

The Effect of Sharia Destination Image on Developing Post-Visit Behavior: A Case Study in Indonesia*

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Abstract

This study aims to develop new constructs and indicators for sharia destination image, and then examine its effects on perceived value, tourist satisfaction, and post-visit behaviour. Furthermore, it analyses the mediating role of perceived value and tourist satisfaction on relationship between sharia destination image and post-visit behaviour. The population were domestic and Malaysian Muslim tourists who visited Aceh during the study period. The sampling was carried out in two stages. The first stage involved selecting most visited districts. The second stage involved randomly selecting tourists who visit during the study period in the districts. Data was collected using a structured questionnaire with a Likert scale. Also, a total of 270 questionnaires were distributed to domestic and Malaysian tourists in Aceh. Cluster sampling was used to determine the sample area, and purposive sampling technique was used to determine the study sample. Furthermore, the data analysis technique is Structural Equation Modelling. The results showed that the sharia destination image has a significant effect on perceived value. Meanwhile, the perceived value significantly influenced tourist satisfaction and post-visit behaviour. In addition, the perceived value and tourist satisfaction can mediate the effects of sharia destination image, which has no direct effect on post-visit behaviour.

Keywords: Sharia Destination Image, Perceived Value, Tourist Satisfaction, Post-Visit Behaviour

JEL Classification Code: C83, M16, M31, L83, Z32

1. Introduction

As the largest maritime country in the world, Indonesia has realized the importance of the tourism sector to its

economy. This is because the growth of the sector is always above the economic growth (Soebagyo, 2012). The development of tourism is directed at increasing its role in economic activities that facilitates investment in the sector which can increase state and public income. Furthermore, it can expand employment opportunities, and encourage activities of supporting industries and other side industries. Tourism development efforts are carried out through the development and utilization of various national potentials which are expected to increase the number of visits, length of stay, and expenditure of foreign tourists during their trip to Indonesia (Basiya & Rozak, 2012). Aceh, which is one of the four special autonomous provinces in Indonesia, has a lot of tourism potential which can be developed in order to increase economic growth. In fact, Aceh has a fairly long coastline, delicious culinary delights, interesting cultural activities, and the central region has beautiful nature. There are about 803 tourist spots in this Province, however, not all of them are centre of tourist attraction. Before the earthquake and tsunami, Aceh was a province which was hit by conflict between the Free Aceh Movement and the Indonesian Government which made the region unsafe and was avoided by the tourists. Nevertheless, the earthquake and tsunami disaster at the end of 2004 and the end of the conflict in 2005

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made Aceh known to the outside world both domestically and abroad.

From the perspective of tourist consumption process, tourist behavior can be divided into three stages, namely pre-visit, during the visit, and post-visit (Ryan, 2002; Williams & Buswell, 2003). From a theoretical perspective, there are contradictions of some research regarding behavioral theories for revisit, which are most likely caused by the diversity of methods, models, and predictive variables used in forming tourist behavior (Chen & Chen, 2010; Chen & Tsai, 2007; De Rojas & Camarero, 2008). Specifically, the behavior is an agreed term that includes pre-visit, during visits, behavioral evaluation, and post-visit behavior. The tourist behavior includes a choice of destinations to visit and evaluation of future behavior. Meanwhile, subsequent evaluations include the travel experience or perceived quality of travel, the perceived value and total satisfaction, the future behavior including revisit, and the willingness to recommend.

Satisfaction is an important factor that contributes to the behavior of visiting destinations and recommending to others (Cronin et al., 2011). One of the important elements of successful destination marketing is tourist satisfaction, which affects the choice and decision to revisit (Le & Le, 2020; Yoon & Uysal, 2005). Meanwhile, satisfaction is related to perceived quality, perceived value, and destination image, and is believed to be an antecedent of tourist satisfaction (Alamgir, 2005; Aliman et al., 2014). The relationship between the concepts of perceived value, satisfaction, and future behavior has also been investigated by some studies which stated that perceived value often stands out as a major antecedent and determinant of customer satisfaction, as well as tourists' future behavior (Cronin et al., 2000; McDougall & Levesque, 2000; Parasuraman & Grewal, 2000). In fact, precious research has shown that perceptions of service quality, perceived value, and satisfaction are good predictors of revisit behavior (Baker & Crompton, 2000).

