Volume 19 Issue 34
Originally issued as F3

Global Journal of Management and Business Research: F
Real Estate, Event and Tourism Management
Volume 19 Issue 3 Version 1.0 Year 2019
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Effect of Customer Experience and Innovative Value on Halal Destination Image and Satisfaction of Domestic Tourists in Lombok Island

By Heny Ristawati, Akhmad Saufi & Baiq Handayani Rinuastuti
University of Mataram

Abstrak- Lombok is one of the priority areas for tourism development in Indonesia. The development of Lombok island tourism is focused on the development of halal tourism. This is in line with the award of the World's Best Halal Honeymoon Destination and the World's Best Halal Tourism Destination. This study aims to determine empirical evidence of the influence of customer experience and innovative value variables on halal destination image and satisfaction of tourists on Lombok Island directly or through halal destination image as a mediator. The population in this study are tourists who are on a tourist visit on the island of Lombok. The sampling technique uses convenience with the accidental sampling method, so the number of samples in this study was 126 respondents. The study found that the influence of customer experience on tourist satisfaction through a positive and significant halal destination image variable with a path coefficient of 0.075 with a significance value of 0,000 (smaller than the error tolerance standard of 0.05). While the influence of innovative value on tourist satisfaction through the halal variable destination image is positive and significant with a path coefficient value of 0.162 with a significance value of 0,000 (smaller than the standard of error tolerance of 0.05). This shows that the variable customer experience and innovative value significantly influence tourist satisfaction through halal destination image.

Keywords: *customer experience, innovative value, halal destination image, tourist satisfaction.*

GJMBR-F Classification: *JEL Code: L83*



Strictly as per the compliance and regulations of:

© 2019. Heny Ristawati, Akhmad Saufi & Baiq Handayani Rinuastuti. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 3.0 Unported License http://creativecommons.org/licenses/by-nc/3.0/), permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

Effect of Customer Experience and Innovative Value on Halal Destination Image and Satisfaction of Domestic Tourists in Lombok Island

Heny Ristawati [α], Akhmad Saufi [σ] & Baiq Handayani Rinuastuti [ρ]

Abstrak- Lombok is one of the priority areas for tourism development in Indonesia. The development of Lombok island tourism is focused on the development of halal tourism. This is in line with the award of the World's Best Halal Honeymoon Destination and the World's Best Halal Tourism Destination. This study aims to determine empirical evidence of the influence of customer experience and innovative value variables on halal destination image and satisfaction of tourists on Lombok Island directly or through halal destination image as a mediator. The population in this study are tourists who are on a tourist visit on the island of Lombok. The sampling technique uses convenience with the accidental sampling method, so the number of samples in this study was 126 respondents. The study found that the influence of customer experience on tourist satisfaction through a positive and significant halal destination image variable with a path coefficient of 0.075 with a significance value of 0,000 (smaller than the error tolerance standard of 0.05). While the influence of innovative value on tourist satisfaction through the halal variable destination image is positive and significant with a path coefficient value of 0.162 with a significance value of 0,000 (smaller than the standard of error tolerance of 0.05). This shows that the variable customer experience and innovative value significantly influence tourist satisfaction through halal destination image.

Keywords: customer experience, innovative value, halal destination image, tourist satisfaction.

I. Preliminary

Interest in halal travel (halal tourism) growth increased Battour and Ismail (2016). The increase was in line with Muslim tourists increased from year to year Bhuiyan et al. (2011); Yusof and Shutto (2014); El-Gohary (2016); El-Gohary (2016); Handerson (2016).

To explore the great potential of halal tourism, many countries (both the Muslim states and non-Muslims) began providing products, facilities and tourism infrastructure to meet the needs of Muslim tourists, including Indonesia.

Indonesia is a country that has a Muslim majority population with the percentage of 87.18% of the total population of Indonesia by SP in 2010, BPS (2016). This potential used by Indonesia to continue to develop halal tourism (halal tourism). In addition, the carrying capacity and very strategic geographical conditions. Indonesia's tropical climate makes this country has a wealth of various flora and fauna. The high biodiversity makes Indonesia has great potential as a tourist destination, Widagdyo (2015).

