

The Effect of Push Motivation, Pull Motivation and Islamic Norm Practice on Muslim Tourist Satisfaction and Destination Loyalty

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Abstract

The purpose of this study was to determine the effect of Push Motivation, and Pull Motivation and Islamic Norm Practice on Muslim Tourist Satisfaction and Destination Loyalty in Lhokseumawe City. The research stages include: data observation, determining the main problem, activity objectives, literature study, data collection, data processing, analysis of results, and evaluation of research results. The results of the research push motivation has no significant positive effect on Muslim tourist satisfaction and on destination loyalty. pull motivation has a significant positive effect on Muslim tourist satisfaction and on destination loyalty. Islamic norm practice has a significant positive effect on Muslim tourist satisfaction while Islamic norm practice has no significant positive effect on destination loyalty satisfaction.

Keywords: *Push Motivation, Pull Motivation, Islamic Norm Practice.*

Introduction

In the current era, tourism has become one of the main pillars in supporting the global economy. Its rapid growth has changed the economic conditions in every country for the better. Halal tourism, literally, refers to travel undertaken by Muslims and conforms to Islamic teachings in terms of products, recreation, and social purposes. (Agustina et al., 2021) The concept of Muslim tourism is more specific in paying attention to various issues, such as the participation and involvement of Muslims, Islamic tourist places and destinations, products such as hotels, food, entertainment, drinks, and so on that are in accordance with Islamic principles, as well as the social, economic, cultural, religious dimensions, and management of the services offered. (Manan et al., 2023)

Tourism is currently one of the biggest economic supporters in the world. Its fast-growing development has changed the economy of every country for the better. According to UNWTO (United Nation World Travel Organization), currently the income from the tourism sector is equal to and even exceeds the income from the petroleum sector, manufactured products and other export goods. (Hanifah, 2018).

Halal tourism is literally travel by Muslims which refers to products, recreation, leisure and social destinations that are in accordance with Islamic teachings. More specifically, Muslim tourism focuses on many different issues such as: participation and involvement (by Muslims), tourism places and destinations (Islamic destinations), products (hotels, food, entertainment, beverages, etc.), dimensions (social, economic, cultural, religious, etc.), and management of services offered processes (marketing, ethical considerations, etc.). (Hasan, S. M., Malik, A. F., & Iskandar, 2023)

For Muslims, the Quran has also provided guidance in all aspects of human activity. Islam is based on the concept of human welfare which emphasizes on “brotherhood and socio-economic justice” and requires the balanced satisfaction of both material and spiritual needs of all human beings. This shows that understanding the Quran will be important before discussing tourism in the view of Islam. The tourist areas that can be categorized as halal (Muslim friendly) are destinations that have halal restaurants, adequate worship facilities, water friendly washrooms, services during the month of Ramadan and the absence of non-halal activities. (Feizollah et al., 2021)

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Indonesia is currently one of the countries with tourism growth exceeding the world average. Indonesia's tourism ranking rose rapidly in 2022. In just 18 months, Indonesia's tourism ranking shot up to 32nd, from 44th previously. With a 12-rank increase, for the first time Indonesia, which is one of 117 countries in the Travel and Tourism Competitiveness Index (TTCI) 2021, is above Malaysia, Thailand, and Vietnam. Meanwhile, in the Asia Pacific region, Indonesia's tourism sector managed to rank eighth. Sandiaga conveyed, in ASEAN this position managed to surpass the achievements of neighboring countries, including Thailand and Malaysia. (Kemenparekraf, 2020).