In addition to satisfaction, the destination image is a variable that is considered in this study and it has been recognized in some literature because it has an influence on tourist behavior (Bigne et al., 2001; Fakeye & Crompton, 1991; Lee et al., 2005). Also, destination image plays an important role in evaluation or travel behavior regarding revisit, and behavior to share by word of mouth (Giao et al., 2020; Kozak et al., 2007). Furthermore, several studies have shown that the attractiveness of a destination image varies for each person, depending more on emotions and perceptions, and not facts (Abodeeb et al., 2015; Kim & Richardson, 2003). Abodeeb et al. (2015) studied how to determine destinations that were formed for international and domestic tourists. Destination image also has an impact on new perceptions, hedonic promotions, and perceived value, as well as it encourages the behavior to revisit (Cheng & Lu, 2013).

Although there are many studies on the impact of destination image, research on this factor and its effect on tourist satisfaction and visiting behavior is not yet available or is still very limited. Only studies on Islamic attribute destination were conducted by Battour et al. (2013). Unlike Battour et al. (2013) who wrote about the Islamic attributes of destinations, the focus of this study is to develop a construct and indicator for sharia destination image, and also examine its impact on perceived value, tourist satisfaction, and post-visit behavior. Therefore, based on the research gap, the variable of sharia destination image was synthesized, which is a development of tourism theory (Ali, 2015; Lohmann & Netto, 2016), Islamic tourism (Henderson, 2009; Jaelani, 2017; Organisation of Islamic Cooperation, 2017) with marketing theory (Cravens & Piercy, 2013; Kotler & Keller, 2016), destination marketing (Pike, 2008; Youcheng Wang, 2011) and destination image (Chen & Tsai, 2007; Chi & Qu, 2008; Coban, 2012; Sonleitner, 2011). Furthermore, consideration is the relevance of the conditions in Aceh which apply Islamic law, in order for the concept of sharia destination image to be applied as a construct to measure satisfaction through the perceived value and its effect on tourist behavior in Aceh.

2. Literature Review

2.1. Sharia Destination Image

Destination image is always shaped by experiences or facts, but it can also be shaped to become a motivating factor or driving force for tourists' trips. Meanwhile, destination images calculated by tourists can vary between individuals. Coban (2012) reported that destination image is the result of the consumers' forecast. This image has a big influence on satisfaction, and can influence selection factors related to visit, such as accommodation and travel itinerary (Chen & Tsai, 2007; Chi & Qu, 2008). Also, destination image consists of cognitive, affective, and systemic dimensions (Hartman, 1967). The cognitive dimension of service experience, the affective dimension of mental reactions to customers towards service delivery, and the systemic dimension is the distance between the expected service and the experience (Yu & Goulden, 2006). Image is the belief that tourists purchase products or services according to halal standards (Pitana & Diarta, 2009). Therefore, research defines sharia destination image as beliefs, perceptions, and thoughts of tourists on destinations that include various products and attributes according to halal standards.

Destination image can directly or indirectly influence satisfaction through expectations, perceived quality and value. The positive relationship between destination image and satisfaction has strong ratings in the tourism literature for destination types, including islands (Chen & Tsai, 2007; Chi & Qu, 2008; Lee et al., 2005; Prayag & Ryan, 2012;

Xia, et al., 2009). Similarly, Hutchinson et al. (2009) found that there is a positive relationship between image and tourist satisfaction with perceived value. Meanwhile, several studies have examined the destination image as an independent variable that affects consumer behavior variables that not only occur before, but also during and after visiting (Chen & Hsu, 2000). Tourists can form a positive or negative image towards a destination. Therefore, it was hypothesized that the sharia destinations has an effect on the perceived value, satisfaction and post-visit behavior.

H1: sharia destination image has a positive effect on perceived value.

H2: sharia destination image has a positive effect on tourist satisfaction.

H3: sharia destination image has a positive effect on post-visit behavior through the perceived value.

H4: sharia destination image has a positive effect on post-visit behavior through tourist satisfaction.

Religion and religiosity are the factors that influence behavior in social settings (Battour et al., 2011). Therefore, there have been recommendations to determine the effect of catering to the religious needs in obtaining high satisfaction levels, which can affect future behavior or product preferences and revisits (Fleischer, 2000; Weidenfeld & Ron, 2008). Therefore it is hypothesized that sharia destination image has an effect on post-visit behavior.

H5: sharia destination image has a positive effect on post-visit behavior.

