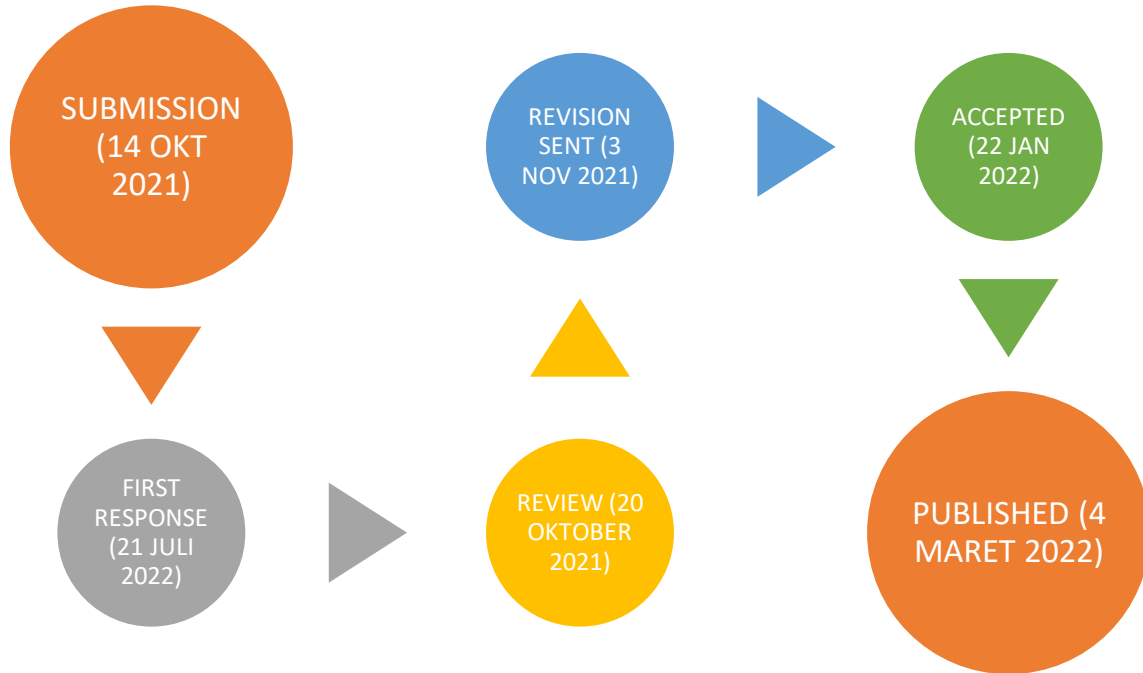


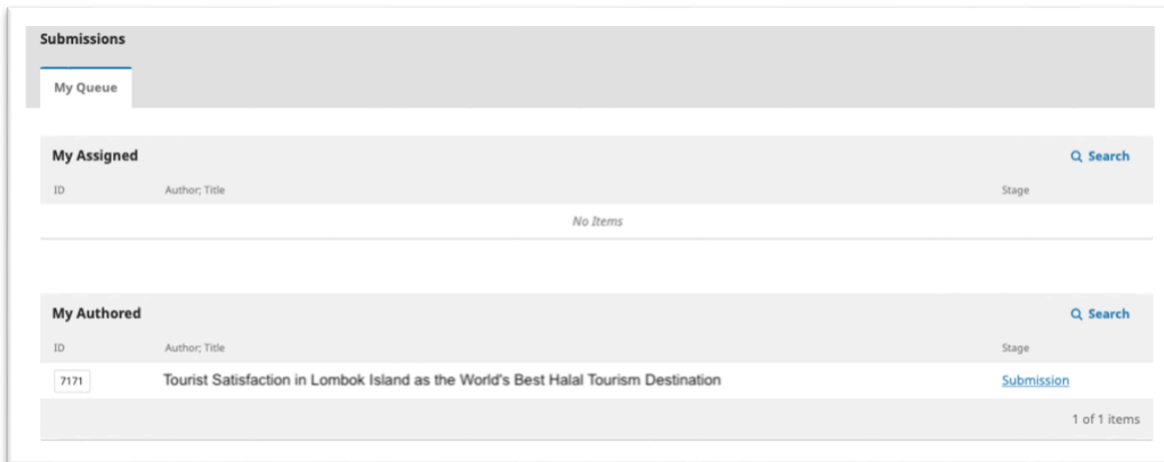
BUKTI KORESPONDENSI ARTIKEL TOURIST SATISFACTION IN LOMBOK ISLAND AS THE WORLD'S BEST HALAL TOURISM DESTINATION