West Nusa Tenggara government has to clean up in the provision of tourist facilities lawful, 2017 has a five-star hotel 79 fruit and fruit 848 non-star hotels, the Central Statistics Agency NTB (2017). Restaurants are scattered in Mataram city center and around the tourist attraction totaled 1,350 fruit and 45% had the halal certificate, the facility places of worship and other supporting facilities such as Banks, Hospitals, and telecommunications. Various tourist facilities can enhance the good image of French destinations in Sunaryo (2013: 173). Those facilities which emphasize the concept of halal is expected to improve the image (image) is good and in the end can meet the expectations of tourists, In the travel service products, the satisfaction of tourists is an overall measure of rating opinion on any quality destination, Prayag (2008) in Coban, (2012). According to Coban (2012), tourist satisfaction and loyalty can be influenced by the image of the destination, which is a belief/knowledge about a destination and tourists what is felt during the tour. The image of a tourist destination has an important role in the success of a destination because it provides a multidimensional effect for both tourists and local people, same thing pointed Sirgy (2012); Woo, E., Uysal, and Sirgy, (2016) adds that the competitiveness of destinations judged by the impact of tourism activities on local residents, both increased knowledge, infrastructure, and also affects the quality of life of local residents.

A part destination image, customer experience is also important in improving the performance of the tourism business, Schmitt (2004), Zhang, Liu M, Guo and Liu (2017); Pechlaner, Pichler and Herntrei (2012); Kim and Chen (2018); Mei (2014) describes the "tourism/Customer Experience" as one part in which tourism plays an important role to build the

Author α: Student of Postgraduate, Faculty of Economic and Bussiness, University of Mataram. e-mail: haralazmi87@gmail.com
Author σ ρ: Lecturer of Postgraduate, Faculty of Economic and Bussiness, University of Mataram.

© 2019 Global Journals

competitiveness of tourism destinations and provide a positive or negative image during the tour and will ultimately affect the satisfaction of tourists.

A part factors above there are other factors that can affect satisfaction rating stands for innovation, Delafrooz, and Narges (2013). Innovation has a crucial role both in providing experience and form a tourist image. Both of these lead to the formation of optimal tourist satisfaction. Several previous studies have observed a significant influence on the satisfaction of the customer experince and innovative variable value (innovation services) to the satisfaction, but there is no specific and specifically examine the costumer variable experince, innovative value to satisfaction through lawful destination image as mediator. This research are focused on the influence of customer experience and satisfaction through innovative value against halal destination image as a mediator.

II. Literature Review

Kertajaya (2006) says that in order to create an outstanding customer experience, there are two things that must be considered. First, make an appointment preposition interesting experience so customers want to come and both represent reality corresponding customer experience promise. If the two matches, then customer satisfaction will arise and will lead to long-term customer loyalty. The opinion explains that the customer experience can be created with the right marketing strategy by providing an emotional element of marketing that can provide a deep impression on consumers.

Several previous studies have been conducted to determine the relationship of the customer experience and customer satisfaction, as research conducted by Christian (2013) which stated that the results showed that there is significant influence between customer experience to the tourist satisfaction customer satisfaction. Likewise, Herlina, et al (2012) states that the value of the regression coefficient variable customer experience (customer experience) of 0.326 indicates that the consumer experience has an influence on customer satisfaction at Surya Wahana Bengkulu. This means that, if the better the perceived consumer experience in using the product/service specific, the satisfaction will be higher. The results also imply that the customer experience has a positive impact on customer satisfaction. Based on these explanations can be put forward hypotheses as follows:

Products/brands that succeed in the market is that succeeded in creating an emotional through experience in the consumer resulting in consumer loyalty in using the product/brand. Experience in launching a brand is more effective and relevant in comparison with what it can offer mass media advertising. Because of the experience, we need to create the perception of consumers that includes sense, feel, think, act and relate. A brand should now be able to touch these five elements. Consumers should be able to feel, to think and act according to their expectations. Even if possible, create a sense of belonging to a brand, and eventually, it became differentiation for the brand. This can make consumers (users) become loyalists.