2.2. Perceived Value

Perceived value is defined as the overall consumer assessment of a product or service usefulness based on perceptions of what is received and given (Zeithaml, 1988). Likewise, Lovelock (2000) defined perceived value as the ratio between the benefits felt and the costs incurred. Furthermore, perceived value is described as the overall assessment made by the tourists based on their comparison between perceived utility or benefits and the costs or tradeoffs associated with the destination. From a benefit perspective, the value scale includes monetary costs (Petrick, 2002), and non-monetary costs such as effort or time (Boksberger & Melsen, 2011). Duman and Mattila, (2005) found that perceived monetary quality and values are the two main antecedents of perceived value. Chen & Tsai (2007) measured the perceived value using three scale items, namely money, time, and effort. Meanwhile, Clemes et al. (2011) used one item for perceived value, while Sun and Chi proposed two item scales for perceived value, including functional and overall value (Sun et al., 2013).

Perceived value is the key to relational marketing and to gain a competitive advantage (McDougall & Levesque, 2000). Previous research recognized that perceived value is considered to be antecedent of behavior (Chen & Tsai, 2007; McDougall & Levesque, 2000; Petrick, 2004). Also, research showed that perceived value can be a better predictor of repurchase behavior (Chen & Chen, 2010; Cronin et al., 2000; Oh, 1999). Lee et al. (2007) found that perceived value is the best predictor of behavior. Furthermore, Bajs (2015) showed that the perceived value directly affected satisfaction, which has a direct impact on future behavior regarding destination. Therefore it is hypothesized that the perceived value affects tourist satisfaction and post-visit behavior.

H6: perceived value has a positive effect on tourist satisfaction.

H7: perceived value has a positive effect on post-visit behavior.

H8: perceived value has a positive effect on post-visit behavior through tourist satisfaction.

2.3. Tourist Satisfaction

Satisfaction is defined as the total response of consumers or their affective behaviour in product consumption (Oliver, 1997), and assessment of satisfying the level of pleasure from using a product and service (Chen et al., 2016). Tourist satisfaction is a person's feeling of pleasure or disappointment resulting from the product perceived performance (results) with expectations (Kotler, 2000). The underlying dimensions and psychological processes of satisfaction may differ as a result of complexity level of the consumption experience (Oliver, 1997). A trip to a tourist destination, especially international, is a complex experience, in which the tourists may be satisfied with some aspects and dissatisfied with others. Therefore tourist satisfaction at the destination level is different from visitors at the transactional level because the overall visitors' experience is the sum of the many individual experiences that occur during stay. This experience may include interactions with various attributes of natural and cultural destinations, and by the viewpoints of the destination, as well as the tourists perception about service quality and price (Ying et al., 2010; Yu & Goulden, 2006). Also, destination satisfaction is described as cumulative satisfaction and as an abstract concept which describes the total customer experience of a product or service (Fornell et al., 1996; Foster, 1999).

Campo-Martinez et al. (2010) found that the biggest factor affecting destination visits is the tourists' perception. Brida et al. (2013) stated that total satisfaction affects the behavior to return to their destination and recommend to others. Meanwhile, Lee et al. (2011) studied Chinese

tourists in South Korea to analyze the cause and effect of the relationship between tourist motivation, expectations, quality, satisfaction, complaints on tourist loyalty. They found that satisfaction affects tourists' loyalty. Accordingly, loyalty can be divided into two intentions to revisit. Positive experiences will make tourists revisit, and positive word of mouth will influence friends and relatives (Chi & Qu, 2008). Therefore, it is hypothesized that satisfaction has an effect on post-visit behavior.

H9: *tourist satisfaction affect positively post-visit behavior.*

2.4. Post-Visit Behaviour

The concept of repurchase comes from behavior. Baker & Crompton (2000) described that the intention to revisit is the possibility of tourists for activities or revisits to a destination. Tourist behavior includes choice of destination to visit, subsequent evaluations, and future behavior (Chen & Tsai, 2007). The next evaluation is about the value and satisfaction felt, while future behavior refers to the willingness to revisit the same destination in the future and recommend it to others (Hume et al., 2007; Ryu et al., 2010; Som et al., 2012). An important element of success in the tourism sector is the intensity of tourists revisiting destinations (Lin et al., 2007). Shoemaker & Lewis (1999) stated that loyal consumers are more likely to provide free advertising in a network of friends, relatives and other potential consumers. In fact, several research have investigated revisit from tourists because they produce more long-term economic benefits and positive impressions (Baker & Crompton, 2000). Meanwhile, loyalty indicators in many studies are revisit and recommendation behavior (Chen & Gursoy, 2001; Niininen et al., 2004).