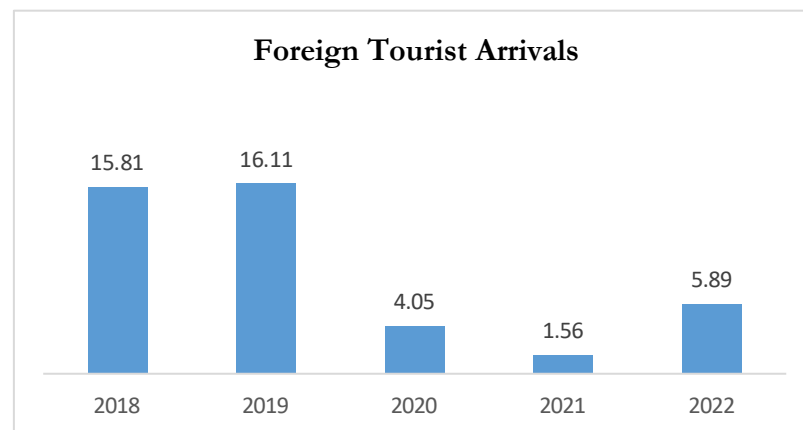


Figure 1. Foreign Tourist Arrival Data

Source: Foreign Tourist Visit Statistics

From the data above, 2022 is the year of tourism recovery in Indonesia after being hit by the Covid-19 Pandemic for two years. A positive trend is shown by the increasing number of foreign tourists entering Indonesia from 1.56 million visits in 2021 increasing to 5.89 foreign tourist visits. Tourists visiting Indonesia mostly come from ASEAN, and are dominated by neighboring Malaysia (20.6%), Singapore (12.9%) and Timor Leste (12%). The air gate is still the main door for foreign tourist arrivals. Around 55.97% (3.3 million) of foreign tourists entered through the air gate. (Gan et al., 2023).

In 2022, it became a momentum for the revival of Indonesian tourism supported by various international events, such as the 2022 MotoGP in Mandalika, World Tourism Day 2022, and various series of G20 Summit events. The series of G20 Summit events have restored the confidence of foreign tourists to return to travel to Indonesia. In addition, the achievements of Indonesia in the tourism sector also adds to the positive face of tourism in Indonesia, some of these achievements are Indonesia winning five categories at the World's Best Awards 2022, The Greatest Place 2022 won by Bali, and the recognition of Geopark Maros Pangkep educational tourism by UNESCO. This is in line with the decline in Covid-19 cases in 2022, the easing of PPKM including travel rules and Indonesian entry rules / relaxation of international and domestic tourism regulations, and the vaccination rate has increased significantly, which has encouraged the rise of Indonesian tourism including the influx of foreign tourists to Indonesia. Foreign tourist arrivals to Indonesia in 2022 increased by 278.10 percent compared to 2021, with 5.89 million tourist arrivals in 2022. (Deputi Bidang Pemasaran Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif, 2022).

The growth of the international Muslim tourism market can be seen from several indicators, the rapid growth of the Muslim population around the world, the growth of the middle class, the high youth population, increased access to information about travel, improved Muslim-friendly travel services and facilities, travel during Ramadan, and business travel. In this context, there are tourist areas that can be categorized as “halal” or “Muslim-friendly” that cover various destinations around the world (Haryanto, 2019).

Indonesia is the country with the largest Muslim population in the world. Muslim tourism has experienced significant growth in recent years, as more and more Muslim travelers seek destinations that offer facilities

and services that suit their needs and values. (Bachri & Yusuf, 2023). One of the attractive destinations for Muslim travelers is Lhokseumawe, an area located in Aceh province, Indonesia. Lhokseumawe offers stunning natural beauty, rich cultural activities, and also provides Muslim-friendly services, such as halal food, worship facilities, and programs that comply with Islamic values. (Gifelem et al., 2022).

The potential for regional welfare development lies in the natural wealth of each region. One example is Lhokseumawe City in Aceh, which has great potential in tourism. Nowadays, tourism has become an important need for individuals. One type of tourism that is growing rapidly in the world today is halal tourism or Muslim Friendly Tourism. Halal tourism offers a travel experience that not only fulfills recreational needs, but also spiritual needs with facilities that are in accordance with Islamic law and sharia. (Anggela et al., 2018).