In Setyaningsih, (2013), the customer experience (customer experience) is one that affects the positive image Malioboro to the conclusion that the better tourist experience it will bring good impressions and then produces a positive image.

Delafrooz et.al (2013) states that the innovation associated with the implementation of innovative measures led to the creation of new products or services. Programming can be done either on the product or service. According to Milles (1993); in Morrow et al (2014; 94) the concept of innovation services includes innovation related to services and develop new services, innovation processes, namely the new ways or improvement in the process of designing and producing services.

To ease the analysis Effect of variable Innovative Value of the Halal Destination Image, researchers refer to previous research to be used as a reference that is Analyze Effect of Product Innovation through Performance Marketing to Achieve Competitive Advantage Sustainable (Case Study on Small and Medium Industries Batik Pekalongan) by Gina Suendro (2006) , This study analyzes the factors that influence product innovation as an effort to influence the performance of marketing to increase sustainable competitive advantage. Research problems stem from two (2) terms, namely; The first is a research gap of Baker and Sinkula (1999), while the second issue of Research problem is the lack of product innovation (from pre-survey).

Delafrooz et.al (2013) states that the innovation associated with the implementation of innovative measures led to the creation of new products or services. Programming can be done either in the product or the service. According to Milles, (1993); in Dhewanto et al (2014: 94) the concept of innovation services include innovative services related to service design and development of new services, innovation processes, namely the new ways or improvement in the process of designing and producing services, and innovation in enterprise management or closely related to organizational innovation, product services, innovation processes, and the management of innovation processes in the service organization.

Supriyanto's research results and Susanto (2012) states that there is a positive and significant correlation between the quality of service given by the company on customer satisfaction. Similarly, in the study conducted by Essiam (2013) that there is a positive and significant influence between the quality of service to customer satisfaction, but the highest level of

© 2019 Global Journals

service that owned significant companies, service innovation also affects customer satisfaction, innovative services when given the increasing consumer satisfaction.

The statement is in line with research conducted by Delafrooz et.al. (2013) says that the service innovation to significantly affect customer satisfaction. Similarly, research conducted by Owano et al, (2014) states that service innovation in the company will have a significant effect on customer satisfaction.

Destination Image(Image destinations) tourism is owned by a trust rating of the products or services that tourists bought or will buy. Destination image is not always formed from experiences or facts, but may be formed so that a motivating factor or strong driving tourists to take a trip to a tourism destination. Citra destinations by tourist ratings can vary from one person to another.

Destinations image relationship with Tourist Satisfaction, Coban (2012) proves the existence of a significant influence on the satisfaction of a tourist's destination image. Plus a destination image causes high satisfaction and a negative image caused dissatisfaction or displeasure. Sun et al. (2013) through his research on the tourism destination of Hainan, China also proved that tourists who develop a positive perception (image) from Hainan obtain better satisfaction on his experience. It is proved that the image of destinations positive effect on tourist satisfaction during a visit to the tourism destination.

Based on the results Christian (2013) which stated that the results showed that there is significant influence between customer experience on tourist satisfaction and customer satisfaction, research Setyaningsih (2013), that (customer experience) is one that affects the positive image Malioboro with conclusions that the better tourist experience it will bring good impressions and then produces a positive image.

Based on the above concepts, the research hypothesis as follows:

H1: Variable Customer Experience significant effect on Tourist Satisfaction.

H2: Customer Experience significantly influence on Halal Destination Image.

H3: Innovative Variable Value significantly influences on Halal Destination Image.

H4: Innovative Value significant effect on Tourist satisfaction

H5: Halal Destination Image significant effect on Tourist satisfaction.

H6: Customer experience and innovative value significantly influence Tourists Satisfaction through halal destination image.