3. Research Methods and Materials

3.1. Research Instruments

Data was collected using a questionnaire with a 7-point Likert scale. Also, this study used in-depth interviews with several sources (informants) representing elements of tourism actors, souvenir and clothing traders, managers of tourist objects, managers of Islamic boarding schools and worship houses. This was done to obtain in-depth information related to the study variables and to support the results of quantitative analysis.

3.2. Sample Design and Data Collection

The population were domestic and Malaysian Muslim tourists who visited Aceh during the study period. Non-probability sampling was used with the type of two stage cluster, which is the development of the cluster sampling

method. The sampling was carried out in two stages, namely first and stage. In the first stage, several clusters in the population were randomly selected as samples, while in the second stage, elements from each cluster was randomly selected (Schafer, 1997). The first stage involved selecting most visited districts, namely districts of Aceh Besar, Kota Banda Aceh and Kota Sabang. The second stage involved randomly selecting tourists who visit during the study period in the district of Aceh Besar, Kota Banda Aceh and Kota Sabang. Furthermore, the chosen location of each chosen district/city was busy attraction sites and tourist favorite. Determination of the samples number in the opinion of Hair et al. (2014) which stated that the sample size in the study needs to have a minimum number of five times the number of analyzed questions. The sample size for the SEM model was between 100–200, or by multiplying the number of indicators 5 to 10 (Ferdinand, 2014). In addition, the minimum sample size taken was 270 tourists (27 indicators \times 10) in order to provide better calculation results.

3.3. Data Analysis

The data analysis technique in this study was descriptive and verification. Descriptive analysis was conducted to assess the demographic profile of respondents and the internal consistency of the constructs. Meanwhile, the verification analysis used SEM (Structural Equation Modeling) to verify the relationship path of the sharia destination image, perceived values, tourist satisfaction and post-visit behavior. In addition, the SEM analysis software was IBM SPSS-AMOS version 22.

4. Results and Discussion

4.1. Sharia Destination Image and Indicators

The result discussion begins with development of sharia destination image and indicators, which is the first aim of this study. Based on previously discussed literature, this study defines sharia destination image as beliefs, perceptions, and thoughts of tourists on destinations that include various products and attributes according to halal standards. This study developed 8 indicators for sharia destination image namely: (1) the beauty of natural attractions; (2) tsunami tourism object; (3) religious tourism objects; (4) halal food; (5) sharia lodging facilities; (6) the availability of worship facilities; (7) Islamic entertainment; and (8) Islamic clothing. All these indicators are developed from the previous literature which is integrated with the fatwas of the Indonesian council of Ulama (Battour et al., 2013; Cheng & Lu, 2013; Chi & Qu, 2008; & The Indonesian council of Ulama, 2016). Unfortunately, only 4 indicators met the requirements of the confirmatory factor analysis that goes into the empirical testing phase.

4.2. Demographic Profile of Respondents

The number of respondents was 270 tourists which consisted of 162 domestic and 108 Malaysian respondents. However, the analyzed data were only of 263 respondents because there were 7 outlier data. The respondents were male 145 (55.1%) and female 118 (44.9%). Furthermore, those aged under 21 years were 54 (20.5%), 21–30 years were 146 (55.5%), 31–40 years were 33 (12.5%), 41–50 years were 22 (8.4%), and over 50 years were 8 (3%). Those who graduated from SD were 2 (0.8%), junior high schools were 41 (15.6%) senior high school were 61 (23.2%), diplomas were 87 (33.1%), bachelors were 61 (23.2%), and postgraduates were 11 (4.2%). Respondents' occupations consisted of 29 government employees (11.0%), 20 private (7.6%), 13 lecturers/teachers (4.9%), 2 police (0.8%), 4 army (1.5%), 38 self-employed (14.4 %), 133 students (50.6%), and 24 others (9.1%).

4.3. Measurement Model

Based on the results of confirmatory factor analysis (CFA) examiner, it is known that the construct model measurement has met the Goodness of Fit Test criteria even though there are three criteria that are below standard. The measurement model of this study construct has the following values:

Therefore, based on Table 2, it was shown that the measurement of this study item has good validity and reliability.

4.4. Structural Model

The structural model is estimated to test H1 to H6. The model obtained the value of Goodness of Fit Test, namely: the value of Chi Square/ $\chi^2 = 132.049$, GFI = 0.944, AGFI = 0.922, TLI = 0.993, CFI = 0.994, RMSEA = 0.036, Normedchisq/ $C_{MIN} = 1.347$. This showed that the model met the requirements for suitability and data adequacy. Therefore, it can be used for further analysis.