PENULIS: DR. RIDUAN MAS'UD

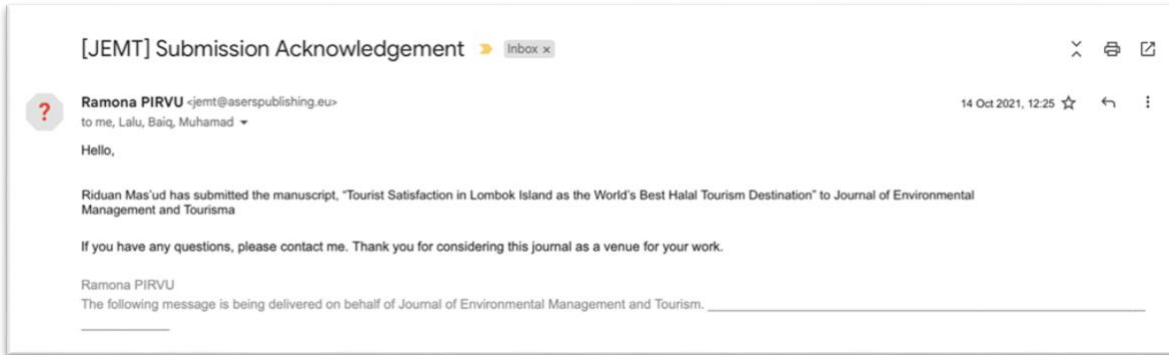
TIMELINES



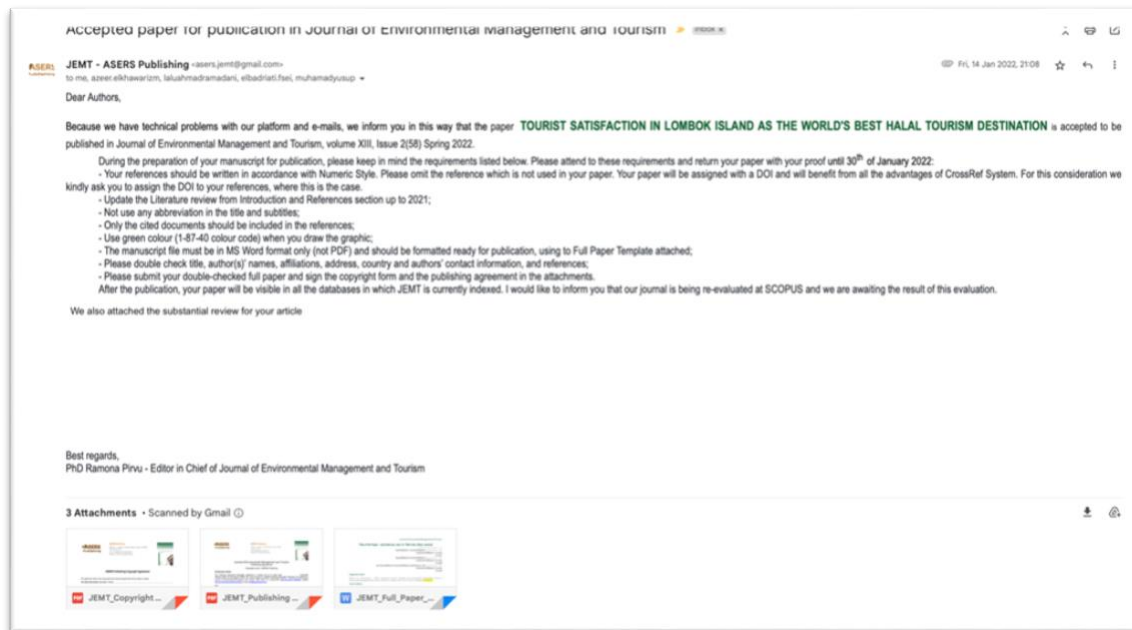
GAMBAR 1. PROSES SUBMISSION MELALUI OJS JURNAL



GAMBAR 2. FIRST RESPONS THROUGH EMAIL



GAMBAR 3. MINOR REVISI DARI JURNAL (20 OKTOBER 2021)



GAMBAR 4. BUKTI REVIEW DAN PROOFREAD DARI JURNAL

<p>Journal of Environmental Management and Tourism</p> <p>Tourist Satisfaction on Lombok Island as the World's Best Halal Tourism Destination</p>	<p>MAC Deleted: in</p>
<p>Suggested Citation:</p> <p>Biondo, A.E., Bonaventura, L. (2020). Agricultural resources allocation and environmental sustainability. <i>Journal of Environmental Management and Tourism</i>, (Volume XI, Spring), 2(10): 105-113. DOI:10.14505/jemt.v11.3(43).01</p>	
<p>Article's History:</p> <p>Received January 2020; Revised February 2020; Accepted March 2020. 2020. ASERS Publishing©. All rights reserved.</p>	
<p>Abstract:</p> <p>The purpose of this research is to demonstrate the connection between destination brand awareness, brand image, brand quality, and brand value in terms of improving visitor satisfaction in Lombok Island as the world's best halal tourism destination. The researcher presents a new model and discusses the idea of a new brand value destination indicator. From the results of model testing, 250 respondents were selected using the convenience sampling technique and the WarpPLS program. The findings indicated that the study model was accepted, with an R² of 86.6 percent. The presented model demonstrates that the value of a destination's brand is a predictor of visitor satisfaction. The model also demonstrates that characteristics such as convenience, pricing fairness, enjoyment, and receiving advantages all contribute positively to the brand value of locations. <u>Mention the research implication!</u></p>	
<p>Keywords: satisfaction, destination, brand, halal, tourism, <u>Lombok</u></p>	<p>MAC Deleted: lombok</p>
<p>JEL Classification: M310, Z300, Z330</p>	

<p>Introduction</p> <p>According to Indonesian Tourism Law No. 10/2009, <u>tourism</u> encompasses a variety of tourism activities that are supported by a variety of community, corporate, and government facilities and services. The national tourism industry has played a significant role in recent years, which is consistent with its growth and contribution via foreign currency profits, regional revenue, regional development, as well as employment and company development. In 2018, tourism generated USD 19.29 billion in foreign currency profits and contributed 4.50 percent to GDP. Halal tourism is a new product in the tourist industry. The phrase halal tourism became popular in 2015 when the World Halal Tourism Summit (WHTS) was held in Abu Dhabi, United Arab Emirates. Previously, tourism was referred to only as a Muslim tour. WHTS hopes to demonstrate via this event that halal tourism has a significant market share and must be continually promoted. The growing population and Muslim visitors provide excellent possibilities for halal tourism development.</p> <p>Lombok is an island that has been promoted as a halal tourism destination. Branding is one of the marketing techniques used to position an area in the region and internationally. Branding is the region's identity, which <u>helps market</u> all of the region's activities, particularly its tourist and cultural potential. Islamic branding in three distinct ways: via compliance (Islamic brands by religion or halal brands), through <u>the origin</u>, and consumers (Alderhan 2010).</p> <p>Many <u>branding terms</u> are used as the designation of certain regions in Indonesia, such as "Paris van Java" for Bandung, "The Sunrise of Java" for Banyuwangi, "Island of the Gods" for Bali Island, and "Island of a Thousand Mosques" for Pulau Lombok, among others. An area is fundamentally different from a nation, in that it is often very difficult for a region to establish its identity <u>to</u> be recognized by the larger society. The community is still unsure if this is a government-sponsored initiative designed to make the region renowned, or whether it is because the area is distinctive due to its demographic, geographical, or cultural features. (Anholt 2006)</p>	<p>MAC Deleted: tourist</p> <p>MAC Deleted: ,</p> <p>MAC Before this paragraph, tell the reader about Indonesia as a biggest Muslim population</p> <p>MAC Deleted: is helpful for marketing</p> <p>MAC Deleted: through</p> <p>MAC Deleted: There are many branding terms that are</p> <p>MAC Deleted: in order to</p>
--	--

developed hexagon branding to assess the efficacy of city branding on six dimensions: presence, potential, location, people, pulse, and requirement.

Typically, branding is centered on phrases that encapsulate an area's distinct personality. The island's branding could potentially be extended to all aspects of government and design. For instance, if an area has a reputation for halal tourism, regional laws such as *Perda Provinsi NTB* in the year 2016 on Halal Tourism may be enacted to promote halal tourism.

Local administrations on the island of Lombok use branding to promote tourism on the island and its environs. It is implemented mostly via tourism marketing, which involves conveying the features of tourist destinations. NTB continues to nurture Lombok Island's public design to foster a new image and improve the island's competitiveness in long-term tourism. Meanwhile, to boost tourism's competitiveness, the island of Lombok has implemented a strategy centered on a mega-event that has the potential to make the island more appealing both domestically and globally, both physically and economically, to foreign tourists (Vinh and Huy 2016). One of the major events that has become a government program is the hosting of an international racing event, namely MOTOGP in 2021, and the designation of the *Mandalika* region as a creative economic zone.

Satisfaction and travel experience are recognized to contribute to destination brand satisfaction. Their desire to return and promote the location reflects their level of happiness. Thus, information regarding visitor satisfaction is critical for marketers and administrators of tourist sites to ensure the destination's continued appeal. More specifically, this research seeks to uncover competitive tactics, stakeholder principles, and opportunities for collaboration that would eventually benefit the island of Lombok and its surrounding regions' economic development.

According to (Valentina et al. 2015), visitor satisfaction may influence a variety of behaviors, including customer retention and word of mouth. Global tourist satisfaction is stated to be evaluated empirically using a partial satisfaction index. As a result of this research, it is clear that tourist pleasure is contingent on a complicated process in which each player plays a critical role and must work in concert with the others.

According to (Hussein 2013), during the past three decades, the idea of value has been critical and relevant to contemporary marketing research and practices, and has often been cited as a "top research topic." Today's marketers undertake additional research in the area of customer value. Consumer value, in general, is a notion that has practical consequences for marketing management, as it relates to attracting new customers and maintaining a customer satisfaction base. Meanwhile, (Shafaei and Mohamed 2015) said that at least five Islamic characteristics may motivate Muslim tourists to visit a nation, including mosques and prayer facilities, halal cuisine for Muslims, the presence of indigenous Muslim populations, state stability and security, and interest

MAC Deleted: of

MAC Deleted: in order to

MAC Deleted: the

MAC Deleted: long term

MAC Deleted: of

MAC after this paragraph, please make a literature review on similar topic and give a statement of your research gap/novelty

locations. Abdel said that developing a destination brand model requires the use of a customer-based brand equity model that is based on accurate and verifiable data. A survey sample is used to validate the suggested model.