There are several factors that form the basis and encourage the interest of both domestic and foreign tourists to visit Lhokseumawe City. These factors include the diversity of natural and cultural attractions that match the interests of tourists. Tourist attractions in Lhokseumawe City (Biyatmi, Sudarmi, 2011). Law Number 10 of 2009 defines tourism as a travel activity carried out by a person or group of people for the purpose of recreation, personal development, or studying the uniqueness of tourist attractions in a temporary period of time. Motivation is the main factor that encourages someone to travel and visit a place. There are two main components in tourist motivation, namely push factors from within tourists and pull factors owned by the tourist attraction itself. These factors namely push factors from within tourists and pull factors owned by the tourist attraction itself. These factors are key for tourists to have the motivation to visit and ultimately have a positive impact on tourists' decisions to visit Lhokseumawe City. (Ermawati, 2018).

Lhokseumawe City, Aceh, with an altitude of 2-24 meters above sea level has an area of 181.06 km², becoming one of the attractive alternative tourist destinations for both foreign and domestic tourists. Some of the attractions that can be enjoyed in Lhokseumawe City include Ujong Blang Beach, Rancong Beach, Seumadu Island, Meuraksa Beach, KP3 Beach, Krueng Cunda River, Pusong Reservoir, Riyadhah Park, Kampung P. Ramlee (a great Malaysian artist, from Aceh), Ngieng Jioh Park (Blang Panyang), Bukit Gua Jepang (Blang Panyang) and Jeuleukat Reservoir. (Sufi & Sabri, 2020).

To optimize the development of Muslim tourism in Lhokseumawe, it is important to understand the factors that influence Muslim tourists' satisfaction and their loyalty to this destination. One approach that can be used in understanding these factors is through travel motivation analysis. Travel motivations are divided into two main categories, namely push motivation and pull motivation. (Yusra et al., 2023).

Lhokseumawe with its stunning natural beauty and diverse cultural activities, has gained popularity as one of the attractive tourist destinations in Indonesia. In addition, Lhokseumawe has also developed Muslim-friendly facilities and services, such as halal food, adequate worship facilities, and tourism programs that comply with Islamic values. However, despite its potential, not much research has been conducted to explore the factors that influence Muslim travelers' satisfaction in Lhokseumawe and their loyalty to this destination. (Ferd, 2021).

The influence of push motivation, pull motivation, and Islamic norm practice is an important aspect in understanding the behavior of Muslim tourists and their satisfaction with tourism destinations. Push motivation reflects the internal factors that drive individuals to travel. In the context of Muslim tourism, push motivation may relate to the desire to worship in a holy place, increase knowledge about Islam, or seek an immersive religious experience. Muslim travelers may feel compelled to visit Lhokseumawe due to these factors (Hanifah, 2018)

Materials and Methods

This research uses associative and quantitative research approaches. With the sample is part of the number and characteristics possessed by the population. If the population is large, and it is not possible for researchers to study everything in the population, for example due to limited funds, energy and time, then

researchers can use samples taken from that population (Sugiyono, 2013). Data collection techniques with documentation, interviews and questionnaires. The data analysis technique uses the Partial Least Square (PLS) technique using the SmartPLS 3.0 analysis tool. The data processing process consists of two stages, namely Outer Model Assessment or Measurement Model and Inner Model Assessment or Structural Model.