4.5. Hypothesis Testing Model

Based on the test results, the proposed model showed that 5 structural paths have significant coefficient values ($p < 0.05$; $p < 0.01$). However, there is one structural path that is not significant. The following table showed the standard path coefficients generated from the structural test model.

The hypothesized relationship between sharia destination image and perceived value has a p -value of 0.000 ($p < 0.01$). These results showed that sharia destination image has an influence on tourists' perceived value, hence H1 is accepted. Also, the hypothesized relationship between sharia destination image and tourist satisfaction has a p -value

Table 1: Validity and Reliability for Construct

Factor	Factor loadings	AVE	CR
Sharia destination image (SDI)			
The beauty of natural tourism	0.840	0.727	0.914
Religious tourism objects	0.852		
Sharia lodging facilities	0.856		
Islamic Clothing	0.864		
Perceived value (PV)			
Price suitability	0.865	0.750	0.923
Happy with different people	0.859		
Reminiscing about visiting experiences	0.887		
New experience	0.853		
Tourist satisfaction (TS)			
Good feeling	0.873	0.766	0.929
Overall feeling of satisfaction	0.889		
The right decision	0.857		
According to expectations	0.881		
Post-visit behaviour (PVB)			
Positive comments	0.846	0.723	0.912
Plan for a revisit	0.853		
Recommend to others	0.857		
Suggest friends & family to visit	0.845		

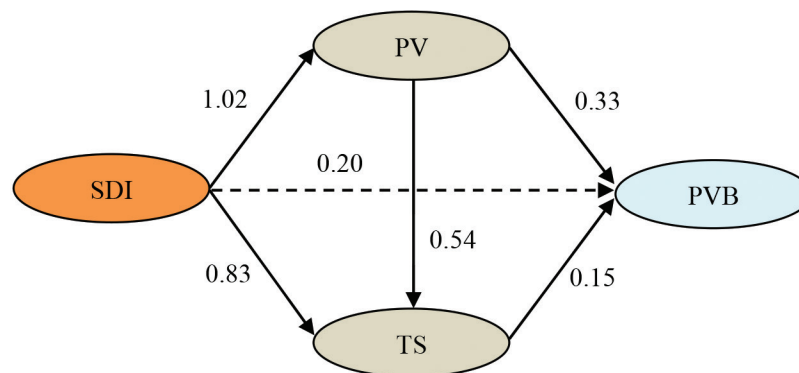
Notes: $\chi^2 = 399.493$, GFI = 0.878, AGFI = 0.846, TLI = 0.957, $C_{FI} = 0.962$, RMSEA = 0.066, Normedchisq/ $C_{MIN} = 2.183$, $p = 0.012$.

of 0.000 ($p < 0.01$), which showed that sharia destination image has an influence on tourist satisfaction, therefore H2 is accepted. Furthermore, the path coefficient between the sharia destination image and post-visit behavior is 0.263 ($p > 0.01$), which showed that sharia destination image has no direct effect on post-visit behavior, therefore H3 is rejected. The hypothesized relationship between perceived value and tourist satisfaction has a p -value of 0.001 ($p < 0.01$). These results showed that higher value will increase tourist satisfaction, hence H4 is accepted. The hypothesized relationship between perceived value and post-visit behavior has a p -value of 0.008 ($p < 0.01$), which showed that perceived value has an influence on post-visit behavior of tourists, thus H5 is accepted. The hypothesized relationship between tourist satisfaction and post-visit behavior has a p -value of 0.010 ($p < 0.05$). These results showed that tourist satisfaction has an effect on visit behavior, thus H6 is accepted. The total results support

Table 2: Results of the Structural Model

Hypothesized Path		Standardized Coefficients	CR	p-value	Decision
H1	SDI → PV	1.02	20.724	0.000	Supported
H2	SDI → TS	0.83	4.667	0.000	Supported
H3	SDI → PV → PVB	0.34		0.000	Supported
H4	SDI → PV → TS	0.55		0.000	Supported
H5	SDI → PVB	0.20	1.120	0.263	Not Supported
H6	PV → TS	0.54	3.213	0.001	Supported
H7	PV → PVB	0.33	2.652	0.008	Supported
H8	SDI → TS → PVB	0.13		0.000	Supported
H9	TS → PVB	0.15	2.588	0.010	Supported

* $p < 0.05$; ** $p < 0.01$.