III. Research Methods

Research this quantitative descriptive study, with a sample survey approach. This study aims to examine and determine the effect of variable relationships on Customer Experience and Innovative Value to the satisfaction of Tourists through the variable Destination Halal Image as mediation. The population in this study are all the tourists who are visiting and traveled on the island of Lombok, then be drawn to the sample. Samples taken 140 respondents and after the specified data processing 126 respondents as samples. Convenience sampling technique using accidental sampling method, Model analysis using Structural Equation Modeling (SEM) or the Structural Equation Modeling with AMOS 16.0 Program which statistical analysis tools used to solve simultaneous multilevel models that can not be resolved by the usual linear regression equation.

IV. Result

Analysis of Structural Equation Model used as a tool of statistical analysis in this study can be seen the results in accordance Figure 1, below,

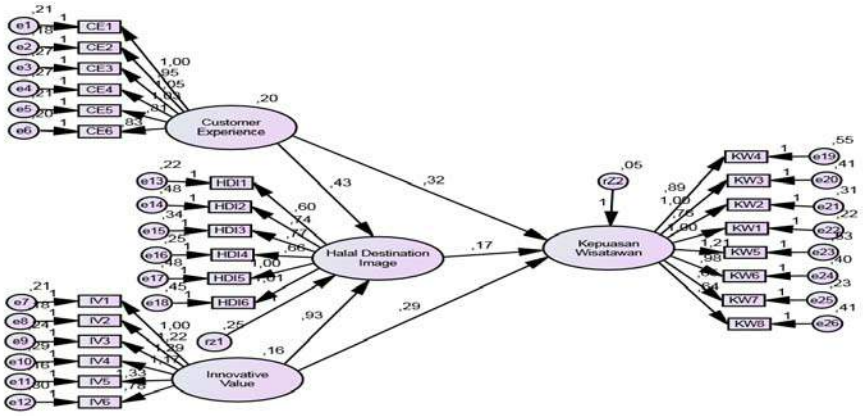


Figure 1: The test results in the Research Model

© 2019 Global Journals

The detailed results of tests on each hypothesis path coefficients can be seen in Table 1. below:

Table 1: The test results on the path coefficients each hypothesis

Variable relations			ß	P-Value	Inf.
Halal destination image	<---	Customer experience	0.427	0.004	Significant
Halal destination image	<---	Innovative value	0.929	0.000	Significant
Tourist satisfaction	<---	Customer experience	0.318	0.001	Significant
Tourist satisfaction	<---	Halal destination image	0.175	0.029	Significant
Tourist satisfaction	<---	Innovative value	0.427	0.018	Significant
Tourist satisfaction	<---	Customer experience*Halal destination image	0.075	0.000	Significant
Tourist satisfaction	<---	Innovative value*Halal destination image	0.162	0.000	Significant

In table 1, we can see the path coefficient estimate the results of any exogenous variables on endogenous variables given. Judging from the figures obtained from the probability that the entire testing process that occurs in the variable effect of exogenous to the endogenous variables influence significantly. The table above, shows that the effect of variable customer experience on halal destination image is worth 0,427 at a significant level of 0.004. Innovative value variable influence on the halal destination image is worth 0,929 at a significance level of 0.000. Influence customer experience to the tourist satisfaction worth 0.318 at a significance level of 0.001. Meanwhile, the innovative value affects the satisfaction which directly influences positive value innovative value 0.427 at a significance level of 0.018. The effect of the image of the destination halal tourist satisfaction positive value of 0.175 at a significance level of 0.029. Customer influence experiences the satisfaction of tourists through the halal destination image variable of 0.075 at a significance level of 0.000. Effect of innovative value to the tourist satisfaction through lawful destination variable image of 0.162 at a significance level of 0.000.

