

## Motivation Analysis and the Influence of Islamic Attributes on Muslim Tourists Satisfaction

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### ABSTRACT

Muslim tourists are a new target along with the growth of the world's Muslim population. Halal tourism concept can be use to attract muslim tourists, by prioritizing Islamic attributes as a fulfillment of the special needs of Muslim tourists. This study aims to determine the motivation of tourists to travel including the influence of Islamic attributes on the satisfaction of Muslim tourists.

This study was conducted using secondary data analysis, various literatures were used to support the research, the literature came from various sources, such as journals, theses, books, that related to tourist motivation, also research on the influence of the existence of Islamic attributes of tourist destinations on tourist satisfaction. Various data were also used to support this research from various websites and trusted institutions.

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## **INTRODUCTION**

The Muslim population continues to increase, even in 2050 it is estimated to reach 2.8 billion or 30 percent of the world's population (Pew, 2015). The above phenomenon has been responded well by various countries by targeting Muslim tourists as potential targets (Sulistiyono, 2016). Targeting Muslim tourists is not easy, because Muslim tourists have different behaviors influenced by religious factors (Farahdel, 2011). Poria (2003) said that religion influences behavior through two things, namely; first, it can create special behaviors such as Muslims are prohibited from eating forbidden meat and drinking alcohol. Second, religion creates norms, customs and culture in society that definitely influence behavior (Poria, 2003).

Halal tourism is one of the alternatives that can be used in developing tourism when targeting Muslim tourists (Jaelani, Aan, 2012). The concept of halal tourism originated from the existence of pilgrimage and religious tourism in 1967 after a conference was held in Cordoba by the World Tourism Organization (Tourism, 2015). The concept of halal tourism is a process of integrating Islamic values into all tourism activities, from hotels, transportation facilities, food and beverage facilities, finance, to the facilities and service providers themselves (Widagdyo, 2015).

The development of the halal tourism industry is not a threat to the existing industry, but rather as a complement, and does not hinder the progress of the ongoing tourism business (Tourism, 2015). The application of the halal tourism concept is an alternative for Indonesian tourism, especially in targeting the Muslim tourist market, which is very large and continues to grow (Jaelani, Aan, 2012).

The development of halal tourism to attract Muslim tourists is important, but what is more important is to make tourists feel satisfied (Zabkar, 2010). The satisfaction of Muslim tourists is one of the keys to developing sustainable halal tourism. According to Yoon (2005) tourists who feel satisfied have a great chance of making repeat visits, therefore research on the satisfaction of Muslim tourists who travel is important to do.

Farahdel (2011) stated that Muslim tourist satisfaction is influenced by motivational factors (Muzaffer Uysal, 2014). If explained, motivation is difficult because each tourist certainly has different motivations in traveling. Pop (2013) describes motivation in general can be studied through push and pull motivation or called driving factors and pulling factors. Push and pull motivation are motivations that come from internal and external sources that motivate tourists in making travel decisions (Cromton, 1979). Push motivation or driving factors are generally social psychological, some examples of push motivation such as prestige, socialization, and escape or the desire to escape from daily routines (Danu Hermansyah, 2012), while pulling factors or pull motivation are characteristics of destinations that arouse passion for prospective tourists to travel (Pop, 2013).

Research on tourists in general has been widely conducted, but research on the motivation of Muslim tourists is still limited (Sulistiyono, 2016). One study on the motivation of Muslim tourists was conducted by Battour (2010) in

Malaysia, the study focused on the influence of Islamic attributes on tourist satisfaction and loyalty, where the results showed that in addition to push and pull motivation, there is one important factor that motivates Muslim tourists, namely the Islamic attributes of the destination, this is also reinforced by research from Prasetyo (2016) which states that Islamic attributes are factors that must be met as the needs of Muslim tourists, because Islamic attributes can provide added value to tourist attractions (El-Gohary, 2015).

Overall, the research conducted by Battour (2010) can provide a picture of tourist behavior and perception, from which the needs and desires of tourists can be known. This is in line with Cromton and McKay in Muzaffer Uysal (2014) who said that there are 3 important things to understand tourist motivation, namely, first; understanding tourist motivation can pave the way for creating better products and services, second; tourist satisfaction is initially related to their initial motives, third; motives must be identified and prioritized first before marketers can understand the tourist decision-making process.

