	42,000	43,531	111,265	132,265
Independence model	550,373	550,810	570,163	576,163

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,204	,166	,283	,209
Saturated model	,211	,211	,211	,219
Independence model	2,766	2,403	3,165	2,768

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	202	259
Independence model	10	12

Execution time summary

Minimization: ,007
Miscellaneous: ,187
Bootstrap: ,000
Total: ,194
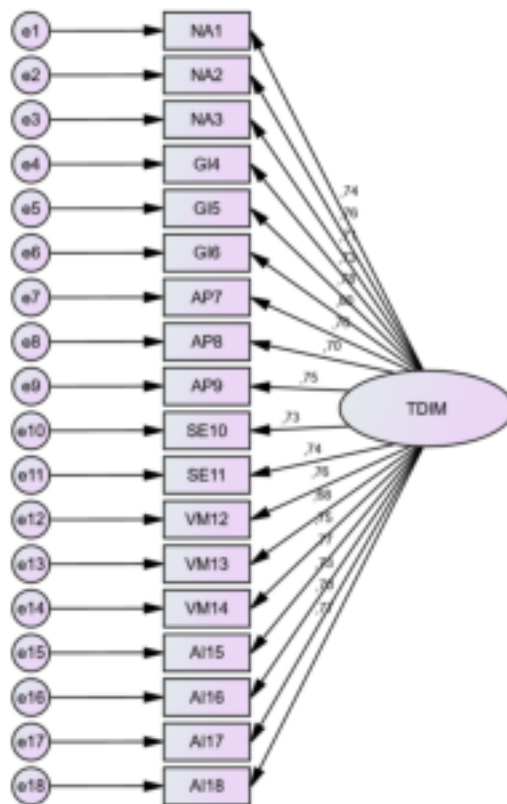
Analysis Summary

Date and Time

Date: 16 September 2018
Time: 08:28:12

Title

Tdim: 16 September 2018 8:28

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.

Sample size = 200

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
AI18
AI17
AI16
AI15
VM14
VM13
VM12
SE11
SE10
AP9_A
AP8_A
AP7
GI6
GI5
GI4
NA3
NA2
NA1
Unobserved, exogenous variables
TDIM
e18
e17
e16
e15
e14
e13
e12
e11
e10
e9
e8
e7
e6
e5
e4
e3
e2
e1

Variable counts (Group number 1)

Number of variables in your model: 37
Number of observed variables: 18
Number of unobserved variables: 19
Number of exogenous variables: 19
Number of endogenous variables: 18

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	19	0	0	0	0	19
Labeled	0	0	0	0	0	0
Unlabeled	17	0	19	0	0	36
Total	36	0	19	0	0	55

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 171
Number of distinct parameters to be estimated: 36
Degrees of freedom (171 - 36):   135

Result (Default model)

Minimum was achieved
Chi-square = 214,189
Degrees of freedom = 135
Probability level = ,000

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
AI18	<---	TDIM	1,000				
AI17	<---	TDIM	,878	,084	10,431	***	

			Estimate	S.E.	C.R.	P	Label
AI16	<---	TDIM	,950	,087	10,940	***	
AI15	<---	TDIM	1,026	,088	11,697	***	
VM14	<---	TDIM	,931	,083	11,283	***	
VM13	<---	TDIM	,807	,080	10,059	***	
VM12	<---	TDIM	,983	,085	11,562	***	
SE11	<---	TDIM	,930	,083	11,226	***	
SE10	<---	TDIM	,907	,082	11,065	***	
AP9_A	<---	TDIM	,964	,084	11,415	***	
AP8_A	<---	TDIM	,899	,086	10,449	***	
AP7	<---	TDIM	1,006	,088	11,491	***	
GI6	<---	TDIM	1,066	,087	12,305	***	
GI5	<---	TDIM	,987	,083	11,859	***	
GI4	<---	TDIM	,984	,089	11,001	***	
NA3	<---	TDIM	,922	,086	10,680	***	
NA2	<---	TDIM	1,018	,088	11,611	***	
NA1	<---	TDIM	,961	,086	11,226	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
AI18	<---	TDIM	,768
AI17	<---	TDIM	,699
AI16	<---	TDIM	,727
AI15	<---	TDIM	,769
VM14	<---	TDIM	,747
VM13	<---	TDIM	,677
VM12	<---	TDIM	,762
SE11	<---	TDIM	,743
SE10	<---	TDIM	,734
AP9_A	<---	TDIM	,754
AP8_A	<---	TDIM	,700
AP7	<---	TDIM	,758
GI6	<---	TDIM	,802
GI5	<---	TDIM	,778
GI4	<---	TDIM	,731
NA3	<---	TDIM	,713
NA2	<---	TDIM	,764
NA1	<---	TDIM	,743

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
TDIM	,472	,074	6,365	***	
e18	,328	,035	9,339	***	
e17	,381	,040	9,554	***	
e16	,379	,040	9,479	***	
e15	,343	,037	9,335	***	
e14	,325	,035	9,419	***	
e13	,363	,038	9,601	***	
e12	,329	,035	9,364	***	
e11	,331	,035	9,430	***	
e10	,331	,035	9,458	***	
e9	,333	,035	9,394	***	
e8	,398	,042	9,552	***	
e7	,354	,038	9,379	***	
e6	,298	,032	9,181	***	
e5	,300	,032	9,298	***	
e4	,398	,042	9,469	***	
e3	,389	,041	9,519	***	
e2	,348	,037	9,354	***	
e1	,353	,037	9,430	***	

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	2		-1,959	9999,000	2215,542	0	9999,000
1	e	3		-,095	4,817	659,807	19	,117
2	e	1		-,061	1,153	410,129	5	,698
3	e	1		-,060	,679	319,493	5	,780
4	e *	0	28,592		1,288	218,687	6	,790
5	e	0	38,975		,242	214,432	1	1,121
6	e	0	44,480		,098	214,191	1	1,055
7	e	0	46,149		,010	214,189	1	1,006
8	e	0	46,152		,000	214,18	1	1,000

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
						9	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	214,189	135	,000	1,587
Saturated model	171	,000	0		
Independence model	18	2483,643	153	,000	16,233