V. Discussion

a) Influence customer experience to the tourist satisfaction

Variable customer experience has a significant influence on tourist satisfaction. Tourist ratings of indicators feel, think, act and relate have had an average total of 4.28 or have very good criteria. Rate related dimensions think that being polite, friendly and governance culture reflects the values of religious and indigenous communities to provide comfort when traveling in Lombok Island got a very good response from tourists, as well as the dimensions act and relate related easily find halal food when traveling and society/tourism stakeholders understand the concept of halal tourism rated excellent by tourists application. While the dimensions related feel the natural beauty of the island of Lombok to realize the greatness of God Almighty gets good ratings from tourists. Overall customer experience variables have a significant influence on the satisfaction of tourists, this is indicated by the value of path coefficient 0,427 with probability 0,004. This means that changes in the value of the variable customer experience a significant impact on tourist satisfaction. The test results are consistent with findings Hijjah and Ardiansari (2015) who found that there is a significant positive influence on tourist satisfaction (tourist satisfaction) as well as in research Salim, et.all (2014) showed a positive and significant influence between customer experience with satisfaction, But in both the research object of research is focused on one object of certain tourism or the type of services particular tour smaller and certainly the determining factors in the process of measurement becomes smaller, so that this variable becomes can be better controlled and the current research is focused object taken more fully about travel conditions on the island of Lombok. So that the determining factors of satisfaction itself are becoming more widely

b) Influence customer experience to the halal destination image

The variables significantly influence the customer experience halal destination image. Tourist ratings of indicators feel, think, act and relate have had an average total of 4.28 or have very good criteria. Rate related dimensions think that being polite, friendly and governance culture reflects the values of religious and indigenous communities to provide comfort when traveling in Lombok Island got a very good response from tourists, as well as the dimensions act and relate related easily find halal food when traveling and society/tourism stakeholders understand the concept of halal tourism rated excellent by tourists application. While the dimensions related feel the natural beauty of the island of Lombok to realize the greatness of God Almighty gets good ratings from tourists.

The results support the research Court (2019) which states that there is a positive influence between customer experience of the destination image, but in this study only discuss about the destination image

© 2019 Global Journals

focus on the attraction of Mount Bromo and destination image referred to in the study is the destination image is general and specific focus on halal destination image, such as aspects of tourist facilities. In another study, Battour and Ismail (2014) examined the attributes in Islamic tourism destination in this case about Islamic norms and practices are reviewed through four main factors, namely worship facilities, halalness.

c) *Influence of Innovative Value to the tourist satisfaction*

Innovative variable value has a significant influence on tourist satisfaction directly. This is indicated by the value of the path coefficient 0.427 at a significance level of 0.018. Tourist satisfaction and pleasure is the behavior of a tourist who was born because it has fulfilled the expectations and desires for visiting halal tourism in Lombok Island. Tourist satisfaction can be influenced by the innovative value, innovative value means the better it will impact on the tourists satisfied with the visit halal tourism on the island of Lombok. Conversely, the less good value innovative value will impact on the lack of satisfaction of tourists who visit halal tourism in Lombok

This finding is consistent with research by Prabowo (2018), that innovative services significantly affect tourist satisfaction. Value innovation is not about an effort to outperform the competition or on market segmentation and accommodate customer needs and individual differences Kim and Mauborgne (1999). It is about making the competition irrelevant and creating new markets and Mauborgne Kim (1997, 1999b) to delight existing customers and attract new ones (ie. The mass market) to find common values that searched together. Consequently, it is important to identify the values (in the context of a non-competition) is very important for customers as well as finding important product attributes (or quality) to create these values Setijono (2007).

d) *Influence of Innovative Value of the Halal Destination image*

There is a significant positive effect on the innovative value of the halal destination image, this is indicated by the value of path coefficient 0.427 at a significance level of 0.018. Destination Halal interpreted as a destination image involving multiple products and attributes that have an element of travel and lawful principles in the management and service based on the principles and rules of Islam. Halal destination image can be influenced by the innovative value, innovative value means the better it will impact on the good halal destination image perceived by tourists who visit halal tourism on the island of Lombok. Conversely, the less well the innovative value will impact on the lack of good halal destination image perceived by tourists. These results are consistent with research Hjalager (2010) concerning innovate in tourism, that innovation in tourism is highly recommended. In relation to halal tourism in Lombok Island values of innovation can be related to the use of technology, customer interaction, and delivery of services can be done such as the use of technology in the process of ordering room service as ordering food, housekeeping, and others besides innovation services can be performed by sending officers of services according to their gender rating itself. Research Halkias, et al (2014), examined the halal products and services to the tourists who visit in Italy showed that the tourism industry such as hotel services require different service innovation to the Muslim tourists.