1. Literature Review

The phrase halal tourism began to gain popularity in recent years. Halal tourism is not limited to religious sites, but also to public spaces that preserve *adab* as a Muslim area and offer amenities and services to Muslim visitors. (Shakiry 2006) asserts that the term "halal tourism" does not refer only to religious tourism but encompasses all elements of tourism that adhere to Islamic religious principles. (Halbase 2015) describes halal tourism as: "Offering tour destination packages tailored especially to Muslim visitors' requirements." (Jafari and Scott 2014) describes halal tourism as the fulfillment of Muslim visitors' desires while adhering to Islamic law's standards and sufficiency. (Carboni and Idrissi Janati 2016) describe halal tourism as "tourism that adheres to Islamic principles and involves other Muslims who want to travel according to their religious practices." Thus, halal tourism's fundamental components include halal food, halal transportation, halal hotels, halal logistics, Islamic financing, Islamic vacation packages, and halal spas.

Destination marketing attempts to enhance destination recognition via the development of a distinctive brand (David A. Aaker 1996; Milman and Pizam 1995). Brand awareness is a measure of a brand's power in the minds

MAC mention your purpose of this research in the last paragraph clearly

MAC Deleted: describe

MAC Deleted: as

brand awareness and a critical component of brand equity. The term "brand" refers to the degree to which an individual is aware of the objective of a certain travel scenario and is often assessed without help or awareness or as Aided brand recall (David A. Aaker 1996; Keller 2008; Li, Petrick, and Zhou 2007).

Brand awareness is inextricably linked to brand power, with the brand's existence and footprint in the minds of consumers resulting in their ability to recognize and identify brands in a variety of market circumstances (O'Guinn, Allen, and Semenik 2009).

The brand image literature is very scarce concerning customer self-concept. Not just in terms of connecting self-concept theory to brand image, but also in terms of identifying concepts that have not stayed constant over decades (Dobni and Zinkhan 1990). Researchers conduct foundation analysis to identify brand images to create a consolidated collection of brand image definitions and concepts since they consider the word brand image to have lost its worth and richness as a result of misuse and overuse (Tasci, Gartner, and Cavusgil 2007; Hosany, Ekinci, and Uysal 2006).

The term "brand image" refers to "the consumer's impression of a brand as reflected in the brand association stored in the consumer's memory" (Kevin Lane Keller 1993). When utilized effectively, a brand may stay emotionally and intellectually imprinted on a consumer (David A. Aaker 1996). This is because a brand provides customers with critical information about a product or service, acting as a "cognitive shortcut" to a quality viewpoint. As a result, it is seen as an asset for the company and, when utilized correctly, may provide a competitive advantage (O'Neill and Mattila 2004).

Developing a clear and solid definition of the idea is critical because it dictates the nature of the research question, technique, and approach to the interpretation of the results in connection to the research process. According to the remarks above, the brand image has been developed in a variety of ways by many specialists.

Brand quality is a critical brand attribute that may be quantified as a component of brand equity (D.A Aaker and Biel 1992; K.L Keller 2008). A perceived quality position is an unbeatable competitive advantage. (D.A Aaker and Biel 1992) defines perceived quality as a customer's impression of a product's or service's overall quality of excellence concerning its intended purposes. (K.L Keller 2008) cites perceived quality as the most critical factor in determining a brand's worth for consumers, owing to its intrinsic nature in many approaches to brand equity. (D.A Aaker and Biel 1992; Abbasi and Roosta 2014) highlighted the importance of perceived quality, affiliation, and well-known names in motivating consumers to purchase goods or services, affecting their degree of use satisfaction and fostering brand loyalty.

MAC Deleted: has been found to be

MAC Deleted: in regard to

MAC Deleted: in order to

MAC Deleted: with the goal of creating

MAC Deleted: ,

MAC Deleted: in relation to

advantages. Destination brand satisfaction is based on four (Kotler and Keller 2016) factors, namely satisfaction with a tourist destination, satisfaction with amenities, satisfaction with service, and satisfaction with security.

3. Results and Discussion

3.1 Descriptive Data Analysis

The descriptive data analysis of 250 respondents found that 63.2 percent of respondents were male, while 36.8 percent were female. If they are classified by age, there are 14.4 percent of respondents aged 17-30 years and 50.4 percent of respondents aged 41-60 years. If they are categorized according to education level, there are

MAC
the authors only mentioned the result without any research implication practically or theoretically, moreover, please add your research contribution. This section also need an improvement by adding a supporting research to make your findings more impactful.

MAC
is this enough?

Volume XI, Issue 3(43) Summer 2020

on the destination brand value, with a set value of 0.069 and a p-value of 0.061. This demonstrates that hypothesis 2 is invalid. Brand quality has a 0.348 impact on the destination brand value, with a SE of 0.066 and a p-value of 0.000. Destination brand value has a 0.930 impact on destination satisfaction, with a SE of 0.059 and a p-value of 0.000. This demonstrates that hypotheses 3 and 4 are true. The coefficient of determination (R^2) was found to be 86.6 percent (See Figure 2).

Conclusion

Satisfaction with the destination brand refers to visitors' feelings about the tourist attraction they visited. Destination brand satisfaction refers to the sensation of being pleased or disappointed by someone as a consequence of comparing a tourist attraction's perceived performance to its expectations.

This study can introduce and develop the notion of destination brand value as a useful intervening variable. It demonstrates the theoretical conclusion that the desion brand value is the primary predictor of visitor pleasure when they visit tourist attractions. A tourist attraction's destination brand image has no bearing on its destination brand value. This research also explains the function of destination brand value as a mediator in the connection between destination brand awareness, brand quality, and destination brand satisfaction. In regard REGARDING brand value, it reinforces the accomplishment of visitor pleasure. This implies that when visitors decide to visit tourist attractions, they will also evaluate the destination brand value of each of these attractions, as measured by four indicators: convenience, cost-effectiveness, enjoyment, and obtaining advantages.

These results have practical consequences for tourism managers, indicating that they should pay attention to and enhance their destination's brand image, which has not yet had a significant effect on destination brand value. This may be accomplished through increasing brand recognition and establishing competitive advantages that can be utilized to persuade visitors to visit tourist attractions on the island of Lombok.

Acknowledgments

The authors would like to thank all colleagues in Universitas Islam Negeri (UIN) Mataram, particularly to all lecturers of the Faculty of Islamic Economics and Business. We hope this article would motivate all lecturers in the faculty to write and publish an article in a Scopus-indexed journal.