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,028	,894	,865	,706
Saturated model	,000	1,000		
Independence model	,411	,161	,062	,144

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,914	,902	,966	,961	,966
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,882	,806	,852
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	79,189	43,259	123,046
Saturated model	,000	,000	,000
Independence model	2330,643	2172,863	2495,779

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1,076	,398	,217	,618
Saturated model	,000	,000	,000	,000
Independence model	12,481	11,712	10,919	12,542

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,054	,040	,068	,293
Independence model	,277	,267	,286	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	286,189	293,789	404,928	440,928
Saturated model	342,000	378,100	906,012	1077,012
Independence model	2519,643	2523,443	2579,013	2597,013

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1,438	1,258	1,659	1,476
Saturated model	1,719	1,719	1,719	1,900
Independence model	12,662	11,869	13,491	12,681

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	152	164
Independence model	15	16

Execution time summary

Minimization: ,010
Miscellaneous: ,356
Bootstrap: ,000
Total: ,366
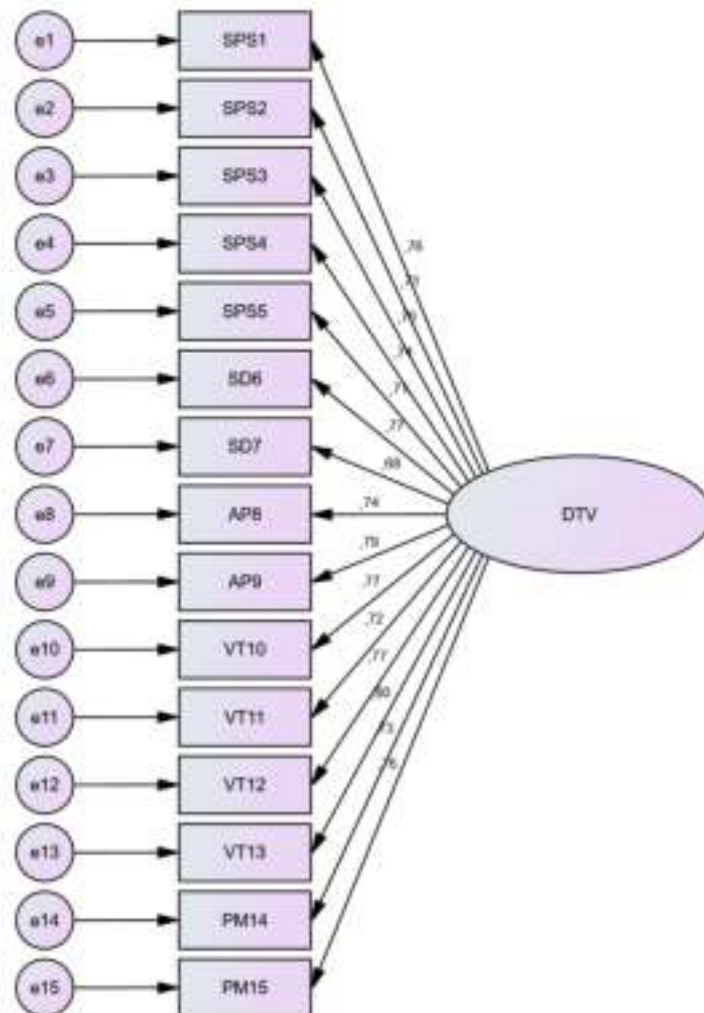
Analysis Summary

Date and Time

Date: 16 September 2018
Time: 08:47:41

Title

Dtv: 16 September 2018 8:47

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.
Sample size = 200

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
PM15
PM14
VT13
VT12
VT11
VT10
AP9
AP8
SD7
SD6
SPS5
SPS4
SPS3
SPS2
SPS1
Unobserved, exogenous variables
DTV
e15
e14
e13
e12
e11
e10
e9
e8
e7
e6
e5
e4
e3
e2
e1

Variable counts (Group number 1)

Number of variables in your model: 31
Number of observed variables: 15
Number of unobserved variables: 16

Number of exogenous variables: 16
Number of endogenous variables: 15

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	16	0	0	0	0	16
Labeled	0	0	0	0	0	0
Unlabeled	14	0	16	0	0	30
Total	30	0	16	0	0	46

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 120
Number of distinct parameters to be estimated: 30
Degrees of freedom (120 - 30):   90

Result (Default model)

Minimum was achieved
Chi-square = 107,371
Degrees of freedom = 90
Probability level = ,102

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PM15	<---	DTV	1,000				
PM14	<---	DTV	,931	,087	10,756	***	
VT13	<---	DTV	1,095	,091	12,031	***	
VT12	<---	DTV	1,015	,088	11,557	***	
VT11	<---	DTV	,933	,088	10,617	***	

			Estimate	S.E.	C.R.	P	Label
VT10	<---	DTV	1,137	,100	11,397	***	
AP9	<---	DTV	1,004	,084	11,900	***	
AP8	<---	DTV	,883	,080	11,028	***	
SD7	<---	DTV	,816	,082	9,986	***	
SD6	<---	DTV	1,019	,089	11,398	***	
SPS5	<---	DTV	,954	,091	10,466	***	
SPS4	<---	DTV	1,029	,093	11,034	***	
SPS3	<---	DTV	1,033	,091	11,301	***	
SPS2	<---	DTV	,930	,089	10,457	***	
SPS1	<---	DTV	1,020	,090	11,319	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
PM15	<---	DTV	,758
PM14	<---	DTV	,728
VT13	<---	DTV	,801
VT12	<---	DTV	,775
VT11	<---	DTV	,720
VT10	<---	DTV	,765
AP9	<---	DTV	,794
AP8	<---	DTV	,744
SD7	<---	DTV	,682
SD6	<---	DTV	,765
SPS5	<---	DTV	,711
SPS4	<---	DTV	,744
SPS3	<---	DTV	,760
SPS2	<---	DTV	,710
SPS1	<---	DTV	,761