## LITERATURE REVIEW

### *Tourist Motivation Study*

Mahika (2004) distinguishes motivation based on 2 things, namely tourist motivation to choose to travel and tourist motivation that directs someone to choose a particular vacation, in a particular place, in a particular period, according to him the motivation is psychological, emotional, personal needs, self-development, status, and culture. Tourist motivation is important to know but difficult to learn, Swarbrooke (2004) states that tourist motivation continues to change over time and circumstances, the circumstances that change it are family, economy, health, and experience, regardless of the main motivation of tourists which cannot be influenced by a single factor (Mahika, 2004). Swarbrooke (2004) concluded that motivation to travel is a comparison of the various reasons that tourists have for traveling (John Swarbrooke, 2004).

There are various theories about motivation, Swarbrooke and Horner (2007) in their book entitled "consumer behavior in tourism" describe motivation in a diagram, Swarbrooke (2007) divides motivation into several parts, namely physical, emotional, status, and personal motivation, with the image below:



Source : Swarbrooke dan Horner, 2007

The explanation of motivation and typology of tourists above shows that the motivation of tourists is influenced by the internal factors of the tourists themselves (intrinsic motivation) and external factors (extrinsic motivation). Intrinsically, motivation is formed because of the needs and desires according to the theory developed by Maslow in the pyramid hierarchy of needs, extrinsically according to him, perception also influences motivation, where perception is a process used by someone to select, organize, and interpret inputs in the form of information to create the desired image (Jhon Swarbrooke, 2007).

Kay (2003) in his journal entitled "Consumer Motivation In a Tourism Context" explains several developing motivation theories, namely:

### ***Expectancy Theory***

According to this theory, motivation is formed from the attraction of results and the hope of achieving them (Kay, 2003). The theory of motivational expectations is grouped into 3 things, namely content theory, process theory, and consolidation theory. Content theory states that a person acts in a certain way based on their needs (Maslow, 1994). Consolidation theory emphasizes individual behavior that is influenced by certain results. While the process theory sees motivation as an implication of 3 factors, namely elements of justice, needs, and reinforcement (Leonina Emilia Suci, 2013). Overall, the theory of expectations argues that humans are motivated to behave from a combination of expected results (R. Kreitner, 1998).

### ***Need Based Motivation Theory***

Shoemaker (1994) stated that tourists choose tourist destinations or types of vacations based on their desires and needs, in studying human needs, Maslow's hierarchy of needs theory (1994) is a general theory used to represent human needs, but this theory according to Witt and Wright (1992) in Kay (2003) is less appropriate for researching needs-based motivation in tourism and other fields, according to him knowledge of human needs does not directly provide the truth about what tourists actually do. Schiffman and Kanuk (1997) in Kay (2003) also criticized the concept of motivation from this theory because it is considered too general, according to him the hierarchy of needs cannot be tested empirically, because there is no way to measure the satisfaction of one need, before a higher need (Kay, 2003).

### ***Means-End Theory***

This theory is used to test the relationship between push factors and pull factors that refer to important tourist motivations in choosing a destination (Uysal, 2008). Klinosky (2002) uses a mean-end approach to determine the most influential factors in determining tourist destinations from various other alternative choices. This theory provides an approach to test the suitability of destination attributes with the motivations that influence tourists to travel to a particular place (Mohammed Battour, 2011).

### ***Push and Pull Motivation***

In addition to the above theory, according to Kay (2003) the theory of push and pull motivation is another theory used to study motivation, the push and pull framework is an approach used to study tourist motivation in making tourist visits (Crompton, 1997). In this framework, push factors refer to specific forces that influence a person's decision to travel, while pull factors refer to forces that influence a person's decision to choose a specific destination for a vacation. This theory emphasizes two stages in a decision to travel, push factors occur first so that tourists want to travel, while pull factors influence the decision of a specific tourist destination (Kay, 2003). Furthermore, Pop (2013) stated that tourist motivation in traveling is complicated to study, because every tourist who goes on vacation has different motivations and always changes according to circumstances (Jhon Swarbrooke, 2007), so according to him push and pull motivation is the right approach to use. Push and pull motivation is a motivation that comes from internal and external sources that motivate tourists in making travel decisions (Crompton, 1979). Push motivation is generally social psychological, some examples of push motivation such as prestige, socialization, and escape or the desire to escape from daily routines (Danu Hermansyah, 2012), while pull motivation is a characteristic of a destination that arouses the passion of potential tourists to travel (Pop, 2013).