MAC
Deleted: se

MAC
Deleted: hypothesis

MAC
Deleted: is able to

MAC
Deleted: tin

MAC
Deleted: o the desin

MAC
Deleted: riam.at

MAC
Deleted: Acknowledgements

GAMBAR 5. BUKTI COPYRIGHT AGREEMENT

ASERS Publishing
Address: 7, Eugeniu Carada Street, Craiova, 200390
Tel: +40 754 027 417
e-mail: asp@aserspublishing.eu
Website: www.aserspublishing.eu

Journal of Environmental Management and Tourism
Publishing Agreement
Copyright owner: ASERS Publishing

Introductory clauses:
This Publishing Agreement (hereinafter "Agreement") is entered into as of (insert date) (hereinafter "Effective Date") by and between ASERS Ltd., doing business as ASERS Publishing (hereinafter "Publisher"), for publishing in Journal of Environmental Management and Tourism, ISSN: 2068-7723, Journal DOI: <https://doi.org/10.14505/jem>, website: <http://journal.aserspublishing.eu/jem>, e-mail: jem@aserspublishing.eu and

Author(s):

#1. First name: RIDUAN
Last name: MASUD

#2. First name: MUHAMMAD
Last name: MUHAJIR AMINY

#3. First name: LALU AHMAD
Last name: RAMADANI

#4. First name: BAIQ
Last name: ELBADRATI

#5. First name: MUHAMMAD
Last name: YUSUP

#6. First name: _____
Last name: _____

From which **corresponding author:**
First name: RIDUAN
Last name: MASUD

(hereinafter named as "Author") concerning the publication of the article, a work currently titled (hereinafter "Article") "Tourist Satisfaction in Lombok Island as the World's Best Halal Tourism Destination" and described as a research article accepted for publication in Journal of Environmental Management and Tourism, Volume 2(1), Issue 1, 2021.

1. Data protection and Privacy:
The "Author" understands that staff of ASERS Publishing, the "Publisher" and its affiliated companies worldwide will be contacting her/him concerning the publishing of the "Article" and occasionally for marketing purposes (unless, with respect to such marketing, I tick the box below), and in case of publication of the "Article", "Author's" full name, and affiliation will be published in Journal's webpage and will be sent by the "Publisher" to a third party as a metadata, to be indexed and abstracted.

I do not wish to receive news, promotions and special offers about products and services of ASERS Publishing and its affiliates worldwide.

1. Grant of rights
2.1. Assignment of Copyright
We hereby assign to the Copyright Owner the copyright in the manuscript identified above and any tables, illustrations or

7.6. Use of Author's Name and Likeness
The "Publisher" shall have the right to use, and to license others to use, the "Author's" name, image, likeness, and biographical material for advertising, promotion, and other exploitation of the "Article" and the other rights granted under this Agreement.

8. Indexing and Abstracting
The "Publisher" will send the metadata for indexing and abstracting the "Article" in the current databases in which the Journal is indexed. The databases in which the Journal is indexed are posted in a visible place on the Journal's website, and inside the Journal first pages. Moreover, the "Publisher" will make all the diligences in order to index the Journal in all the databases in which is currently indexed.

9. Applicable Law
Regardless of the place of its physical execution, this Agreement shall be interpreted, construed, and governed in all respects by the laws of Romania and European Union.


10. Execution
IN WITNESS WHEREOF, the "Corresponding Author" and the "Publisher" have executed this Agreement on the day and year below, to be effective immediately if the dates are the same, or on the date of the later signature if the dates are not the same. If either the "Author" or the "Publisher" has electronic signature capabilities and both agree to accept an electronic signature as valid, that electronic signature will be considered of identical weight to a handwritten signature.

Author
Full Name of corresponding author (printed): RIDUAN MASUD
Authorized Signature (of corresponding author): _____
Address: MATARAM, WEST NUSA TENGGARA, INDONESIA
Phone number: _____ e-mail address: rid.masudi@gmail.com
Company or institution: UNIVERSITAS ISLAM NEGERI MATARAM
Title (if employer representative): _____
Signature of the Employer for whom work was done, if any: _____
Please mark the box if the following applies: Employer representative
Date: 3 NOV 2021
Third Party(ies) Signature(s) (if necessary): _____
Publisher
Mădălina Constantinescu
CEO of ASERS Publishing
Authorized Signature: _____
Date: _____
(Trading as ASERS Publishing)
Address: 7, Eugeniu Carada Street, Craiova, 200390
Phone number: +40 754 027 417
e-mail address: asp@aserspublishing.eu
Please e-mail a scanned copy of the completed and signed original of this Copyright Agreement (retaining a copy for your file) to asp@aserspublishing.eu
On behalf of ASERS Publishing, 7, Eugeniu Carada Street, Craiova, 200390.


GAMBAR 6. BUKTI PUBLISHING AGREEMENT

<div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: center;">  <p>ASERS Publishing Address: 7, Eugenio Canada Street, Craiova, 200390 +42 754 527 417 e-mail: ajp@aserspublishing.eu Website: www.aserspublishing.eu</p> </div> <div style="text-align: center;">  </div> </div> <p style="text-align: center;">ASERS Publishing Copyright Agreement</p> <p>This Agreement refers to the manuscript of the article having the title and the authors as below:</p> <p>The Title of the Article (hereinafter: Article): _____ TOURIST SATISFACTION IN LOMBOK ISLAND AS THE WORLD'S BEST HALAL TOURISM DESTINATION</p> <p>Author(s):</p> <p>#1. First name: <u>RIDUAN</u> Last name: <u>MASUD</u></p> <p>#2. First name: <u>MUHAMMAD</u> Last name: <u>MUHAJIR AMRIN</u></p> <p>#3. First name: <u>LALU AHMAD</u> Last name: <u>RAMADANI</u></p> <p>#4. First name: <u>BAIQ</u> Last name: <u>ELRADRIATI</u></p> <p>#5. First name: <u>MUHAMMAD</u> Last name: <u>YUSUP</u></p> <p>#6. First name: _____ Last name: _____</p> <p>From which corresponding author: First name: <u>RIDUAN</u> Last name: <u>MASUD</u></p> <p><small>To be published by ASERS Publishing (hereinafter "Publisher") in <i>Journal of Environmental Management and Tourism</i>, ISSN: ISSN: 2068-7720, Journal DOI: https://doi.org/10.14505/jemt, website: http://journal.aserspublishing.eu/jemt, e-mail: jemt@aserspublishing.eu</small></p> <p>Non-Exclusive License: <small>We hereby grant to ASERS Publishing ("Publisher") a non-exclusive license to publish and distribute the article(s) referenced above and any supplemental tables, illustrations or other information submitted therewith that are intended for publication as part of the article (the "Article") in all forms and media (whether now known or hereafter developed), throughout the world, in all languages, for the full term of copyright, effective when and if the Article is accepted for publication. This license includes the right to provide the Article in electronic and online forms and systems. With respect to supplemental data that we wish to make</small></p>	<p><small>accessible through a link in the Article", we hereby grant a non-exclusive license for such linking. If we have agreed with the "Publisher" to make available such supplemental data on a site or through a service of ASERS Publishing, we hereby grant a non-exclusive license for such publication, posting and making available, and further permit indexing and archiving.</small></p> <p><small>We agree that the "Publisher" shall have first publication rights in the Article and that ASERS Publishing retains exclusive rights in the definitive final version of the Article that appears in the Newsletter and embodies all value-adding publisher activities including copy-editing, formatting and (if relevant) pagination (the Published Article). With respect to versions of the Article other than the Published Article, if we reproduce or authorize reproduction of the Article following publication, ASERS Publishing will be acknowledged as the first publisher of the Article and a link to the appropriate bibliographic citation (authors, newsletter, article title, volume issue, page numbers, DOI, and the link to the Published Article on ASERS Publishing Platform) should be maintained.</small></p> <p>Authorship: <small>If copyright is held by the employer, the employer or an authorized representative of the employer must sign. If the corresponding author signs, it is understood that this is with the authorization of the employer and the employer's acceptance of the terms of the transfer. Please confirm by marking the appropriate box following the signature line.</small></p> <p>Author Warranty: <small>The undersigned Author(s) of the above-mentioned Article hereby transfer any and all copyright-rights of the Article to the Publisher. The Author(s) warrants that the Article is based on their original work and that the undersigned has the power and authority to make and execute this assignment. It is the author's responsibility to obtain written permission to quote material that has been previously published in any form. The Publisher recognizes the retained rights noted below and grants to the above authors and employers for whom the work performed royalty-free permission to reuse their materials below. Authors may reuse all or portions of the above Article in other works, excepting the publication of the Article in the same form. Authors may reproduce or authorize others to reproduce the above Article for the Author's personal use or for internal company use, provided that the source and Publisher copyright notices are mentioned, but the copies are not used in any way that implies the Publisher endorsement of a product or service of an employer, and that the copies are not offered for sale as such. Authors are not permitted to grant third party requests for reprinting, republishing or other types of reuse of the published Article. The Authors may make limited distribution of all or portions of the above Article prior to publication if they inform the Publisher of the nature and extent of such limited distribution prior thereto. Authors retain all proprietary rights in any process, procedure, or article of manufacture described in the Article. This agreement becomes null and void if and only if the above Article is not accepted and published by the Publisher, or is withdrawn by the author(s) before acceptance by the Publisher. If the Article was prepared jointly with other authors, the corresponding author has informed the co-author(s) of the terms of this Copyright Agreement and that he/she is signing on their behalf as their agent, and represent that he/she is authorized to do so.</small></p> <p>Authorized Signature (of corresponding author):  _____ Full Name of corresponding author (printed): <u>RIDUAN MASUD</u> Company or institution: <u>UNIVERSITAS ISLAM NEGERI MATARAM</u> Title (if employer representative): _____ Signature of the Employer for whom work was done, if any: _____ Please mark the box if the following applies: <input type="checkbox"/> Employer representative Date: <u>3 NOV 2021</u> Third Party(ies) Signature(s) (if necessary): _____ Please e-mail a scanned copy of the completed and signed original of this Copyright Agreement (retaining a copy for your file) to jemt@aserspublishing.eu <small>On behalf of ASERS Publishing, 7, Eugenio Canada Street, Craiova, 200390.</small></p>
---	---