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
DTV	,419	,067	6,232	***	
e15	,309	,033	9,281	***	
e14	,322	,034	9,397	***	
e13	,280	,031	9,055	***	
e12	,288	,031	9,207	***	
e11	,339	,036	9,424	***	
e10	,383	,041	9,250	***	
e9	,247	,027	9,101	***	

	Estimate	S.E.	C.R.	P	Label
e8	,263	,028	9,340	***	
e7	,320	,034	9,529	***	
e6	,308	,033	9,250	***	
e5	,373	,039	9,452	***	
e4	,357	,038	9,339	***	
e3	,327	,035	9,275	***	
e2	,355	,038	9,453	***	
e1	,317	,034	9,271	***	

Minimization History (Default model)

Iteration	Negative eigenvalues		Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	2		-1,772	9999,000	1780,200	0	9999,000
1	e	2		-,077	4,023	512,372	19	,146
2	e	1		-,062	1,345	291,039	5	,495
3	e	0	75,424		1,233	131,281	6	,931
4	e	0	52,227		,355	109,918	1	1,168
5	e	0	43,661		,123	107,452	1	1,103
6	e	0	41,692		,021	107,371	1	1,030
7	e	0	41,028		,001	107,371	1	1,002

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	30	107,371	90	,102	1,193
Saturated model	120	,000	0		
Independence model	15	1977,211	105	,000	18,831

RMR, GFI

Model	RMR	GFI	AGFI	PGFI

Model	RMR	GFI	AGFI	PGFI
Default model	,022	,934	,911	,700
Saturated model	,000	1,000		
Independence model	,384	,185	,068	,162

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,946	,937	,991	,989	,991
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,857	,811	,849
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	17,371	,000	47,522
Saturated model	,000	,000	,000
Independence model	1872,211	1731,529	2020,270

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,540	,087	,000	,239
Saturated model	,000	,000	,000	,000
Independence model	9,936	9,408	8,701	10,152

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,031	,000	,052	,934
Independence model	,299	,288	,311	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	167,371	172,617	266,321	296,321

Model	AIC	BCC	BIC	CAIC
Saturated model	240,000	260,984	635,798	755,798
Independence model	2007,211	2009,834	2056,686	2071,686

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,841	,754	,993	,867
Saturated model	1,206	1,206	1,206	1,311
Independence model	10,086	9,380	10,831	10,100

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	210	231
Independence model	14	15

Execution time summary

Minimization:	,012
Miscellaneous:	,299
Bootstrap:	,000
Total:	,311

APPENDIX 5 – AVE & CR

Rumus:

$$AVE = \frac{\Sigma \text{ Standardized Loading}^2}{\Sigma \text{ Standardized Loading}^2 + \Sigma \text{ ej}}$$

$$CR = \frac{(\Sigma \text{ Standardized Loading})^2}{(\Sigma \text{ Standardized Loading})^2 + \Sigma \text{ ej}}$$

Worship Facilities

Indikator	Faktor Loading	SLF^2	1-SLF^2	AVE	(∑loading)^2	Construct Reliability
WF.1	0,766	0,587	0,413	0,582	9,211	0,846
WF.2	0,756	0,572	0,428			
WF.3	0,867	0,752	0,248			
WF.4	0,646	0,417	0,583			

Halalness

Indikator	Faktor Loading	SLF^2	1-SLF^2	AVE	(∑loading)^2	Construct Reliability
HF.5	0,749	0,561	0,439	0,643	2,560	0,782
HF.6	0,851	0,724	0,276			

General Islamic Morality

Indikator	Faktor Loading	SLF^2	1-SLF^2	AVE	(∑loading)^2	Construct Reliability
GIM.7	0,777	0,604	0,396	0,519	4,640	0,763
GIM.8	0,637	0,406	0,594			
GIM.9	0,74	0,548	0,452			

Security Guarantee

Indikator	Faktor Loading	SLF^2	1-SLF^2	AVE	(∑loading)^2	Construct Reliability
SG.1	0,72	0,518	0,482	0,543	19,501	0,877
SG.2	0,806	0,650	0,350			
SG.3	0,743	0,552	0,448			
SG.4	0,693	0,480	0,520			
SG.5	0,745	0,555	0,445			
SG.6	0,709	0,503	0,497			

Destination Image

Indikator	Faktor Loading	SLF^2	1-SLF^2	AVE	(∑loading)^2	Construct Reliability
NA1	0,743	0,552	0,448	0,553	20,530	0,718
NA2	0,764	0,584	0,416			
NA3	0,713	0,508	0,492			
GI4	0,731	0,534	0,466			
GI5	0,778	0,605	0,395			
GI6	0,802	0,643	0,357			
AP7	0,758	0,575	0,425			
AP8	0,7	0,490	0,510			
AP9	0,754	0,569	0,431			
SE10	0,734	0,539	0,461			
SE11	0,743	0,552	0,448			
VM12	0,762	0,581	0,419			
VM13	0,677	0,458	0,542			
VM14	0,747	0,558	0,442			
AI15	0,769	0,591	0,409			
AI16	0,727	0,529	0,471			
AI17	0,699	0,489	0,511			
AI18	0,768	0,590	0,410			

Visiting Decision

Indikator	Faktor Loading	SLF^2	1-SLF^2	AVE	(∑loading)^2	Construct Reliability
SPS1	0,761	0,579	0,421	0,560	19,811	0,750
SPS2	0,71	0,504	0,496			
SPS3	0,76	0,578	0,422			
SPS4	0,744	0,554	0,446			
SPS5	0,711	0,506	0,494			
SD6	0,765	0,585	0,415			
SD7	0,682	0,465	0,535			
AP8	0,744	0,554	0,446			
AP9	0,794	0,630	0,370			
VT10	0,765	0,585	0,415			
VT11	0,72	0,518	0,482			
VT12	0,775	0,601	0,399			
VT13	0,801	0,642	0,358			
PM14	0,728	0,530	0,470			
PM15	0,758	0,575	0,425			