Based on several motivation theories explained above, push and pull motivation are the most appropriate theories used in tourist motivation research according to the model developed by Battour (2011).

### ***The Relation of Push and Pull Motivation***

Push and pull motivation is understood as a push factor and a pull factor (Klenoski 2003). Uysal and Jurowski (1994) in (Pop, 2013) said that push and pull motivation have a very strong relationship. Meanwhile, Tolman (1959) was the first person to introduce the concept of push and pull motivation, according to him there is a difference between push and pull motivation, it is assumed that people travel because they are driven by internal desires, and pulled by external (Mohammed Battour, 2011). Yoon (2005) states that push factors are individual socio-psychological factors that influence the desire to travel, most of the push factors are the basic desire of tourists to go on vacation. Meanwhile, pull factors are attractions that arise from the destination (Mohammed Battour, 2011). Klenosky (2002) argues that pull factors refer to factors that cause tourists to choose one destination among various other alternatives. According to Farahdel (2011) push and pull motivation can be seen as market demand and supply factors. Push motivation is considered as a demand, namely tourist behavior consisting of an individual's internal desire to travel, while pull motivation is likened to a supply factor where this factor allows tourists to determine choices from various alternatives that arise from demand factors (push factors). From the explanations above, it can be concluded that push and pull motivation are two complementary factors, push motivation is the initial motivation that comes from within the individual, while pull motivation is an alternative choice that comes from push motivation.

### ***The Importance of Understanding Tourist Motivations***

Cromton and McKay (1997) stated that understanding tourist motivation can provide several things, First; Understanding tourist motivation can make it easier for business actors to provide better products and services. Second; Travel experience and satisfaction are two things that are interrelated and closely related to the initial motivation of tourists. Third; Marketers must know the motivation of tourists so that they can understand the decision-making process. In making travel decisions, Push and pull is the best approach to use (Kim et al., 2007). This is also supported by Klenosky (2002) who argues that the push and pull theory is a useful framework for marketers to examine the various factors that influence tourists to travel. In addition, Juroski (1994) stated that attributes and motivations help in designing marketing programs and decision making. Understanding travel motivation can help in market segmentation, so that tourists can maximize resource allocation (Curreia et al., 2007), in previous research Iso-Ahola (1982) also stated that motivation is one of the most important determining factors for vacation travel.

### ***Tourist Satisfaction***

Tourist Satisfaction or tourist satisfaction is a post-purchase evaluation of a service offering, tourist satisfaction is defined as a state of mind where desires, needs, and expectations are met or even exceeded (Muhannad M.A Abdallat, 2002). This condition then gets an emotional response followed by several cognitive responses, the cognitive side of tourism can be in the form of tourist expectations and perceived value. Simply put, satisfaction can be defined as a comparison between expectations and perceived performance (Zabkar, 2010).

Tourist satisfaction is something that helps companies strengthen competitiveness (Kozak, 2002) so it is important for business actors, especially in the tourism sector, to know the factors that can influence tourist satisfaction. Wilson, et al. (2008) explained that the most influential factor on tourist satisfaction is service quality. This is also reinforced by Zakbar (2010) who stated that providing high-quality services is very important because it can produce tourist satisfaction.

Tourist satisfaction can be based on many things, not just service quality factors, Yoon (2005) stated that tourist satisfaction can be based on the evaluation of various destination attributes so that these attributes according to Sauerwin (2002) are explained through 3 concepts, based on how to provide satisfaction to tourists, namely; First, basic factors, namely factors that refer to factors whose existence will not increase tourist satisfaction, but their lack will cause dissatisfaction. Second, the joy factor, namely factors that provide consumer satisfaction and do not cause dissatisfaction even if not given. Third, performance factors, namely factors that can produce satisfaction if given properly, and can cause dissatisfaction if not delivered properly (Garau, 2010). Based on the explanation above, it can be seen that tourist satisfaction is the result of an evaluation carried out by tourists by comparing perceptions with perceived performance, tourist satisfaction is important for tourism actors to strengthen competitiveness, tourist satisfaction is influenced by many factors not only service quality, but also destination attributes.