Findings

Descriptive Statistical Analysis

Table 1. Descriptive Statistical

Name	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation
NO	50.500	51.000	1.000	100.000	1.000	100.000	28.866
KWM1	4.490	5.000	3.000	5.000	3.000	5.000	0.520
KWM2	4.330	4.000	2.000	5.000	2.000	5.000	0.633
KWM3	4.030	4.000	2.000	5.000	2.000	5.000	0.741
KWM4	4.280	4.000	1.000	5.000	1.000	5.000	0.679
LD1	4.400	4.000	3.000	5.000	3.000	5.000	0.548
LD2	4.390	4.000	3.000	5.000	3.000	5.000	0.598
WOR1	3.440	3.000	1.000	5.000	1.000	5.000	0.816
WOR2	3.760	4.000	2.000	5.000	2.000	5.000	0.709
WOR3	3.050	3.000	1.000	5.000	1.000	5.000	0.876
WOR4	3.700	4.000	1.000	5.000	1.000	5.000	0.866
WOR5	2.530	2.000	1.000	5.000	1.000	5.000	0.984
WOR6	3.950	4.000	2.000	5.000	2.000	5.000	0.740
HAL1	3.940	4.000	2.000	5.000	2.000	5.000	0.676
HAL2	3.530	3.000	2.000	5.000	2.000	5.000	0.780
NAT 1	4.640	5.000	3.000	5.000	3.000	5.000	0.500
NAT 2	4.620	5.000	3.000	5.000	3.000	5.000	0.525
NAT 3	4.620	5.000	3.000	5.000	3.000	5.000	0.506
NAT 4	4.280	4.000	2.000	5.000	2.000	5.000	0.813
WID 1	4.200	4.000	3.000	5.000	3.000	5.000	0.616
WID 2	4.270	4.000	3.000	5.000	3.000	5.000	0.526
WID 3	4.240	4.000	3.000	5.000	3.000	5.000	0.585
WID 4	4.280	4.000	2.000	5.000	2.000	5.000	0.549
SHO 1	4.270	4.000	3.000	5.000	3.000	5.000	0.526
SHO 2	4.270	4.000	3.000	5.000	3.000	5.000	0.526
SHO 3	4.260	4.000	3.000	5.000	3.000	5.000	0.522
SHO 4	4.280	4.000	3.000	5.000	3.000	5.000	0.511
MOD 1	4.260	4.000	3.000	5.000	3.000	5.000	0.541
MOD 2	4.280	4.000	3.000	5.000	3.000	5.000	0.531
MOD 3	4.280	4.000	3.000	5.000	3.000	5.000	0.492
MOD 4	4.290	4.000	3.000	5.000	3.000	5.000	0.496
DIF 1	4.050	4.000	3.000	5.000	3.000	5.000	0.638

DIF 2	4.460	5.000	3.000	5.000	3.000	5.000	0.573
DIF 3	4.280	4.000	3.000	5.000	3.000	5.000	0.567
DIF 4	4.350	4.000	2.000	5.000	2.000	5.000	0.606
ACH1	4.340	4.000	2.000	5.000	2.000	5.000	0.651
ACH2	4.490	5.000	3.000	5.000	3.000	5.000	0.538
ACH3	4.200	4.000	3.000	5.000	3.000	5.000	0.616
ACH4	4.080	4.000	2.000	5.000	2.000	5.000	0.744
ACH5	4.250	4.000	3.000	5.000	3.000	5.000	0.477
EXC1	3.850	4.000	2.000	5.000	2.000	5.000	0.712
EXC2	4.380	4.000	3.000	5.000	3.000	5.000	0.596
EXC3	4.060	4.000	2.000	5.000	2.000	5.000	0.661
FAM1	3.780	4.000	3.000	5.000	3.000	5.000	0.558
FAM2	4.460	4.000	3.000	5.000	3.000	5.000	0.555
FAM3	4.310	4.000	3.000	5.000	3.000	5.000	0.523
EDU1	3.910	4.000	3.000	5.000	3.000	5.000	0.492
EDU2	4.230	4.000	3.000	5.000	3.000	5.000	0.676
EDU3	4.220	4.000	2.000	5.000	2.000	5.000	0.807
EDU4	4.400	4.000	3.000	5.000	3.000	5.000	0.529
ESC1	4.000	4.000	3.000	5.000	3.000	5.000	0.735
ESC2	4.030	4.000	3.000	5.000	3.000	5.000	0.754
ESC3	4.170	4.000	1.000	5.000	1.000	5.000	0.928
SPO1	4.440	5.000	2.000	5.000	2.000	5.000	0.668
SPO2	4.000	4.000	2.000	5.000	2.000	5.000	0.424

*Outer Model**Validitas Konvergen*

Convergent validity is fulfilled if there is sufficient intercorrelation between the variables (indicators) used to measure the same construct. (Dachlan, 2014:185). Where the outer loading value is > 0.50, it has a good convergent validity value.