APPENDIX 6 – STRUCTURAL EQUATION MODEL
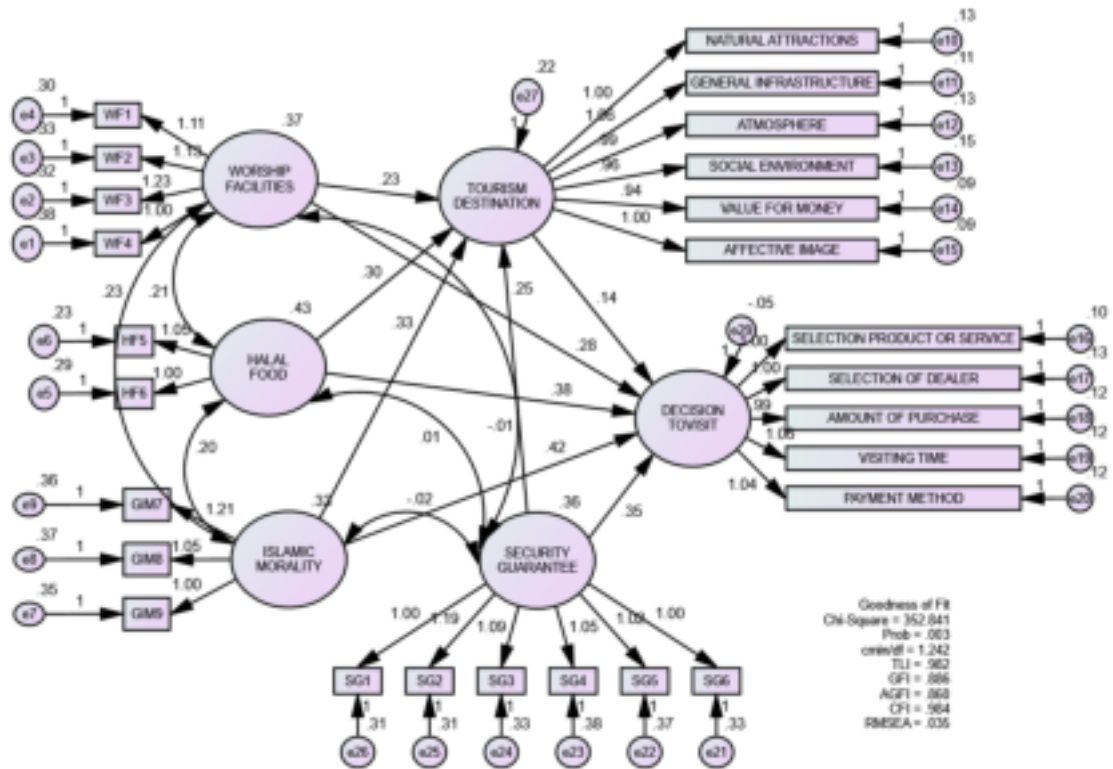
Analysis Summary

Date and Time

Date: Monday, September 17, 2018
Time: 2:35:11 AM

Title

agus: Monday, September 17, 2018 2:35 AM

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.
Sample size = 200

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
WF4
WF3
WF2
WF1
HF6
HF5
GIM9
GIM8
GIM7
NATURALATTRACTIONS
GENERALINFRASTRUCTURE
ATMOSPHERE
SOCIALENVIRONMENT
VALUEFORMONEY
AFFECTIVEIMAGE
SELECTIONPRODUCTORSERVICE
SELECTIONOFDEALER
AMOUNTOFPURCHASE
VISITINGTIME
PAYMENTMETHOD
SG6
SG5
SG4
SG3
SG2
SG1
Unobserved, endogenous variables
TOURISM_DESTINATION
DECISION_TOVISIT
Unobserved, exogenous variables
WORSHIP_FACILITIES
e1
e2
e3
e4
HALAL_FOOD
e5

e6
ISLAMIC_MORALITY
e7
e8
e9
e10
e11
e12
e13
e14
e15
e16
e17
e18
e19
e20
SECURITY_GUARANTEE
e21
e22
e23
e24
e25
e26
e29
e27

Variable counts (Group number 1)

Number of variables in your model: 60
Number of observed variables: 26
Number of unobserved variables: 34
Number of exogenous variables: 32
Number of endogenous variables: 28

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	34	0	0	0	0	34
Labeled	0	0	0	0	0	0
Unlabeled	29	6	32	0	0	67
Total	63	6	32	0	0	101

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 351
Number of distinct parameters to be estimated: 67
Degrees of freedom (351 - 67): 284

Result (Default model)

Minimum was achieved
Chi-square = 352.841
Degrees of freedom = 284
Probability level = .003

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
TOURISM_DESTINATION	<--	WORSHIP_FACILITIES	.230	.106	2.173	.030	
TOURISM_DESTINATION	<--	HALAL_FOOD	.299	.088	3.406	***	
TOURISM_DESTINATION	<--	ISLAMIC_MORALITY	.329	.122	2.698	.007	
TOURISM_DESTINATION	<--	SECURITY_GUARANTEE	.247	.068	3.629	***	
DECISION_TOVISIT	<--	TOURISM_DESTINATION	.136	.025	5.433	***	
DECISION_TOVISIT	<--	SECURITY_GUARANTEE	.347	.030	11.485	***	
DECISION_TOVISIT	<--	WORSHIP_FACILITIES	.283	.034	8.399	***	
DECISION_TOVISIT	<--	HALAL_FOOD	.382	.036	10.598	***	
DECISION_TOVISIT	<--	ISLAMIC_MORALITY	.419	.047	8.984	***	
WF4	<--	WORSHIP_FACIL	1.000				