GAMBAR 7. LETTER OF ACCEPTANCE



ASERS Publishing
Address: Eugeniu Carada Street, No 7, Craiova, 200390
Website: www.aserspublishing.eu e-mail: apg@aserspublishing.eu



Journal of Environmental Management and Tourism

ISSN: 2068-7729
Journal DOI: <https://doi.org/10.14505/jemt>

Letter of Acceptance for Publication
No: 534/22.01.2022

22nd of Jan, 2022

Dears Authors,
Riduan Mas'ud, Muhammad Muhajir Amini, Lalu Ahmad Ramadani, Baiq Elbadriati, Muhamad Yusup

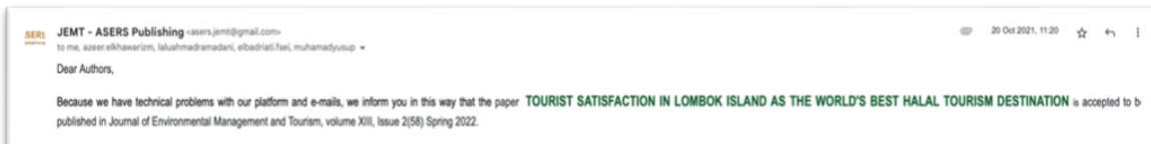
Your paper titled:
Tourist Satisfaction in Lombok Island as the World's Best Halal Tourism Destination is accepted for publication in the Journal of Environmental Management and Tourism, Volume XII, Issue 8(64) Winter, 2022, edited by ASERS Publishing.

After the publication, your paper will be visible in all the databases in which JEMT is currently indexed:
SCOPUS, CrossRef, EBSCO, ProQuest, CABELL'S Directories and CEEOL database.

Thank you for your contribution!

Best regards,
Editor in Chief,
Journal of Environmental Management and Tourism
URL: <http://journals.aserspublishing.eu/jemt>

GAMBAR 8. PEMBERITAHUAN ARTIKEL TELAH DITERIMA



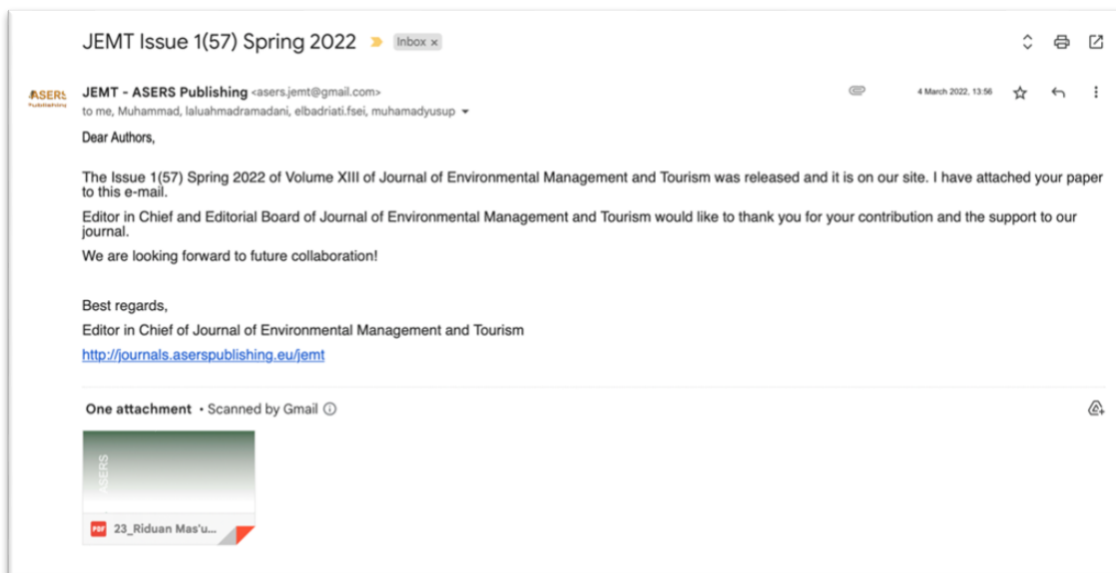
ASERS JEMT - ASERS Publishing -asers.jemt@gmail.com
to me, azeer.elkhasarim, laluahmadramadani, elbadriati.faei, muhamadyusup

20 Oct 2021, 11:20

Dear Authors,

Because we have technical problems with our platform and e-mails, we inform you in this way that the paper **TOURIST SATISFACTION IN LOMBOK ISLAND AS THE WORLD'S BEST HALAL TOURISM DESTINATION** is accepted to be published in Journal of Environmental Management and Tourism, volume XII, Issue 2(58) Spring 2022.