Table 2. Loading Factor

	Push Motivation (X1)	Pull Motivation (X2)	Islamic Norm Partic (X3)	Muslim tourist satisfaction (Y1)	Loyalitas Destinasi (Y2)
ACH2	0.791				
DIF 3		0.770			
EDU1	0.788				
FAM1	0.875				
FAM3	0.510				
HAL1			0.737		
HAL2			0.780		
KWM1				0.843	
KWM2				0.872	
KWM3				0.646	

	Push Motivation (X1)	Pull Motivation (X2)	Islamic Norm Partic (X3)	Muslim tourist satisfaction (Y1)	Loyalitas Destinasi (Y2)
KWM4				0.879	
LD1					0.932
LD2					0.902
MOD 1		0.783			
MOD 2		0.733			
MOD 3		0.786			
MOD 4		0.789			
NAT 1		0.728			
NAT 2		0.670			
NAT 3		0.737			
SHO 1		0.812			
SHO 2		0.800			
SHO 3		0.786			
SHO 4		0.780			
WID 1		0.729			
WID 2		0.773			
WID 3		0.758			
WID 4		0.770			
WOR2			0.538		
WOR3			0.546		
WOR4			0.578		
WOR6			0.667		

After calculating the outer model in the table above, it shows that all loading factors for each indicator have values above 0.50. Thus the construct for each variable has been fulfilled.

Discriminan Validity

To test discriminant validity, namely by looking at the cross loading value of the measurement with its construct, namely the cross loading value > 0.7 in one variable as shown above, the factor loading number. In addition, another method to test the discriminant validity of the model is to compare the AVE root for each structure in the research model. If the root AVE for each structure is greater than the correlation between the structure and the structure, it can be concluded that the model has sufficient discriminant validity (Abdillah & Jogiyanto, 2015:195).

Table 3. Nilai HTMT

	Push Motivation	Pull Motivation	Islamic Norm Partic	Muslim tourist satisfaction	Loyalitas Destinasi
ACH2	0.791	0.162	0.148	0.215	0.173
DIF 3	0.367	0.770	0.057	0.251	0.145

EDU1	0.788	0.162	0.106	0.155	0.143
FAM1	0.875	0.249	0.128	0.181	0.101
FAM3	0.510	0.773	0.132	0.144	0.157
HAL1	0.257	0.289	0.737	0.282	0.196
HAL2	0.111	0.128	0.780	0.312	0.186
KWM1	0.215	0.327	0.256	0.843	0.678
KWM2	0.288	0.214	0.252	0.872	0.540
KWM3	0.065	0.232	0.319	0.646	0.419
KWM4	0.203	0.276	0.274	0.879	0.587
LD1	0.241	0.328	0.193	0.728	0.932
LD2	0.108	0.239	0.245	0.522	0.902
MOD 1	0.396	0.783	0.060	0.280	0.180
MOD 2	0.331	0.733	0.005	0.224	0.207
MOD 3	0.424	0.786	0.072	0.261	0.185
MOD 4	0.412	0.789	0.068	0.246	0.168
NAT 1	0.173	0.728	0.120	0.370	0.408
NAT 2	0.234	0.670	0.177	0.233	0.340
NAT 3	0.163	0.737	0.164	0.307	0.358
SHO 1	0.412	0.812	0.159	0.197	0.141
SHO 2	0.438	0.800	0.109	0.211	0.182
SHO 3	0.424	0.786	0.171	0.183	0.177
SHO 4	0.490	0.780	0.146	0.140	0.168
WID 1	0.283	0.729	0.295	0.264	0.233
WID 2	0.320	0.773	0.265	0.122	0.157
WID 3	0.356	0.758	0.284	0.185	0.180
WID 4	0.402	0.770	0.259	0.232	0.226
WOR2	0.111	0.166	0.538	0.093	0.176
WOR3	0.040	0.025	0.546	0.175	0.126
WOR4	-0.026	-0.077	0.578	0.095	0.128
WOR6	0.090	0.111	0.667	0.243	0.099