e) *Image Destination Halal influence to the tourist satisfaction*

A variable halal destination image has a significant impact on tourist satisfaction. Tourist satisfaction is understood as the behavior and feelings of pleasure tourists who have fulfilled expectations arising during halal tourism in Lombok Island, which can be affected by halal destination image. This means that the better halal destination image will have an impact on the more satisfied tourists who visit halal tourism on the island of Lombok. Instead, the image is not good halal destination it will impact the lack of tourist satisfaction. Whatever image-forming attributes only focused on travel packages and halal food and it can provide a significant positive impact on the satisfaction of tourists who visit the island of Lombok. So the increase in halal tourism image and efforts to improve the attributes of halal tourism can be done as an effort to increase tourist satisfaction, which would certainly affect the number of tourists.

The results are consistent with the research and Trinanda Abror (2018), which measures the effect of halal tourism attributes on customer satisfaction and word of mouth (WOM) in five (5) regional tourist destinations in West Sumatra. The results showed that the presence of a significant positive influence between attributes of halal travel (Islamic facilities, the value of halal, Islam and free alcohol) to the satisfaction of tourists. The results are consistent with the research and Trinanda Abror (2018), which measures the effect of halal tourism attributes on customer satisfaction and word of mouth (WOM) in five (5) regional tourist destinations in West Sumatra. The results showed that the presence of a significant positive influence between attributes of halal travel (Islamic facilities, the value of halal, Islam and free alcohol) to the satisfaction of tourists. The results are consistent with the research and Trinanda Abror (2018), which measures the effect of halal tourism attributes on customer satisfaction and word of mouth (WOM) in five (5) regional tourist destinations in West Sumatra. The results showed that the presence of a significant positive influence between attributes of halal travel (Islamic facilities, the value of

© 2019 Global Journals

halal, Islam and free alcohol) to the satisfaction of tourists.

In another study, Battour et.al (2014) stated that the Islamic attribute has a positive influence on destination tourist satisfaction Muslim tourists in Kuala Lumpur. Factors halal destination that is used to measure the satisfaction level of tourists is worship facilities, Halal food, Islamic entertainments, gambling- and alcohol-free zones, Islamic dress codes, and Islamic morality. It suggests that the main attribute of Islamic formers destination is Islamic morality.

f) Effect of Customer Experience and Innovative Value to the tourist satisfaction through Halal Destination Image

Overall customer experience and innovative variable value significantly influence tourist satisfaction through lawful destination image as mediator. The indirect effect variable customer experience to the satisfaction of tourists through mediating variables halal destination image is shown with the value path coefficient of 0.075 at a rate significant 0,000 temporary variables influence innovative value to tourist satisfaction through mediating variables halal destination image indicated by the value of the path coefficient 0.162 at a significance level of 0.000 ,

This is supported by research conducted by Abror and Trinanda (2018) which states that the value of halal tourists perceived a significant impact on tourist satisfaction that there are Muslims of North Sumatra. The study mentioned that managers must be able to provide travel management halal warranty on the products and services provided such as food, beverages, kitchen, no gambling, and prostitution. Innovation in order to enhance the visitors' experience to tourist destinations halal needs to be done to improve the satisfaction of tourists to visit the island of Lombok, innovations include halal certification on food and drink halal, providing services that do not violate the norms - norms of religion as not providing prostitution services or services gambling.

VI. Conclusion

Variable customers experience a positive and significant impact on tourist satisfaction, as well as customer experience has positive and significant effects on the halal destination image. Innovative Variable Value significantly influences Halal Destination Image and significant effect on Tourist Satisfaction variables. Overall Customer Experience and Innovative Value influence on Halal Destination Image and Satisfaction Tourists on Lombok Island, directly or through Destination Halal Image as mediator. Changes exogenous variable assessment of the customer experience and innovative value may affect tourist satisfaction value changes, either directly or through a variable image as mediator halal destination image.