GAMBAR 9. PEMBERITAHUAN ARTIKEL TELAH TERPUBLIKASI



GAMBAR 10. BUKTI PUBLIKASI PADA LAMAN JURNAL



GAMBAR 11. DAFTAR ISI JURNAL

Spring 2022 Volume XIII Issue 1(57)		
Editor in Chief Ramona PIRVU University of Craiova, Romania		
Editorial Advisory Board		
Omran Abdelnaser University Sains Malaysia, Malaysia		
Huong Ha University of Newcastle, Singapore, Australia		
Harjeet Kaur HELP University College, Malaysia		
Janusz Grabara Czestochowa University of Technology, Poland		
Vicky Katsoni Technological Educational Institute of Athens, Greece		
Sebastian Kot Czestochowa University of Technology, The Institute of Logistics and International Management, Poland		
Nodar Lekishvili Tbilisi State University, Georgia		
Andreea Marin-Pantelescu Academy of Economic Studies Bucharest, Romania		
Piotr Misztal The Jan Kochanowski University in Kielce, Faculty of Management and Administration, Poland		
Agnieszka Mrozik Faculty of Biology and Environmental protection, University of Silesia, Katowice, Poland		
Chuen-Chee Pek Nottingham University Business School, Malaysia		
Roberta De Santis LUISS University, Italy		
Fabio Gaetano Santeramo University of Foggia, Italy		
Dan Sellşteanu University of Craiova, Romania		
Laura Ungureanu Spiru Haret University, Romania		
ASERS Publishing http://www.asers.eu/asers-publishing ISSN 2068 – 7729 Journal DOI: https://doi.org/10.14505/ajent		
12	Management of Unemployment and Employment of Youth in the Labor Market as a Factor of the Key Direction of Sustainable Development of Kazakhstan Bibinur KORGAN, Rysty SABIROVA, Saule KUNYAZOVA, Elmira ADYETOVA, Zukhra TURDIYEVA, Zhanargul BISSEMBIYEVA	135
13	Productivity Loss Due to Deaths Caused by Cardiovascular Diseases Associated with Exposure to Air Pollutants in Sorocaba, Brazil in the Years of 2015 to 2017 Pedro Rachid DA COSTA, Luiz Fernando C. NASCIMENTO	143
14	Economic Valuation of Ayutthaya Historical Park, Thailand Areeya KHAMRUANG, Sakkarin NONTHAPOT	153
15	Food Safety Control as a Guarantee of Consumer Protection: Institutional Component Alesia MYTNYK, Viktoriia LATYSHEVA, Lyudmyla VASECHKO, Nataliia SHCHERBAKOVA, Nataliia SEROHINA	162
16	The Role of International Legislation in Protecting the Environment Noor ALHENDI	174
17	Achievement of Value Markers of the Harmonious Development of Agrarian Territories in the Volga Federal District in the Context of Russia's National Security Alexey Vladimirovich YASHKIN, Galina Mikhailovna ZINCHUK, Alena Igorevna ILYINA, Svetlana Vladimirovna BALANDINA	181
18	Interrelationships of Air Canal Adaptation in the Leaves of Water Lilies and Water Depth of Lebak Swamp in Kalimantan Selatan Bakti Nur ISMUHAJAROH, Didik INDRADEWA, Budiastuti KURNIASIH, Sri Nuryani Hidayah UTAMI	197
19	Analysis of Sustainable Development of SMEs and Factors Influencing to the Ecotourism Industry Dometken TUREKULOVA, Berik BEISENGALIYEV, Saltanat VALIYEVA, Nurzhamal KURMANKULOVA, Gaukhar SAIMAGAMBETOVA	211
20	Human Talent and Its Impact on the Quality of Service in the Rural Community-Based Tourism Sector. Analysis and Theoretical Perspectives Magda Francisca CEJAS MARTINEZ, Mercedes Carolina NAVARRO CEJAS, Silvia Marieta ALDAZ HERNANDEZ, Carlos Alben YANEZ, Derling José MENDOZA VELAZCO	223
21	Funding Research Certification Programs in the Sphere of Tourism on the Example of Developed and Developing Countries Nurkhodzha AKBULAEV	232
22	Information Accessibility of Restaurant Companies in Moravian-Silesian Region Milena BOTLJKOVÁ, Josef BOTLJK, Jana STUCHLJKOVÁ	242
23	Tourist Satisfaction in Lombok Island as the World's Best Halal Tourism Destination Ridwan MAS'UD, Muhammad Muhajir AMINY, Lulu Ahmad RAMADANI, Baiq ELBADRIATI, Muhamad YUSUP	252
24	COVID-19 Anchor for Cruise Tourism: An analysis of Gdańsk's and Gdynia's Cruise Tourism in the 2017-2020 Period Joanna PIOCH, Mariusz CHMIELEWSKI, Renata PLOSKA, Karol ŚLEDZIK	264
25	Revival and Development of Tunku Villages within the Context of Rural Revitalization in China: The Contrasting Perspectives of Cultural Heritage and Tourism Industry Heng WU, Fung Chiat LOO, Cheong Jan CHAN	273
26	The Impact of Growth in Tourism on Economic and Human Development – Incorporating a Systematic Literature Review Hoang Thi Phuong THAO, Márta BAKUCZ	287

GAMBAR 12. ARTIKEL YANG TELAH TERPUBLIKASI

Volume XIII, Issue 1(57) Spring 2022



DOI: [https://doi.org/10.14505/jemt.13.1\(57\).23](https://doi.org/10.14505/jemt.13.1(57).23)

Tourist Satisfaction in Lombok Island as the World's Best Halal Tourism Destination

Riduan MAS'UD
Mataram State Islamic University, Indonesia
rid.masud@gmail.com

Muhammad Muhajir AMINY
Mataram State Islamic University, Indonesia
azeer.elkharizm@uinmataram.ac.id

Lalu Ahmad RAMADANI
Mataram State Islamic University, Indonesia
laluahmadramadani@uinmataram.ac.id

Baiq ELBADRIATI
Mataram State Islamic University, Indonesia
elbadriati@uinmataram.ac.id

Muhamad YUSUP
Mataram State Islamic University, Indonesia
muhamadyusup@uinmataram.ac.id

Suggested Citation:

Mas'ud R. et al. (2022). Tourist Satisfaction in Lombok Island as the World's Best Halal Tourism Destination. *Journal of Environmental Management and Tourism*, (Volume XIII, Spring), 1(57): 252 - 263. DOI: [10.14505/jemt.v13.1\(57\).23](https://doi.org/10.14505/jemt.v13.1(57).23)

Article's History:

Received 14th of October 2021; Received in revised form 3rd of November 2021; Accepted 22nd of January 2022; Published 4th of March 2022. Copyright ©2022 by ASERS® Publishing. All rights reserved.

Abstract:

The purpose of this research is to demonstrate the connection between destination brand awareness, brand image, brand quality, and brand value in terms of improving visitor satisfaction in Lombok Island as the world's best halal tourism destination. The researcher presents a new model and discusses the idea of a new brand value destination indicator. From the results of model testing, 250 respondents were selected using the convenience sampling technique and the WarpPLS program. The findings indicated that the study model was accepted, with an R^2 of 86.6 percent. The presented model demonstrates that the value of a destination's brand is a predictor of visitor satisfaction. The model also demonstrates that characteristics such as convenience, pricing fairness, enjoyment, and receiving advantages all contribute positively to the brand value of locations. The research's practical implications are that tourism managers should focus on and improve brand image, which currently has little impact on destination brand value, by increasing brand popularity and developing competitive advantages that can be used to convince tourists to visit tourist attractions on Lombok Island.