Based on the data shown in the table above, it can be concluded that the indicators in this study have good discriminant validity, or discriminant validity, for each variable. The cross loading value on the variable formed is greater than the cross loading value on other indicators.

Reliabilitas

In measuring the internal consistency of measuring instruments in PLS, it is done using the reliability test. Where the reliability test in PLS can be done through two methods, namely composite reliability and Cronbach's alpha (Abdillah & Jogyanto, 2015:196).

Table 4. Cronbach Alpha & Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)
Push Motivation (X1)	0.729	0.739
Pull Motivation (X2)	0.953	0.965
Islamic Norm Practice (X3)	0.726	0.763
Muslim tourist satisfaction (Y1)	0.826	0.829

Loyalitas Destinasi (Y2)	0.812	0.829
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Based on table 4 above, the Cronbach alpha value in the table is destination loyalty (0.81), Islamic norm practice (0.73), pull motivation (0.95), push motivation (0.73), Muslim tourist satisfaction (0.83). This shows that the Cronbach alpha value is acceptable because all values are above (0.6). It can be concluded that, all constructs also have a good composite reliability value.

Evaluation Model Struktural

R-Square

Inner model or structural model in PLS is seen based on R-Square. Where the R-Square value is used to measure the level of variation in changes in the independent variable on the dependent variable. The higher the R-Square value, the better the prediction model of the proposed research model. Inner model testing is done by bootstrapping test (Abdillah & Jogiyanto, 2015:197). Meanwhile, according to Chin (1998), the criteria for limiting the value of R2 is in 3 classifications, namely the value of R2 (0.67), (0.33) and (0.19) as substantial, moderate and weak.

Table 5 . Nilai R-Square

	R-square	R-square adjusted
Muslim Traveller Satisfaction (Y1)	0.191	0.165
Destination Loyalty (Y2)	0.132	0.105

Based on the results of the table above, the R2 value for destination loyalty is (0.19) which indicates that moderately, the research model can explain variability. While the R2 value of Muslim traveler satisfaction is (0.13) which is considered moderate.

Effect Size f-square (f2)

F square is to qualify the effect between variables on other variables if it is declared significant and how much influence at the structural level the value is either low, moderate or high. According to Hair, et al (2017) the f-square value is 0.02, (low) 0.15 (moderate) and 0.35 (high).

Table 6. Effect Size

	Traveller Satisfaction Muslim (Y1)	Destination Loyalty (Y2)
Push Motivation (X1)	0.007	0.003
Pull Motivation (X2)	0.054	0.059
Islamic Norm Partic (X3)	0.091	0.034

From the above output, we can see as follows:

- Push Motivation variable on Muslim tourist satisfaction f-square value of 0.007, small effect.
- Push Motivation variable on Destination Loyalty f-square value of 0.003, effect, small effect.
- Pull Motivation variable on Muslim tourist satisfaction f-square value of 0.054, has a small effect.
- Pull Motivation variable on Destination Loyalty f-square value of 0.059, has a small effect.

- Islamic Norm Partic variable on Muslim tourist satisfaction f-square value of 0.091, has little effect.
- Islamic Norm Partic variable on Destination Loyalty f-square value of 0.034, has a small effect.

Hypothesis Test

Direct Effects

Description: LD = destination loyalty, INP = Islamic norm practice, PULL = pull motivation, PUSH = push motivation and KWM = Muslim tourist satisfaction.