VII. Recommendation

From the results obtained by the implication that the attractions on the island of Lombok still has limitations halal tourism supporting infrastructure of variable elements of customer experience, innovative value, halal destination image in supporting the satisfaction score rating. Therefore, it is important for tourism operators and communities for tourism management better, improve facilities and support facilities for halal tourism completely, such as facilities supermarket, put up directions to the location, facilities separate toilet and men onshore excursions and provides guidance to the local community to improve the quality of management of tourist sites related to religious values.

References Références Referencias

1. Ahmad, DG (2011). "Relationship Analysis Consumer Loyalty Customer Experience at Cape Gossip", Insearch, Information Technology and the Business University of Indonesia. Journal of Information Technology and Business
2. Andersson, TD, & Lundberg, E. (2013). Commensurability and sustainability: Triple impact assessments of a tourism event. Tourism Management. Journal of Tourist Management
3. Assayer, G., O" Connor, P., Esposito Vinzi, V. (2011). "Examining The Effect of Novelty Seeking, Satisfaction, and Destination Image on Tourist Return Pattern: A Two Factor, Non-Linear Latent Growth Model". Journal of Tourist Management. 6 (2).
4. Coban, Suzan. (2012). The Effect of The Image of Destination on Tourist Satisfaction and Loyalty: The Case of Cappadocia, Euro fan Journal.
5. Culture and Tourism Department of West Nusa Tenggara, http//www.disbudpar.ntbprov.go.id, [accessed 08 December 2018; 15.45WITA].
6. Dhewanto, Henry, et al,. (2014). Success Opportunities Facing Change. Journal of Innovation Management.
7. Dwi Putra Buana Sakti, et al. (2018). Journal of Structural Relationship Testing Citra Travel Destinations, Satisfaction, and Loyalty Tourists Tourists: The Case of the island of Lombok. Journal of Management & Business, University of Mataram
8. El-Gohary, H. (2016). "Halal Tourism, Is It Realy Halal Tourism" Management Perspective, 19 130.
9. Essiam, Joshua Ofari. (2013). Service Quality and Patient Satisfaction with Healthcare Delivery: Empirical from Patients of the Out Patient Department of a Public University Hospital in Ghana. Vol.5, 28.
10. Tjiptono, Fandi. (2008). Service Management Delivering Excellent Service. Yogyakarta: Andi