**Figure 1:** Structural Results of the Proposed Model

previous studies which verified that sharia destination image, perceived value, and satisfaction have an effect on post-tourist behavior. The figure below shows the final estimation results of the structural model.

From the test results, it can be seen that each variable have a significant and positive effect. Sharia destination image has a significant effect on tourists' perceived value in Aceh. This finding is in accordance with previous studies that identified image role on post-visit behavior (Aliman et al., 2014; Chen & Chen, 2010; Cheng & Lu, 2013). Also, sharia destination image has a significant effect on tourist satisfaction in Aceh, which is in accordance with previous studies (Mohamad et al., 2011; Tavitiyaman & Qu, 2013; Wang & Hsu, 2010). However, sharia destination image has no direct effect on post-tourism behavior, which is in accordance with the previous studies (Bosque & Martín, 2008; Chen & Tsai, 2007). Furthermore, perceived value has an effect on tourist satisfaction, and satisfaction has an effect on the post-visit behavior which is in accordance

with previous studies (Rohman, 2020; Waheed & Hassan, 2016). In addition, the perceived value has an effect on post-visit behavior, which is in accordance with previous studies (Munhurrin et al., 2015; Waheed & Hassan, 2016).

4.6. Mediation Analysis

Testing the effect of mediation used the Baron & Kenny (1986) approach. Meanwhile, mediation analysis was used to examine the mediation role of perceived value by tourists (H3, H4, and H8). The following table presents the results of 3 mediation models, namely: (1) The mediation effect of perceived value in the relationship between sharia destination image and post-visit behavior. (2) The mediation effect of perceived value in the relationship between sharia destination image and tourist satisfaction. (3) The mediating effect of tourist satisfaction in the relationship between sharia destination image and post-visit behavior.

Table 3: Mediation Test

No	Direct and Indirect Effect	Beta	p-value	Decision
1	Model 1 (mediation PV on SDI → PVB)			Full Mediation
	SDI → PV (a)	1.02	0.000	
	PV → PVB (b)	0.33	0.008	
	SDI → PVB (c)	0.20	0.263	
	SDI → PV → PVB (c')	0.34	0.000	
2	Model 2 (mediation PV on SDI → TS)			Partial Mediation
	SDI → PV (a)	1.02	0.000	
	PV → TS (b)	0.54	0.001	
	SDI → TS (c)	0.83	0.000	
	SDI → PV → TS (c')	0.55	0.000	
3	Model 3 (mediation TS on SDI → PVB)			Partial Mediation
	SDI → TS (a)	0.83	0.000	
	TS → PVB (b)	0.15	0.010	
	SDI → PVB (c)	0.20	0.263	
	SDI → TS → PVB (c')	0.13	0.000	

Based on the above table, it is known that H3, H4, and H8 are acceptable, which means that the perceived value can fully mediate the relationship between sharia destination image and post-visit behavior. Furthermore, it can partially mediate the relationship between sharia destination image and tourist satisfaction.

5. Conclusion

The sharia destination image is defined as beliefs, perceptions, and thoughts of tourists on destinations, which include various products and attributes according to halal standards. This study developed 8 indicators for sharia destination image, but only 4 indicators met the CFA analysis requirements, namely the beauty of natural tourism, religious tourism objects, Islamic lodging facilities, and Islamic clothing.

The results showed that sharia destination image has a significant effect on perceived value. Furthermore, the perceived value has a significant effect on satisfaction and post-visit behaviour. In addition, the perceived value and tourist satisfaction can mediate the influence of sharia destination on post-visit behaviour. However, sharia destination has no direct effect on the post-visit behaviour. This showed that image will affect post-visit behaviour as long as the tourists are satisfied. Tourist satisfaction will also be created through the perceived and good quality of tourism products. Therefore, Aceh as an area that applies Islamic law needs to create a sharia destination image because it is

the main driver of visits through the perceived value and satisfaction to improve post-visit behaviour.

Although these results have provided empirical evidence on developing post-visit behavior through sharia destination image, perceived value, and satisfaction, several limitations need to be addressed in further research, namely: a more representative sampling approach. Hence, it is important to carefully generalize the results. For example, the findings should be carefully interpreted when applied to tourists of different religions and countries. This study used a unidimensional construct from the sharia destination image. Therefore, it may be necessary to use multi-dimensional image construction of sharia destinations in future studies.

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