

## CHAPTER V

### CONCLUSION

This chapter provides conclusion from finding and discussion presented in the previous chapter, followed by an assessment of the potential limitation present in study, implication and possible future directions for the research.

#### 5.1 Conclusion of the Research

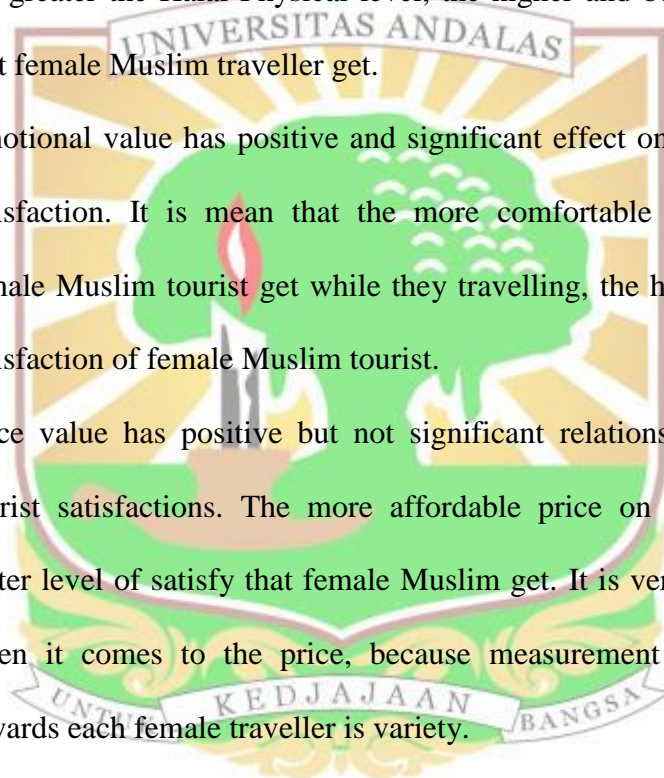
This research is quantitative research using a primary source of data through explanatory research to analyze how one or more variables related the other variables and the effect between variables that explained by the hypothesis. The surveys are spread to female Muslim tourist in Sumatera Barat that have been to non-OIC countries.

The purpose of this research is to find out the Female Muslim tourist perceived value towards Muslim tourist satisfaction and destination experience as a mediating variable. This research also finds out whether variables have a significant effect and positive effect or not. After gathering all the questionnaires back, the data have been processed by using SmartPLS 3.0 and SPSS 16, through several tests; measurement outer model (convergent validity, discriminant validity, and reliability test) and measurement inner model (r-square and t-test). There are three hypotheses developed in this research for female Muslim tourist perceived value in non Muslim countries.

1. Quality value has positive and significant influence on Muslim tourist satisfaction. It is mean that female Muslim traveller has perceived the

quality value while they do travelling on the destination. The greater the quality level, the higher and better satisfaction of female Muslim.

2. Halal Physical value has positive and significant influence on Muslim tourist satisfaction. It is mean that female muslim traveller need the availability of Halal products, such as the availability of prayer room, the water so they can do wudhu' for pray on the public place. So that, the greater the Halal Physical level, the higher and better satisfaction that female Muslim traveller get.
3. Emotional value has positive and significant effect on Muslim tourist satisfaction. It is mean that the more comfortable and happier of female Muslim tourist get while they travelling, the higher and better satisfaction of female Muslim tourist.
4. Price value has positive but not significant relationship on Muslim tourist satisfactions. The more affordable price on destination, the better level of satisfy that female Muslim get. It is very crucial things when it comes to the price, because measurement value of price towards each female traveller is variety.
5. Halal non-Physical value also has positive but not significant relationship on Muslim tourist satisfaction. Means that the more Halal non-physical fullfilled on the destination, the more female Muslim tourist have the level of satisfaction.
6. Social value has positive but not significant relationship on muslim tourist satisfaction. Its mean the more female muslim tourist made a



good impression by the destination, the greater level of satisfy female muslim traveller get.

7. Destination experience is fully mediate quality, Halal physical, and emotional value toward muslim tourist satisfaction. It is mean that they could have a better level of satisfaction is because of the quality product and services, Halal physical, and emotional value from experience in the destination on the non-OIC countries.
8. Quality and price value has significant positive effect on destination experience. It is mean that the greater value of price and quality that female muslim tourist get, the better experience that they get in the non-OIC countries destination.
9. Emotional and social value has significant positive effect on destination experience. It is mean that the better social value of the female Muslim tourist get, the greater experience that they feel on the non-OIC countries destinations.
10. Halal non-physical values does have negative but not significant on destination experience. It is mean that if the Halal non pyhsical values does not have the positive value, the destination experience of female Muslim tourist get is still on a good value. For the direct effect, the Halal non-physical has positive but not significant towards the satisfaction, the greater value of halal non-physical the more satisfaction of female Muslim traveller get.

## 5.2 Implication of the Research

This research provides some implication for improvement in understanding the effect of female Muslim tourist perceived value towards Muslim tourist satisfaction, mediated by destination experience in non Muslim countries. The result of this research shows 3 hypothesis are accepted. It shows that the results of this research also support the results of previous studies conducted by Isa, Chin, & Mohammad (2018). The research found the three variables have a positive relationship. It means that female Muslim perceived value effect to destination experience, and destination experience effects to Muslim tourist satisfaction. Also, female Muslim perceived value effects to Muslim tourist satisfaction is mediated by destination experience. For female Muslim in Sumatera Barat who have been travelling to non-OIC countries, most of them has a good perceived value on quality, price, social, emotional, and Halal physical attributes towards destination experience. It gains good values on Muslim tourist satisfaction. It is better for business industry of tourism on non-OIC countries to maintain those values to attract more female Muslim traveller. To keep the good result of number satisfaction from female muslim tourist, the stakeholders in tourism industry on non-OIC countries could focus on quality, emotional, and Halal physical attributes to have direct impact to the level of satisfaction.

For academics, this research can facilitate analysis related to female muslim tourist satisfaction in non-OIC countries. in addition, this study can also be a comparative study with research both in the past, and in the future.

### 5.3 Limitation of the Research

The researcher found some limitation when conducting this research. Some of the limitations are as follow:

1. The respondents in this study only 181 respondents. It is better to add the number of respondents in order to represents the data more substantial.
2. This research only located in one area which is female Muslim tourist from Sumatera Barat.
3. The country of destination is still not yet focus on perceived value towards one country.

### 5.4 Recommendation of the Research

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For the next research, different variables can be added regarding the topic of the research in order to found varieties of the result.
2. For the next research, can be more specific on object in what country the authors have to do research.
3. For the next research, the quistionare could be spread on wider area, not only female Muslim from Sumatera Barat.

For the next research, hopefully the next researcher able to expand the location of the research. Not only from Sumatera Barat, but also from another province in Indonesia or any female Muslim in the world that have been to one of non Muslim countries. So, the result can be compared and more accurate.