Table 7. Table Path Coefficient

	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PUSH X1 -> KWM Y1	0.136	0.640	0.522
PUSH X1 -> LD Y2	0.116	0.471	0.638
PULL X2 -> KWM Y1	0.108	2.158	0.031
PULL X2 ->LD Y2	0.112	2.279	0.023
INP X3 -> KWM Y1	0.089	3.123	0.002
INP X3 -> LD Y2	0.101	1.761	0.078

Source: Primary data processed, SEM-PLS 2024 To see the significant level of hypothesis support, a comparison of the P-values and ($\alpha = 0.05$) can be used, where if the P-value $< \alpha$ (0.05), then the hypothesis has a significant effect and if the P-value $> \alpha$ then the hypothesis has no significant effect. With a confidence level of 95% ($\alpha = 5\%$ or 0.05), the P-Values value for the hypothesis is < 0.05 .

Hypothesis Test 1 of the relationship between push motivation and Muslim tourist satisfaction, From the results of hypothesis testing that has been carried out, the results of the P-Values value that form the influence between the push motivation variable on Muslim tourist satisfaction are 0.52 and the T-statistic value gets a positive value of 0.64. This result is in accordance with the rule of thumb where the P-Values value is $0.52 > 0.05$. So it can be concluded that push motivation has no significant positive effect on Muslim tourist satisfaction. So it can be stated that the hypothesis cannot be accepted.

Hypothesis Test 2 of the relationship between push motivation and destination loyalty, From the results of the hypothesis testing that has been carried out, the results of the P-Values value that form the influence between the push motivation variable on destination loyalty are 0.64 and the T-statistic value gets a value of 0.47. This result is in accordance with the rule of thumb where the P-Values value is $0.64 > 0.05$. So it can be concluded that push motivation has no significant positive effect on destination loyalty. So it can be stated that the hypothesis cannot be accepted.

From the results of the hypothesis testing that has been carried out, the results of the P-Values value that form the influence between the pull motivation variable on Muslim tourist satisfaction are 0.03 and the T-statistic value gets a value of 2.15. This result is in accordance with the rule of thumb where the P-Values value of $0.03 < 0.05$. So it can be concluded that push motivation has a significant positive effect on Muslim tourist satisfaction. Then it can be stated that the hypothesis can be accepted.

From the results of the hypothesis testing that has been carried out, the results of the P-Values value that form the influence between the pull motivation variable on destination loyalty are 0.02 and the T-statistic value gets a value of 2.28. This result is in accordance with the rule of thumb where the P-Values value of $0.02 < 0.05$. So it can be concluded that pull motivation has a significant positive effect on destination loyalty. Then it can be stated that the hypothesis can be accepted

Hypothesis Test 5 of the relationship between Islamic norm practice and Muslim tourist satisfaction, From

the results of hypothesis testing that has been carried out, the results of the P-Values value that form the influence between the Islamic norm practice variable on Muslim tourist satisfaction are 0.002 and the T-statistic value gets a value of 3.12. This result is in accordance with the rule of thumb where the P-Values value of $0.002 < 0.05$. So it can be concluded that Islamic norm practice has a significant positive effect on Muslim tourist satisfaction. Then it can be stated that the hypothesis can be accepted. .

Hypothesis Test 6 the relationship between Islamic norm practice and destination loyalty. From the results of hypothesis testing that has been carried out, the results of the P-Values value that form the influence between the pull motivation variable on Muslim tourist satisfaction are 0.07 and the T-statistic value gets a value of 1.76. This result is in accordance with the rule of thumb where the P-Values value is $0.07 > 0.05$. So it can be concluded that Islamic norm practice has no significant positive effect on destination loyalty satisfaction. So it can be stated that the hypothesis cannot be accepted.