Keywords: satisfaction; destination; brand; halal; tourism; Lombok.

JEL Classification: M31; Z30; Z33; R11.

Introduction

According to Indonesian Tourism Law No. 10/2009, tourist encompasses a variety of tourism activities that are supported by a variety of community, corporate, and government facilities and services. The national tourism industry has played a significant role in recent years, which is consistent with its growth and contribution via foreign currency profits, regional revenue, regional development, as well as employment and company development. In 2018, tourism generated USD 19.29 billion in foreign currency profits and contributed 4.50 percent to GDP. Halal tourism is a new product in the tourist industry. The phrase halal tourism became popular in

2015, when the World Halal Tourism Summit (WHTS) was held in Abu Dhabi, United Arab Emirates. Previously, tourism was referred to only as a Muslim tour. WHTS hopes to demonstrate via this event that halal tourism has a significant market share and must be continually promoted. The growing population and Muslim visitors provide excellent possibilities for halal tourism development.

As the world's biggest Muslim nation, Indonesia must have possibilities for halal tourist development. According to Mastercard's Crescent Rating's 2017 Global Muslim Travel Index, Indonesia is the third most visited country in the world by Muslim travelers. The government has implemented a variety of measures to attract international visitors to visit Indonesia. The Indonesian government has designated ten areas as halal tourist hotspots, including Aceh, West Sumatra, Riau and the Riau Islands, Jakarta, West Java, Central Java, DI Yogyakarta, East Java, Lombok Island, and South Sulawesi.

Lombok is an island that has been promoted as a halal tourism destination. Branding is one of the marketing techniques used to position an area in the region and internationally. Branding is the region's identity, which is helpful for marketing all of the region's activities, particularly its tourist and cultural potential. Islamic branding in three distinct ways: via compliance (Islamic brands by religion or halal brands), through origin, and through consumers (Alsafran 2010).

There are many branding terms that are used as the designation of certain regions in Indonesia, such as "Paris van Jawa" for Bandung, "The Sunrise of Java" for Banyuwangi, "Island of the Gods" for Bali Island, and "Island of a Thousand Mosques" for Pulau Lombok, among others. An area is fundamentally different from a nation, in that it is often very difficult for a region to establish its identity in order to be recognized by the larger society. The community is still unsure if this is a government-sponsored initiative designed to make the region renowned, or whether it is because the area is distinctive due to its demographic, geographical, or cultural features. Achot (2006) developed hexagon branding to assess the efficacy of city branding on six dimensions: presence, potential, location, people, pulse, and requirement.

Typically, branding is centered on phrases that encapsulate an area's distinct personality. The island's branding could potentially be extended to all aspects of government and design. For instance, if an area has a reputation for halal tourism, regional laws such as Penda Provinsi NTB in the year of 2016 on Halal Tourism may be enacted to promote halal tourism.

Local administrations on the island of Lombok use branding to promote tourism on the island and its environs. It is implemented mostly via tourism marketing, which involves conveying the features of tourist destinations. NTB continues to nurture Lombok island's public design in order to foster a new image and improve the island's competitiveness in the long term of tourism. Meanwhile, to boost tourism's competitiveness, the island of Lombok has implemented a strategy centered on an mega-event that has the potential to make the island more appealing both domestically and globally, both physically and economically, to foreign tourists (Vish and Huy 2016). One of the major events that has become a government program is the hosting of an international racing event, namely MotoGP in 2021, and the designation of the Mandarika region as a creative economic zone.

Currently, few studies have been done on destination brands, indicating that the subject is complex, particularly when it comes to assessing the quality of destination brands for visitors. The purpose of this research is to examine empirical data in order to create a destination brand equity model for the Indonesian island of Lombok. The significance of this subject stems from the fact that good experiences of visitors with tourism destinations' services, products, and other resources may result in customer satisfaction and positive word of mouth. In addition, Lombok is the leader in halal tourism in Indonesia and the globe. Lombok Island is the world's finest halal tourism destination due to its mainly Muslim population. Also known as the Island of a Thousand Mosques, Lombok Island has incredible natural beauty (Fariz Fadillah Mardiano et al. 2019). The World Halal Tourism Awards in Abu Dhabi recognized Lombok as a Halal Tourism Destination in 2015 (Rahmali, Othman, and Sunarti 2018). Not only Muslim nations have seized this opportunity; countries with a majority non-Muslim population, such as Japan, Australia, Thailand, Singapore, Taiwan, and New Zealand, have also developed halal tourist goods (Baitour and Imaih 2016).

Satisfaction and travel experience are recognized to contribute to destination brand satisfaction. Their desire to return and promote the location reflects their level of happiness. Thus, information regarding visitor satisfaction is critical for marketers and administrators of tourist sites to ensure the destination's continued appeal. More specifically, this research seeks to uncover competitive tactics, stakeholder principles, and strategies for collaboration that would eventually benefit the island of Lombok and its surrounding regions' economic development.

According to Valentina et al. (2015), visitor satisfaction may influence a variety of behaviors, including customer retention and word of mouth. Global tourist satisfaction is stated to be evaluated empirically using a

partial satisfaction index. As a result of this research, it is clear that tourist pleasure is contingent on a complicated process in which each player plays a critical role and must work in concert with the others.

According to Hussein (2013), during the past three decades, the idea of value has been critical and relevant to contemporary marketing research and practices and has often been cited as a "top research topic." Today's marketers undertake additional research in the area of customer value. Customer value, in general, is a notion that has practical consequences for marketing management, as it relates to attracting new customers and maintaining a customer satisfaction base. Meanwhile, Shafai and Mohamed (2015) said that at least five Islamic characteristics may motivate Muslim tourists to visit a nation, including mosques and prayer facilities, halal cuisine for Muslims, the presence of indigenous Muslim populations, state stability and security, and internet pictures.

However, research in the area of consumer and brand value is often disjointed and driven by economic and philosophical perspectives. To further expand the discipline's knowledge and to aid in the promotion of brand satisfaction, an integrative measure of constructive brand value, as well as a conceptual framework composed of brand values, were explored and evaluated with students in Saudi Arabia. According to research results and established frameworks, boosting brand value may result in increased brand loyalty.

Abdel (2013) bolsters the notion of customer-based brand equity and demonstrates its use in tourist locations. Abdel said that developing a destination brand model requires the use of a customer-based brand equity model that is based on accurate and verifiable data. A survey sample is used to validate the suggested model.

The purpose of this study was to ascertain the connection between brand awareness, brand image, brand quality, and brand value destinations on the island of Lombok's halal tourist satisfaction destinations.

1. Literature Review

The phrase halal tourism began to gain popularity in recent years. Halal tourism is not limited to religious sites, but also to public spaces that provide shade as a Muslim area and offer amenities and services to Muslim visitors. Shakry (2006) asserts that the term "halal tourism" does not refer only to religious tourism but encompasses all elements of tourism that adhere to Islamic religious principles. Halbase (2015) describes halal tourism as: "Offering tour destination packages tailored especially to Muslim visitors' requirements." Jafar and Scott (2014) describe halal tourism as the fulfillment of Muslim visitors' desires while adhering to Islamic law's standards and sufficiency. Carboni and Idrisi Janail (2016) describe halal tourism as "tourism that adheres to Islamic principles and involves other Muslims who want to travel according to their religious practices." Thus, halal tourism's fundamental components include halal food, halal transportation, halal hotels, halal logistics, Islamic financing, Islamic vacation packages, and hotel spas.