### ***Halal Tourism Concept***

Anderson (2010) distinguishes the concept of tourism in Islam into two, namely Islamic tourism and halal tourism, according to him these two concepts are basically the same, except that Islamic tourism focuses on Muslim tourists, and its location is usually in a Muslim country, this concept emphasizes more on the position of a region or country as a Muslim country, while the concept of Islam on products and services is not given much attention, Then the concept of halal tourism according to (UNWTO, 2013) is a tourism concept based on Islamic law starting from behavior, clothing, and also food. This concept not only emphasizes the condition of a region or country as a Muslim country but more on the application of Islamic laws in tourism, so that many non-Muslim majority countries such as Japan, the Philippines, and Brazil also develop this concept (Mohamed Battour, 2015).

The government through the MUI in Indonesia has provided general criteria for halal tourism, namely being oriented towards the welfare of the community, enlightenment, refreshment and tranquility, avoiding polytheism and kurafat, avoiding sins such as pornography, porno-action, alcohol, gambling, and drugs, maintaining behavior, ethics, and noble human values such as avoiding hedonistic and immoral behavior, maintaining trust, security, and comfort, being universal and inclusive, maintaining environmental sustainability, and respecting socio-cultural values and local wisdom (Sucipto, 2014).

### ***Islamic Attributes***

Marketing by targeting Muslim tourists according to Henderson (2008) is not easy, because Muslim tourists have special demands based on Islamic law (Mohamed Battour, 2015). The choice of tourist attractions for Muslim tourists can be influenced by religious aspects (Adi Weidenfeld, 2008). In general, when targeting Muslim tourists, tourism providers need to pay attention to the needs and desires of tourists, so that they feel satisfied. Islamic attributes are things that must be met as the needs of Muslim tourists (Sulistyono, 2016). According to Battour (2014), Islamic attributes can be grouped into several things, namely hotels that meet the religious needs of visitors, places of worship, availability of halal food, prohibiting the consumption of alcohol and gambling, separating places for men and women, and wearing sharia clothing (according to Islamic law).

## **METHODOLOGY**

The type of research used is literature review research, using a qualitative descriptive approach where data is obtained from journals and previous researchers related to related topics. Researchers also use books and other reading sources as a basis for compiling this journal. Data collection techniques in this journal are carried out by reading and taking notes, then analyzing and presenting data qualitatively contextually.

## **RESEARCH RESULTS AND DISCUSSION**

The concept of halal tourism is one alternative that can be used when targeting Muslim tourists. The concept of halal tourism emphasizes the satisfaction of Muslim tourists. The satisfaction of Muslim tourists is influenced by motivational factors. If explained, motivation is complicated because it can change over time. There are various theories used to describe the motivation of tourists in traveling, but the most appropriate concept in describing tourist motivation is to use the concept of push and pull motivation.

Push and Pull motivation which is called the push factor and pull factor, most of the push factors are the basic desire of tourists to go on vacation. Meanwhile, the pull factor is the attraction that arises from the destination. The driving factors for tourists to travel are identified as Family and togetherness, sports, leaving routine, experience and historical places, adventure, fun and entertainment, achievement, while the pull factor is identified as environmental conditions, history, beauty of the landscape, beaches, snow, cultural events, interesting experiences, access to locations, and security and comfort.

Targeting Muslim tourists is complicated because they have preferences that are influenced by religious and cultural values. These preferences include the need for facilities and services that comply with Islamic law, such as halal food, easily accessible places of worship, a ban on alcohol, and separate spaces for men and women. This is in line with Battour's explanation (2014), which states that Islamic attributes are important elements that not only provide comfort but also build loyalty of Muslim tourists to certain destinations.

Another factor that needs to be considered is the importance of understanding changes in tourist motivation along with the times and individual needs. Swarbrooke (2004) explains that tourist motivation continues to change influenced by factors such as life experience, health, economy, and family. In this case, the concept of push and pull motivation becomes an effective analytical tool to understand the travel decisions of Muslim tourists. Push motivation factors, such as spiritual and social needs, often motivate Muslim tourists to travel. Meanwhile, pull motivation factors, such as natural beauty, cultural friendliness, and Muslim-friendly facilities, are the attractions that determine their choice of destination.

In addition, the satisfaction of Muslim tourists is the key to success in developing the concept of halal tourism. According to Yoon (2005), satisfied tourists are more likely to make repeat visits, which ultimately supports the sustainability of the tourist destination. Therefore, the integration between understanding tourist motivation, providing appropriate Islamic attributes, and effective marketing strategies is an important foundation for attracting Muslim tourists and maintaining their loyalty.