Discussion

The Effect of Push Motivation on Muslim Traveller Satisfaction

Based on the results showed that push motivation (X1) has no significant effect on Muslim tourist satisfaction (Y1). This is proven and in accordance with the rule of thumb where the P-Values value is $0.52 > 0.05$. The existence of certain expectations of tourists that are not met during their visit and low-quality facilities compared to other tourist destinations makes tourists cause dissatisfaction and reluctance to return. Most Muslim tourists who visit Lhokseumawe are satisfied because their internal motivations can be fulfilled. Tourists are happy to be able to tell their trip, have fun and get new experiences in Lhokseumawe. Thus, the results of this study are not in line with previous research. (Hanifah, 2018) that *push motivation* has a direct effect on Muslim traveler satisfaction The effect of push motivation on destination loyalty.

The Effect of Pull Motivation on Muslim Traveller Satisfaction

Based on the results showed that pull motivation (X2) has a positive and significant effect on Muslim tourist satisfaction (Y1). This is proven and in accordance with the rule of thumb where the P-Values value is $0.03 < 0.05$. this shows that pull motivation has a positive and significant effect on tourist satisfaction, meaning that if pull motivation is high, tourist satisfaction increases. After the needs of Lhokseumawe tourists are met, tourists' sense of satisfaction or pleasure will be fulfilled according to their needs, and interested tourists feel satisfied with the environment that supports tourism. The supporting factors for tourist satisfaction such as natural scenery, cleanliness, shopping, as well as modern tourism and cultural differences. The results of this study indicate that this study is in line with previous research. According to research (Hanifah, 2018) that pull motivation affects the satisfaction of Muslim tourists. Selain itu Alexander Preko (2019 that tourist satisfaction is strongly influenced by pull motivation).

The Influence of Pull Motivation on Destination Loyalty

Based on the research results, it shows that pull motivation (X2) has a positive and significant effect on destination loyalty (Y2). This is proven and in accordance with the rule of thumb where the P-Values value is $0.02 < 0.05$. meaning that if pull motivation is high then Destination Loyalty increases. The results showed that attractions (natural scenery, space for activities, modern atmosphere, and cultural differences) made tourists interested in returning to Lhokseumawe and recommending the place to others. The natural beauty and cultural beauty of Lhokseumawe are attractive enough for tourists so that they want to return to enjoy Lhokseumawe tourism. The results of the study are in line with research conducted by (Hanifah, 2018) which shows that pull motivation has a significant effect on Muslim traveler satisfaction.

The Influence of Islamic Norm Practice on Muslim Traveller Satisfaction

Based on the research results, it shows that Islamic norm practice (X3) has a positive and significant effect on Muslim tourist satisfaction (Y1). This is proven and in accordance with the rule of thumb where the P-

Values Values $0.002 < 0.05$. meaning that Islamic norm practice is high, Muslim tourist satisfaction increases. This shows that the provision of worship facilities and halalness is good and is very concerned by facility providers both from tourist agents and the Government. The results of this study are not in line with previous research, in research (Hanifah, 2018) that Islamic norm practice has no effect on Muslim tourist satisfaction.

The Influence of Islamic Norm Practice on Destination Loyalty

Based on the research results, it shows that Islamic norm practice (X3) has no significant effect on destination loyalty (Y2). This is proven and in accordance with the rule of thumb where the P-Values value is $0.07 > 0.05$. This results in decreased tourist visits. Difficulties in transportation access to Lhokseumawe tourism, such as lack of public transportation, lack of information and promotion about tourist destinations in Lhokseumawe which makes tourists less interested or unaware of the tourism potential there. The results of this study are in line with previous research, in research (Hanifah, 2018) that Islamic norm practice has no direct effect on destination loyalty.

Conclusion

Based on the testing from the research conducted on the effects of push motivation, pull motivation, and Islamic norm practices on Muslim tourist satisfaction and destination loyalty (case study in Lhokseumawe), the findings indicate the following: Push motivation does not have a significant positive effect on Muslim tourist satisfaction, nor does it significantly affect destination loyalty. Conversely, pull motivation has a significant positive effect on destination loyalty, while Islamic norm practices significantly positively impact Muslim tourist satisfaction. However, Islamic norm practices do not have a significant positive effect on destination loyalty.

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