			Estimate	S.E.	C.R.	P	Label
	--	ITIES					
WF3	<--	WORSHIP_FACILITIES	1.230	.107	11.459	***	
WF2	<--	WORSHIP_FACILITIES	1.132	.102	11.068	***	
WF1	<--	WORSHIP_FACILITIES	1.114	.100	11.194	***	
HF6	<--	HALAL_FOOD	1.000				
HF5	<--	HALAL_FOOD	1.050	.074	14.216	***	
GIM9	<--	ISLAMIC_MORALITY	1.000				
GIM8	<--	ISLAMIC_MORALITY	1.049	.097	10.788	***	
GIM7	<--	ISLAMIC_MORALITY	1.211	.105	11.475	***	
NATURALATTRACTIONS	<--	TOURISM_DESTINATION	1.000				
GENERALINFRASTRUCTURE	<--	TOURISM_DESTINATION	1.055	.055	19.313	***	
ATMOSPHERE	<--	TOURISM_DESTINATION	.992	.055	17.895	***	
SOCIALENVIRONMENT	<--	TOURISM_DESTINATION	.956	.057	16.916	***	
VALUEFORMONEY	<--	TOURISM_DESTINATION	.942	.050	18.894	***	
AFFECTIVEIMAGE	<--	TOURISM_DESTINATION	1.000	.051	19.702	***	
SELECTIONPRODUCTORSERVICE	<--	DECISION_TOVISIT	1.000				
SELECTIONOFDEALER	<--	DECISION_TOVISIT	1.002	.053	18.998	***	
AMOUNTOFPURCHASE	<--	DECISION_TOVISIT	.991	.052	19.213	***	
VISITINGTIME	<--	DECISION_TOVISIT	1.059	.052	20.223	***	
PAYMENTMETHOD	<--	DECISION_TOVISIT	1.041	.052	19.876	***	
SG6	<--	SECURITY_GUARANTEE	1.000				
SG5	<--	SECURITY_GUA	1.020	.1	10.1	***	

			Estimate	S. E.	C.R.	P	Label
	-	RANTEE		00	64	*	
SG4	<--	SECURITY_GUA	1.045	.1 02	10.2 20	** *	
	-	RANTEE					
SG3	<--	SECURITY_GUA	1.090	.1 02	10.7 31	** *	
	-	RANTEE					
SG2	<--	SECURITY_GUA	1.185	.1 05	11.2 67	** *	
	-	RANTEE					
SG1	<--	SECURITY_GUA	1.004	.0 95	10.5 32	** *	
	-	RANTEE					

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
TOURISM_DESTINATION	<---	WORSHIP_FACILITIES	.211
TOURISM_DESTINATION	<---	HALAL_FOOD	.298
TOURISM_DESTINATION	<---	ISLAMIC_MORALITY	.283
TOURISM_DESTINATION	<---	SECURITY_GUARANTEE	.224
DECISION_TOVISIT	<---	TOURISM_DESTINATION	.146
DECISION_TOVISIT	<---	SECURITY_GUARANTEE	.336
DECISION_TOVISIT	<---	WORSHIP_FACILITIES	.278
DECISION_TOVISIT	<---	HALAL_FOOD	.407
DECISION_TOVISIT	<---	ISLAMIC_MORALITY	.386
WF4	<---	WORSHIP_FACILITIES	.703
WF3	<---	WORSHIP_FACILITIES	.797
WF2	<---	WORSHIP_FACILITIES	.770
WF1	<---	WORSHIP_FACILITIES	.779
HF6	<---	HALAL_FOOD	.775
HF5	<---	HALAL_FOOD	.822
GIM9	<---	ISLAMIC_MORALITY	.696
GIM8	<---	ISLAMIC_MORALITY	.703
GIM7	<---	ISLAMIC_MORALITY	.753
NATURALATTRACTIONS	<---	TOURISM_DESTINATION	.878
GENERALINFRASTRUCTURE	<---	TOURISM_DESTINATION	.907
ATMOSPHERE	<---	TOURISM_DESTINATION	.877
SOCIALENVIRONMENT	<---	TOURISM_DESTINATION	.853
VALUEFORMONEY	<---	TOURISM_DESTINATION	.898
AFFECTIVEIMAGE	<---	TOURISM_DESTINATION	.915
SELECTIONPRODUCTORSERVICE	<---	DECISION_TOVISIT	.892
SELECTIONOFDEALER	<---	DECISION_TOVISIT	.863
AMOUNTOFPURCHASE	<---	DECISION_TOVISIT	.868

			Estimate
VISITINGTIME	<---	DECISION_TOVISIT	.888
PAYMENTMETHOD	<---	DECISION_TOVISIT	.881
SG6	<---	SECURITY_GUARANTEE	.720
SG5	<---	SECURITY_GUARANTEE	.711
SG4	<---	SECURITY_GUARANTEE	.715
SG3	<---	SECURITY_GUARANTEE	.750
SG2	<---	SECURITY_GUARANTEE	.785
SG1	<---	SECURITY_GUARANTEE	.736

R^2 – R SQUARE

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate	R^2
TOURISM_DESTINATION	<---	WORSHIP_FACILITIES	$.211^2=$	4,4521%
TOURISM_DESTINATION	<---	HALAL_FOOD	$.298^2=$	8,8804%
TOURISM_DESTINATION	<---	ISLAMIC_MORALITY	$.283^2=$	8,0089%
TOURISM_DESTINATION	<---	SECURITY_GUARANTEE	$.224^2=$	5,0176%
DECISION_TOVISIT	<---	TOURISM_DESTINATION	$.146^2=$	2,1316%
DECISION_TOVISIT	<---	SECURITY_GUARANTEE	$.336^2=$	11,2896%
DECISION_TOVISIT	<---	WORSHIP_FACILITIES	$.278^2=$	7,7284%
DECISION_TOVISIT	<---	HALAL_FOOD	$.407^2=$	16,5649%
DECISION_TOVISIT	<---	ISLAMIC_MORALITY	$.386^2=$	14,8996%

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
HALAL_FOOD	<-->	ISLAMIC_MORALITY	.204	.040	5.101	***	
WORSHIP_FACILITIES	<-->	HALAL_FOOD	.215	.041	5.195	***	
WORSHIP_FACILITIES	<-->	ISLAMIC_MORALITY	.229	.040	5.782	***	
WORSHIP_FACILITIES	<-->	SECURITY_GUARANTEE	-.009	.030	-.285	.775	
HALAL_FOOD	<-->	SECURITY_GUARANTEE	.006	.034	.169	.866	
ISLAMIC_MORALITY	<-->	SECURITY_GUARANTEE	-.016	.030	-.535	.593	

Correlations: (Group number 1 - Default model)

