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**THE EFFECT OF PERCEIVED VALUE ON TOURIST SATISFACTION THROUGH DESTINATION EXPERIENCE: THE CASE OF OUTBOUND FEMALE MUSLIM TRAVELLER IN NON-OIC COUNTRIES**

*Bachelor Thesis By: Athiyya Chaira*


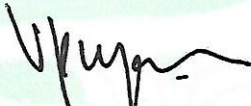

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**ABSTRACT**

Despite the raise of halal travel studies in publications, study focussing on female Muslim travellers who just returned from visiting non-OIC countries are underresearch. This study investigated the values of female Muslim travellers from Indonesia as a largest Muslim population about their perceived value, destination experiences and satisfactions in several non-OIC countries. Using a Smart Partial Least Square from a 181respondents, this study found that emotional values, halal physical values and quality values influences their destination experiences in non-OIC countries. Implication and recommendation were discussed.

**Keywords:** Muslim Tourist Perceived Value, Muslim Tourist Satisfaction, Destination Experience, Female, Non-OIC Countries.

This thesis already examined and passed on January 18th, 2019. This abstract already approved by supervisor and examiners:

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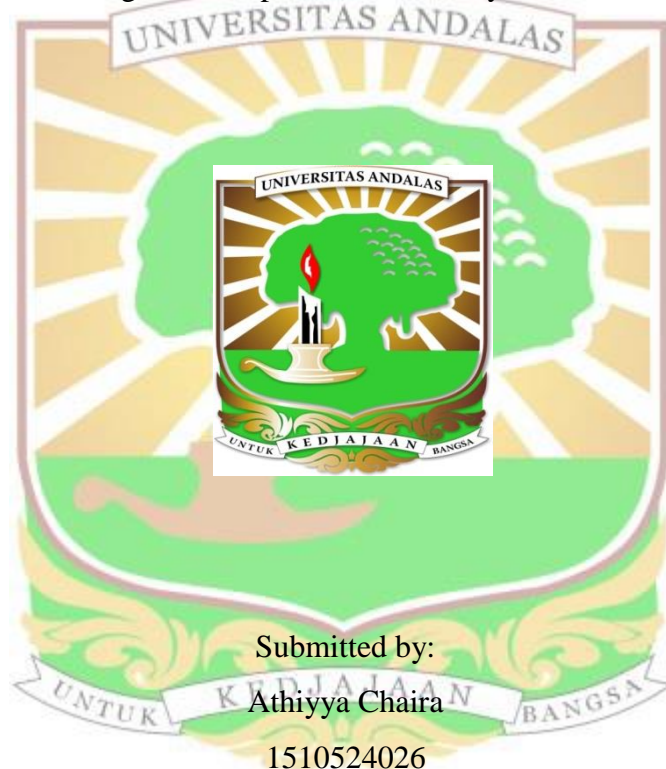
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THESIS

Thesis is Submitted as Partial of the Requirement for a Bachelor Degree  
in Management Department – Faculty of Economic



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