© 2019 Global Journals

11. Baiq Handayani R, Akhmad Saufi and Thatok Asmoni, (2019), "The Influence of Tourism Posisif Life Satisfaction and Value Creation at Community Co KEK Mandalika Di Rim", Journal of Master of Management, Faculty of Economics UNRAM, vol 8, September 3, 2019 http://jmm.unram.ac.id/ [Accessed month Oktober 2019].
12. Herlina, Shafa'at and Sularsih, Anggarawati. (2017). Effect of Customer Experience Value of Customer Satisfaction (Empirical Study On Solar Vehicle Bengkulu). Journals Master of the Management University of Bengkulu.
13. Ghozali, Imam. (2011). Multivariate analysis applications with IBM SPSS Program 19, Semarang: Diponegoro University, Mold V, Hlm. 52.
14. Ghazali, Imam. (2011). Structural Equation Modeling Concepts & Applications with the program AMOS 19.0. Semarang: Diponegoro University, Pg. 226.
15. Kotler, Philip. (2006). Marketing Management, First Edition. Indonesia: PT. Group Index. Gramedia.
16. Kotler, Philip. (2009). Marketing Management, Issue 12 Jakarta, PT. Index.
17. Konecnik, M., and Gartner, WC (2007). "Customer-Based Brand Equity for a Destination". Annals of Tourism Research, 34 (2), pp. 400-421.
18. Kuriniawan, Christy Joseph. (2014). "Descriptive Study Destination Image Malang Surabaya Tourists Perspective". Surabaya University Student Scientific Journal Vol.3 No.2. https://www.google.com/n search?q=Jurnal+Ilmiah+Mahasiswa+Universitas +Surabaya+Vol.3+No.2. [Accessed 02/01/2019].
19. Meyer, C., & Schwager, A. (2007), Understanding Customer Experience, Harvard Business Review, 85 (2), page.116-126.
20. Muhamad, (2008). Islamic Economics Research Methodology Quantitative Approach. Jakarta: PT Raja Grafind Persada, HTML. 103
21. Nurrahmanto, Agus Prasetyoand Rahardja, Edy. (2015). Influence of Ease of Use Pleasure Shopping, Shopping Experience, and Consumer Confidence Against Consumer Interests Buy Sell Buy Online Site Bukalapak.com, Undergraduate thesis. Journal of Economics and Business.
22. OwanoLucy Atieno, Dr Ondiek Alala and Dr. Doouglas Musiega. (2014). Relationship between Customer Service Innovation and Customer Satisfaction in the Banking Industry: A Case Study of Kenya Commercial Bank. Vol. 16 No. 6
23. Payne, A, & frow. (2007). "A Strategic Framework for Customer Relationship Management", Journal of Marketing, 69, 167-176.
24. Prayag, G. (2008) "Image, Satisfaction, and Loyalty-The Case of Cape Town", Anatolia: An International Journal of Tourism and Hospitality Research, 19 (2), pp. 205-224.
25. Priyanto, R. (2016) The Effect of Service Quality on Customer Satisfaction and Loyalty Visitor Udjo Saung Angklung. Tourism Journal, 3 (1) 29-40. https://ejournal.bsi.ac.id/ejurnal/index.php/jp/article/view/1273, [Accessed December 19, 2019].
26. Qu, H., Kim, LH, and Im, HH (2011), "A model of destination branding of integrating the concepts of the branding and destination image", Tourism Management, Vol. 32 No.3, pp. 456-476
27. Rahman, RA., Rezei, G., Mohamed, Z., Shamsudin, MN, and Sharifuddin, J. (2013). Malaysia as the Global Halal hub: OIC Food Manufacturers' Perspective. Journal of International Food and Agribusiness Marketing. 25: 154-166.
28. Medium-Term Development Plan (RPJMD) West Nusa Tenggara province Years 2013-2018.
29. Sustainable Tourism Master Plan 2015-2019 Lombok Island.
30. Rini, ES & C. Brand. (2008). Creating Consumer Experience with Experiential Marketing ", Journal of Business Management, Vol. 2, 1 case of 15-20, January 2009.
31. Saufi, A, (2017). "Local Participation and Halal Tourism Lombok in UNWTO and Griffith University, Managing Growth and Sustainable Tourism, Governance in Asia and the Pacific (pp 61-65), UNWTO Publications. Journal of Management and Business
32. Samori, Zakiah and Rahman, Fadillah Abd. 2013. Establishing Shariah complain Hotels in Malaysia: Identifying Opportunities, Exploring Challanges "Selangor, Academy of Contemporary Islamic Studies. Vol 2 Number. https://www.researchgate. net/profile/Norzafir_Salleh/269517820, [accessed December 19, 2019].
33. Scmitt, Be, H. (1999) "Experiential Marketing", http://pioner.netserv.Chula.th/-ckievatvi/Fathom_ Exp_Marketing.html, [Accessed December 19, 2019].
34. Sugiyono. (2010). Educational Research Methods Quantitative Approach, Qualitative and R & D Bandung: Alfabeta, edition 10th.
35. Sugiyono. (2007). Statistics for research. Bandung: Alfabeta, edition 12th, Pg. 323.
36. Sunaryo, Bambang. (2013). Tourism Destination Development Policy Concept and Its Application in Indonesia. Yogyakarta: Gava Media.
37. Owano, Lucy Atieno, Dr. Ondiek Alala and Dr. Doouglas Musiega. (2014). Relationship between Customer Service Innovation and Customer Satisfaction in the Banking Industry: A Case Study of Kenya Commercial Bank. Vol. 16, No. 6. http://www.iosrjournals.org/iosr-jbm/papers/Vol16-issue6/Version-1/D016612231, [Accessed December 19, 2019].
38. Yoeti, OA (1996). Integrated Tourism Marketing. Bandung: Space.

© 2019 Global Journals