			Estimate
HALAL_FOOD	<-->	ISLAMIC_MORALITY	.542
WORSHIP_FACILITIES	<-->	HALAL_FOOD	.536
WORSHIP_FACILITIES	<-->	ISLAMIC_MORALITY	.660
WORSHIP_FACILITIES	<-->	SECURITY_GUARANTEE	-.023
HALAL_FOOD	<-->	SECURITY_GUARANTEE	.014
ISLAMIC_MORALITY	<-->	SECURITY_GUARANTEE	-.046

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
WORSHIP_FACILITIES	.369	.064	5.754	***	
HALAL_FOOD	.434	.068	6.428	***	
ISLAMIC_MORALITY	.325	.057	5.740	***	
SECURITY_GUARANTEE	.360	.061	5.858	***	
e27	.221	.031	7.048	***	
e29	-.055	.004	-12.312	***	
e1	.378	.037	10.182	***	
e2	.320	.032	9.972	***	
e3	.326	.032	10.078	***	
e4	.298	.030	10.050	***	
e5	.289	.031	9.183	***	
e6	.230	.027	8.605	***	
e7	.346	.033	10.484	***	
e8	.367	.035	10.462	***	
e9	.363	.036	10.217	***	

	Estimate	S.E.	C.R.	P	Label
e10	.130	.015	8.919	***	
e11	.105	.012	8.512	***	
e12	.130	.015	8.933	***	
e13	.149	.016	9.136	***	
e14	.093	.011	8.657	***	
e15	.086	.010	8.357	***	
e16	.099	.008	12.820	***	
e17	.132	.011	12.524	***	
e18	.123	.010	12.570	***	
e19	.115	.009	12.783	***	
e20	.120	.009	12.711	***	
e21	.335	.034	9.749	***	
e22	.365	.037	9.764	***	
e23	.376	.039	9.757	***	
e24	.334	.034	9.680	***	
e25	.314	.033	9.558	***	
e26	.307	.032	9.714	***	

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	SECURITY_GUARANTEE	ISLAMIC_MORALITY	HALAL_FOOD	WORSHIP_FACILITIES	TOURISM_DESTINATION	DECISION_TO_VISIT
TOURISM_DESTINATION	.247	.329	.299	.230	.000	.000
DECISION_TOVISIT	.380	.464	.423	.314	.136	.000
SG1	1.004	.000	.000	.000	.000	.000
SG2	1.185	.000	.000	.000	.000	.000
SG3	1.090	.000	.000	.000	.000	.000
SG4	1.045	.000	.000	.000	.000	.000
SG5	1.020	.000	.000	.000	.000	.000
SG6	1.000	.000	.000	.000	.000	.000
PAYMENTMETHOD	.396	.483	.441	.327	.142	1.041
VISITINGTIME	.403	.491	.448	.333	.144	1.059
AMOUNTOFPURCHASE	.377	.460	.419	.311	.135	.991
SELECTION	.381	.465	.424	.315	.137	1.002

	SECURITY_GUARANTEE	ISLAMIC_MORALITY	HALAL_FOOD	WORSHIP_FACILITIES	TOURISM_DESTINATION	DECISION_TO VISIT
OFDEALER SELECTIONPRODUCTORSERVICE	.380	.464	.423	.314	.136	1.000
AFFECTIVEIMAGE	.247	.329	.299	.230	1.000	.000
VALUEFORMONEY	.232	.309	.282	.216	.942	.000
SOCIALENVIRONMENT	.236	.314	.286	.220	.956	.000
ATMOSPHERE	.245	.326	.297	.228	.992	.000
GENERALINFRASTRUCTURE	.261	.347	.316	.243	1.055	.000
NATURALATTRACTIONS	.247	.329	.299	.230	1.000	.000
GIM7	.000	1.211	.000	.000	.000	.000
GIM8	.000	1.049	.000	.000	.000	.000
GIM9	.000	1.000	.000	.000	.000	.000
HF5	.000	.000	1.050	.000	.000	.000
HF6	.000	.000	1.000	.000	.000	.000
WF1	.000	.000	.000	1.114	.000	.000
WF2	.000	.000	.000	1.132	.000	.000
WF3	.000	.000	.000	1.230	.000	.000
WF4	.000	.000	.000	1.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	SECURITY_GUARANTEE	ISLAMIC_MORALITY	HALAL_FOOD	WORSHIP_FACILITIES	TOURISM_DESTINATION	DECISION_TO VISIT
TOURISM_DESTINATION	.224	.283	.298	.211	.000	.000
DECISION_TOVISIT	.369	.427	.450	.308	.146	.000
SG1	.736	.000	.000	.000	.000	.000
SG2	.785	.000	.000	.000	.000	.000
SG3	.750	.000	.000	.000	.000	.000
SG4	.715	.000	.000	.000	.000	.000

	SECURITY_GUARANTEE	ISLAMIC_MORALITY	HALAL_FOOD	WORSHIP_FACILITIES	TOURISM_DESTINATION	DECISION_TO_VISIT
SG5	.711	.000	.000	.000	.000	.000
SG6	.720	.000	.000	.000	.000	.000
PAYMENTMETHOD	.325	.376	.397	.272	.128	.881
VISITINGTIME	.327	.379	.400	.274	.129	.888
AMOUNTOFPURCHASE	.320	.371	.391	.268	.126	.868
SELECTIONOFDEALER	.318	.369	.389	.266	.126	.863
SELECTIONPRODUCTORSERVICE	.329	.381	.401	.275	.130	.892
AFFECTIVEIMAGE	.205	.259	.273	.193	.915	.000
VALUEFORMONEY	.201	.254	.268	.190	.898	.000
SOCIALENVIRONMENT	.191	.241	.254	.180	.853	.000
ATMOSPHERE	.196	.248	.261	.185	.877	.000
GENERALINFRASTRUCTURE	.203	.257	.270	.191	.907	.000
NATURALATTRACTIONS	.196	.248	.262	.185	.878	.000
GIM7	.000	.753	.000	.000	.000	.000
GIM8	.000	.703	.000	.000	.000	.000
GIM9	.000	.696	.000	.000	.000	.000
HF5	.000	.000	.822	.000	.000	.000
HF6	.000	.000	.775	.000	.000	.000
WF1	.000	.000	.000	.779	.000	.000
WF2	.000	.000	.000	.770	.000	.000
WF3	.000	.000	.000	.797	.000	.000
WF4	.000	.000	.000	.703	.000	.000