The development of halal tourism in Indonesia is not only an economic opportunity but also a means to strengthen Indonesia's image as a destination that is friendly to Muslim tourists. With a significant Muslim population and cultural diversity, Indonesia has great potential to become a leader in the global halal tourism industry. However, to achieve this, synergy is needed between the government, industry players, and local communities in providing services that



are in accordance with the needs of Muslim tourists and maintaining the sustainability of the local environment and culture.

## **CONCLUSION AND RECOMMENDATION**

### ***Conclusion***

Halal tourism is a tourism concept that integrates Islamic values into all aspects of travel, including food, facilities, and services that comply with Islamic law. This concept developed in response to the increasing number of Muslim tourists and their need for tourism experiences that are in line with their religious beliefs.

The motivation of Muslim tourists plays an important role in their travel decisions. Based on the theory of push and pull motivation, push factors such as spiritual, social, and psychological needs encourage tourists to travel. Meanwhile, pull factors such as the attractiveness of the destination, the availability of Muslim-friendly facilities, and natural beauty influence their decisions in choosing a particular tourist destination.

Islamic attributes, such as the availability of halal food, places of worship, the prohibition of alcohol, and services that comply with Islamic values, are important elements in creating Muslim tourist satisfaction. Previous research has shown that this satisfaction is closely related to tourist loyalty, which contributes to the sustainability of halal tourism destinations.

Indonesia, with the largest Muslim population in the world and a rich culture, has great potential to become a leading global halal tourism destination. However, the success of halal tourism development depends on the synergy between the government, industry players, and local communities to ensure the provision of services that meet the needs of Muslim tourists while preserving culture and the environment.

By understanding the motivations of Muslim tourists, providing adequate Islamic attributes, and implementing effective marketing strategies, halal tourism can become a key pillar in supporting sustainable economic growth and strengthening Indonesia's positive image in the eyes of the world.

### ***Recommendation***

1. The government and tourism industry players need to ensure the availability of Islamic attributes in tourist destinations, such as certified halal food, adequate prayer facilities, a ban on alcohol, and services in accordance with Islamic values. This is important to improve the comfort of Muslim tourists and create loyalty to the destination.
2. Improving the Competence of Tourism Actors Training for tourism actors, such as hotel managers, restaurants, and tour guides, must be carried out to improve their understanding of the needs of Muslim tourists. This competence will help improve the quality of service and create a memorable tourism experience.
3. Synergy between Stakeholders The government, industry players, academics, and local communities need to work together in developing halal tourism. This synergy is important to ensure sustainable

management of tourist destinations, both in terms of economy, social, and environment.

4. More Intensive Promotion of Halal Tourism Marketing strategies targeting Muslim tourists, both domestic and international, need to be strengthened. Promotional campaigns can be carried out through digital media, international exhibitions, and collaboration with the global Muslim community.
5. Further Research on Halal Tourism Further research on the behavior, motivations, and needs of Muslim tourists is needed to support the development of more effective halal tourism policies and strategies. Focusing on market segmentation based on demographics and culture can also provide new insights for the tourism industry.
6. Development of Muslim-Friendly Infrastructure In addition to providing Islamic attributes, the government also needs to ensure the development of Muslim-friendly infrastructure, such as easily accessible transportation, halal-certified hotels, and tourist destinations integrated with information technology for the convenience of tourists.
7. Preservation of Culture and Environment Halal tourism management must pay attention to the preservation of local culture and the environment. This aims to create harmony between tourists, local communities, and the sustainability of natural resources.

## **ADVANCED RESEARCH**

To advance research in halal tourism, it is essential to delve deeper into understanding the nuanced behaviors, preferences, and motivations of Muslim tourists, encompassing diverse demographics and cultural contexts. This entails conducting multidisciplinary studies that integrate insights from sociology, anthropology, and marketing to identify the unique needs and expectations of this market segment. Leveraging big data analytics and artificial intelligence can enhance the precision of market segmentation, enabling the development of tailored strategies that resonate with various subgroups within the global Muslim community. Furthermore, longitudinal studies assessing the long-term impacts of halal tourism initiatives on destination loyalty and economic sustainability can provide actionable insights for policymakers and industry stakeholders. By prioritizing research that bridges theoretical frameworks with practical applications, the tourism sector can craft more effective policies, innovative services, and marketing campaigns that elevate the overall experience of Muslim travelers while ensuring inclusivity and sustainability.

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