Direct Effects (Group number 1 - Default model)

	SECURITY_GUARANTEE	ISLAMIC_MORALITY	HALAL_FOOD	WORSHIP_FACILITIES	TOURISM_DESTINATION	DECISION_TOVISIT
TOURISM_DESTINATION	.247	.329	.299	.230	.000	.000
DECISION_TOVISIT	.347	.419	.382	.283	.136	.000
SG1	1.004	.000	.000	.000	.000	.000
SG2	1.185	.000	.000	.000	.000	.000
SG3	1.090	.000	.000	.000	.000	.000
SG4	1.045	.000	.000	.000	.000	.000
SG5	1.020	.000	.000	.000	.000	.000
SG6	1.000	.000	.000	.000	.000	.000
PAYMENTMETHOD	.000	.000	.000	.000	.000	1.041
VISITINGTIME	.000	.000	.000	.000	.000	1.059
AMOUNTOFPURCHASE	.000	.000	.000	.000	.000	.991
SELECTIONOFDEALER	.000	.000	.000	.000	.000	1.002
SELECTIONPRODUCTORSERVICE	.000	.000	.000	.000	.000	1.000
AFFECTIVEIMAGE	.000	.000	.000	.000	1.000	.000
VALUEFORMONEY	.000	.000	.000	.000	.942	.000
SOCIALENVIRONMENT	.000	.000	.000	.000	.956	.000
ATMOSPHERE	.000	.000	.000	.000	.992	.000
GENERALINFRASTRUCTURE	.000	.000	.000	.000	1.055	.000
NATURALATTRACTIONS	.000	.000	.000	.000	1.000	.000
GIM7	.000	1.211	.000	.000	.000	.000
GIM8	.000	1.049	.000	.000	.000	.000
GIM9	.000	1.000	.000	.000	.000	.000
HF5	.000	.000	1.050	.000	.000	.000
HF6	.000	.000	1.000	.000	.000	.000

	SECURITY_GUAR ANTEE	ISLAMIC_MOR ALITY	HAL AL_F OOD	WORSHI P_FACIL ITIES	TOURISM _DESTIN ATION	DECISI ON_TO VISIT
WF1	.000	.000	.000	1.114	.000	.000
WF2	.000	.000	.000	1.132	.000	.000
WF3	.000	.000	.000	1.230	.000	.000
WF4	.000	.000	.000	1.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	SECURITY_GUAR ANTEE	ISLAMIC_MOR ALITY	HAL AL_F OOD	WORSHI P_FACIL ITIES	TOURISM _DESTIN ATION	DECISI ON_TO VISIT
TOURISM_D ESTINATION	.224	.283	.298	.211	.000	.000
DECISION_T OVISIT	.336	.386	.407	.278	.146	.000
SG1	.736	.000	.000	.000	.000	.000
SG2	.785	.000	.000	.000	.000	.000
SG3	.750	.000	.000	.000	.000	.000
SG4	.715	.000	.000	.000	.000	.000
SG5	.711	.000	.000	.000	.000	.000
SG6	.720	.000	.000	.000	.000	.000
PAYMENTM ETHOD	.000	.000	.000	.000	.000	.881
VISITINGTI ME	.000	.000	.000	.000	.000	.888
AMOUNTOF PURCHASE	.000	.000	.000	.000	.000	.868
SELECTION OFDEALER	.000	.000	.000	.000	.000	.863
SELECTIONP RODUCTORS ERVICE	.000	.000	.000	.000	.000	.892
AFFECTIVEI MAGE	.000	.000	.000	.000	.915	.000
VALUEFOR MONEY	.000	.000	.000	.000	.898	.000
SOCIALENVI RONMENT	.000	.000	.000	.000	.853	.000
ATMOSPHER E	.000	.000	.000	.000	.877	.000
GENERALIN FRASTRUCT	.000	.000	.000	.000	.907	.000

	SECURITY_GUARANTEE	ISLAMIC_MORALITY	HALAL_FOOD	WORSHIP_FACILITIES	TOURISM_DESTINATION	DECISION_TO_VISIT
URE NATURALATTRACTIONS	.000	.000	.000	.000	.878	.000
GIM7	.000	.753	.000	.000	.000	.000
GIM8	.000	.703	.000	.000	.000	.000
GIM9	.000	.696	.000	.000	.000	.000
HF5	.000	.000	.822	.000	.000	.000
HF6	.000	.000	.775	.000	.000	.000
WF1	.000	.000	.000	.779	.000	.000
WF2	.000	.000	.000	.770	.000	.000
WF3	.000	.000	.000	.797	.000	.000
WF4	.000	.000	.000	.703	.000	.000

Indirect Effects (Group number 1 - Default model)

	SECURITY_GUARANTEE	ISLAMIC_MORALITY	HALAL_FOOD	WORSHIP_FACILITIES	TOURISM_DESTINATION	DECISION_TO_VISIT
TOURISM_DESTINATION	.000	.000	.000	.000	.000	.000
DECISION_TOVISIT	.034	.045	.041	.031	.000	.000
SG1	.000	.000	.000	.000	.000	.000
SG2	.000	.000	.000	.000	.000	.000
SG3	.000	.000	.000	.000	.000	.000
SG4	.000	.000	.000	.000	.000	.000
SG5	.000	.000	.000	.000	.000	.000
SG6	.000	.000	.000	.000	.000	.000
PAYMENTMETHOD	.396	.483	.441	.327	.142	.000
VISITINGTIME	.403	.491	.448	.333	.144	.000
AMOUNTOFPURCHASE	.377	.460	.419	.311	.135	.000
SELECTIONOFDEALER	.381	.465	.424	.315	.137	.000
SELECTIONPRODUCTSERVICE	.380	.464	.423	.314	.136	.000

	SECURITY_GUARANTEE	ISLAMIC_MORALITY	HALAL_FOOD	WORSHIP_FACILITIES	TOURISM_DESTINATION	DECISION_TO_VISIT
AFFECTIVEIMAGE	.247	.329	.299	.230	.000	.000
VALUEFORMONEY	.232	.309	.282	.216	.000	.000
SOCIALENVIRONMENT	.236	.314	.286	.220	.000	.000
ATMOSPHERE	.245	.326	.297	.228	.000	.000
GENERALINFRASTRUCTURE	.261	.347	.316	.243	.000	.000
NATURALATTRACTIONS	.247	.329	.299	.230	.000	.000
GIM7	.000	.000	.000	.000	.000	.000
GIM8	.000	.000	.000	.000	.000	.000
GIM9	.000	.000	.000	.000	.000	.000
HF5	.000	.000	.000	.000	.000	.000
HF6	.000	.000	.000	.000	.000	.000
WF1	.000	.000	.000	.000	.000	.000
WF2	.000	.000	.000	.000	.000	.000
WF3	.000	.000	.000	.000	.000	.000
WF4	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	SECURITY_GUARANTEE	ISLAMIC_MORALITY	HALAL_FOOD	WORSHIP_FACILITIES	TOURISM_DESTINATION	DECISION_TO_VISIT
TOURISM_DESTINATION	.000	.000	.000	.000	.000	.000
DECISION_TOVISIT	.033	.041	.043	.031	.000	.000
SG1	.000	.000	.000	.000	.000	.000
SG2	.000	.000	.000	.000	.000	.000
SG3	.000	.000	.000	.000	.000	.000
SG4	.000	.000	.000	.000	.000	.000
SG5	.000	.000	.000	.000	.000	.000
SG6	.000	.000	.000	.000	.000	.000
PAYMENTM	.325	.376	.397	.272	.128	.000

	SECURIT Y_GUAR ANTEE	ISLAMI C_MOR ALITY	HAL AL_F OOD	WORSHI P_FACIL ITIES	TOURISM _DESTIN ATION	DECISI ON_TO VISIT
ETHOD VISITINGTI ME	.327	.379	.400	.274	.129	.000
AMOUNTOF PURCHASE	.320	.371	.391	.268	.126	.000
SELECTION OFDEALER	.318	.369	.389	.266	.126	.000
SELECTIONP RODUCTORS ERVICE	.329	.381	.401	.275	.130	.000
AFFECTIVEI MAGE	.205	.259	.273	.193	.000	.000
VALUEFOR MONEY	.201	.254	.268	.190	.000	.000
SOCIALENVI RONMENT	.191	.241	.254	.180	.000	.000
ATMOSPHER E	.196	.248	.261	.185	.000	.000
GENERALIN FRASTRUCT URE	.203	.257	.270	.191	.000	.000
NATURALA TTRACTION S	.196	.248	.262	.185	.000	.000
GIM7	.000	.000	.000	.000	.000	.000
GIM8	.000	.000	.000	.000	.000	.000
GIM9	.000	.000	.000	.000	.000	.000
HF5	.000	.000	.000	.000	.000	.000
HF6	.000	.000	.000	.000	.000	.000
WF1	.000	.000	.000	.000	.000	.000
WF2	.000	.000	.000	.000	.000	.000
WF3	.000	.000	.000	.000	.000	.000
WF4	.000	.000	.000	.000	.000	.000

Notes for Group/Model (Group number 1 - Default model)

The following variances are negative. (Group number 1 - Default model)

e29
-.055

This solution is not admissible.

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e25	<-->	e27	5.254	.036
e21	<-->	e24	8.066	-.068
e16	<-->	e19	4.358	.008
e14	<-->	e25	7.949	.037
e14	<-->	e18	4.195	-.013
e13	<-->	e15	10.666	.029
e12	<-->	e17	9.897	.024
e11	<-->	e13	4.701	-.022
e9	<-->	e14	4.951	.025
e6	<-->	e14	4.368	.017
e1	<-->	e8	5.290	-.049

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
SG2	<---	VALUEFORMONEY	5.741	.138
VALUEFORMONEY	<---	WF2	5.418	-.060

Minimization History (Default model)

Iteration	Negative eigenvalues		Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	13		-1.227	9999.000	4579.676	0	9999.000
1	e *	14		-.329	5.912	2856.203	20	.136
2	e *	7		-.314	1.223	2288.056	5	.649
3	e *	3		-1.111	1.561	1421.406	5	.896
4	e *	3		-.608	.410	1171.894	5	.980
5	e	3		-.304	.478	879.145	5	1.006

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
6	e * 5		-6.691	.316	744.838	4	.702
7	e 2		-.152	.156	685.711	5	.698
8	e 1		-.057	1.215	427.532	7	.889
9	e 0	56832.126		.333	381.890	5	.933
10	e 2		-.600	.835	374.557	1	.264
11	e 0	30228.425		.114	356.255	5	.995
12	e 0	36434.280		.118	352.967	1	1.051
13	e 0	35732.443		.032	352.841	1	1.033
14	e 0	36083.263		.002	352.841	1	1.004
15	e 0	35922.144		.000	352.841	1	1.002

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	67	352.841	284	.003	1.242
Saturated model	351	.000	0		
Independence model	26	4692.731	325	.000	14.439

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.026	.886	.860	.717
Saturated model	.000	1.000		
Independence model	.260	.172	.106	.159

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.925	.914	.984	.982	.984
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.874	.808	.860
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	68.841	25.124	120.729
Saturated model	.000	.000	.000
Independence model	4367.731	4149.857	4592.879

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.773	.346	.126	.607
Saturated model	.000	.000	.000	.000
Independence model	23.582	21.948	20.854	23.080

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.035	.021	.046	.988
Independence model	.260	.253	.266	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	486.841	507.876	707.828	774.828
Saturated model	702.000	812.198	1859.709	2210.709
Independence model	4744.731	4752.894	4830.488	4856.488

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2.446	2.227	2.707	2.552
Saturated model	3.528	3.528	3.528	4.081
Independence model	23.843	22.748	24.974	23.884

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	183	194
Independence model	16	17

Execution time summary

Minimization:	.061
Miscellaneous:	.741
Bootstrap:	.000
Total:	.802