Destination marketing attempts to enhance destination recognition via the development of a distinctive brand (David A. Aaker 1996; Milman and Pizam 1995). Brand awareness is a measure of a brand's power in the minds of its target consumers and serves to draw the attention of prospective visitors (Radovic and Mihelic 2005). Brand awareness refers to a customer's capacity to recall and identify brands under a variety of circumstances and to mentally associate certain brand names, logos, symbols, and so on (Keller 2008). D.A Aaker and Biel (1992) propose a four-tiered pyramid for brand awareness. The greatest degree of awareness is top-of-mind awareness, which places the brand foremost in the customer's mind for unrelated recall.

Promotional materials are utilized to establish, reinforce, or alter the destination's image. This kind of marketing effort may provide a destination for awareness, develop interest, arouse desire, and eventually result in action. Konecnik and Garther (2007) demonstrate that, in terms of destination awareness, the notion has been widely applied and is firmly ingrained in the study of consumer behavior. Brand salience is a method of increasing brand awareness and a critical component of brand equity. The term "brand" refers to the degree to which an individual is aware of the objective of a certain travel scenario and is often assessed without help or awareness or Aaker brand recall (David A. Aaker 1996; Keller 2008; Li, Petrick, and Zhou 2007).

Brand awareness is inextricably linked to brand identity, with the brand's existence and footprint in the minds of consumers resulting in their ability to recognize and identify brands in a variety of market circumstances (O'Guinn, Allen, and Semeniuk 2009).

The brand image literature has been found to be very scarce in regard to customer self-concept. Not just in terms of connecting self-concept theory to brand image, but also in terms of identifying concepts that have not stayed constant over decades (Dobni and Zinkhan 1990). Researchers conduct branding analysis in order to identify brand images with the goal of creating a consolidated collection of brand image definitions and concepts,

since they consider the word brand image to have lost its worth and richness as a result of misuse and overuse (Taso, Garther, and Cavugli 2007; Hosany, Elkinci, and Uysal 2006).

The term "brand image" refers to "the consumer's impression of a brand as reflected in the brand association stored in the consumer's memory" (Kevin Lane Keller 1993). When utilized effectively, a brand may stay emotionally and intellectually imprinted on a consumer (David A. Aaker 1996). This is because a brand provides customers with critical information about a product or service, acting as a "cognitive shortcut" to a quality viewpoint. As a result, it is seen as an asset for the company and, when utilized correctly, may provide a competitive advantage (O'Neil and Matta 2004).

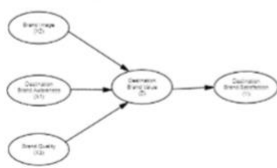
Developing a clear and solid definition of the idea is critical because it dictates the nature of the research question, technique, and approach to the interpretation of the results in connection to the research process. According to the remarks above, the brand image has been developed in a variety of ways by many specialists.

Brand quality is a critical brand attribute that may be quantified as a component of brand equity (D.A.Aaker and Biel 1992; K.L Keller 2008). A perceived quality position is an unbeatable competitive advantage. D.A.Aaker and Biel (1992) defines perceived quality as a customer's impression of a product's or service's overall quality or excellence in relation to its intended purposes. K.L Keller (2008) cites perceived quality as the most critical factor in determining a brand's worth for consumers, owing to its intrinsic nature in many approaches to brand equity. D.A Aaker and Biel 1992; Abbasi and Rostita (2014) highlighted the importance of perceived quality, affiliation, and well-known names in motivating consumers to purchase goods or services, affecting their degree of use satisfaction and fostering brand loyalty.

Understanding a brand's value, or equity, is critical for developing a company's competitive advantage and market position in comparison to other brands. A study of the relevant literature indicates that there are many ways to determine brand equity. Typically, they use two distinct points of reference as the theoretical foundation for their analysis. The first is concerned with the financial elements of brand equity, while the second is concerned with enhancing and increasing the efficacy and efficiency of marketing operations, especially in the communication sector. Both methods share the characteristic that brand equity is an additional value created via the use of a trademark.

Brand value is a consumer's total evaluation of a product's usefulness based on perceptions of what is received and what is provided (Zeltham 1988). Consumer value is a critical component of customer consumption and decision-making behavior from a marketing perspective (Zeltham 1988; Sweeney and Wyber 2002). In this way, all goals and services may be quantified by their relative rankings in various categories while still fulfilling the customer's total perceived value (Dodd, Monroe, and Grewal 1991). In the domain of services, the multidimensional value approach is often seen more suitable (Zeltham 1988; Sweeney and Wyber 2002; Petrick, Pritchard, and Smith 2002). Experts have started to consider the importance of a multidimensional value viewpoint and its connection to other post-consumption categories such as satisfaction and behavioral intention (Murphy, Pritchard, and Smith 2000; Petrick, Pritchard, and Smith 2002). Similarly, Kwan and Oh 2004; Bottelli and Crompton (1996) claimed that perceived value affects pre-purchase behavior and post-purchase recommendations and repurchases.

Figure 1. Research Framework



Customer satisfaction with a brand refers to the degree to which a consumer is satisfied with a particular brand. Kotler and Keller (2016) define satisfaction as the emotional response to someone's happiness or

disappointment as a consequence of comparing the product's performance to its expectations. According to Kapferer (2008), the primary determinant of consumer happiness is the difference between customer experience and expectations, and brand positioning affects customer expectations. Thus, destination brand satisfaction refers to the level of satisfaction expressed by visitors after their visit to a particular tourist destination. Happiness or disappointment in someone as a consequence of comparing a tourist attraction's performance to its expectations (Middletown 2001; Blain, Levy, and Ritchie 2005; Kim et al. 2009).

Based on the literature review and discussion previously described a research framework that explains the relationship between the research variables can be developed. Figure 1 illustrates the relationship between the variables of destination brand awareness, brand image, brand quality, and destination brand value on destination satisfaction.

The hypotheses proposed in this study are as follows:

- a. There is a significant positive relationship between destination brand awareness and destination brand value.
- b. There is a significant positive relationship between brand image and destination brand value.
- c. There is a significant positive relationship between brand quality and destination brand value.
- d. There is a significant positive relationship between destination brand value and destination satisfaction.

2. Methodology

This is an ex post facto or causal study. The study's demographic consisted of visitors who visited tourist sites in Lombok Island. SEM analysis was performed in conjunction with WarpPLS software. The number of respondents in this study is 250 visitors as research samples.

This research used a questionnaire with five-point Likert scale. Variable destination brand awareness is measured using three indicators adapted from (Ranglul 2014), namely the first choice, the appropriateness of the features, and the perceived value of the characteristics. Brand image is measured using four variables from Setiadi (2013), namely: brand image's relation to perceived high-quality destinations, according to personality, destination pictures' resemblance to personal images, and appealing culture. The destination brand value is calculated using four (Tjptono 2014) indicators: convenience, cost fairness, enjoyment, and obtaining advantages. Destination brand satisfaction is based on four (Kotler and Keller 2016) factors, namely satisfaction with a tourist destination, satisfaction with amenities, satisfaction with service, and satisfaction with security.

3. Results and Discussion

3.1 Descriptive Data Analysis

The descriptive data analysis of 250 respondents found that 63.2 percent of respondents were male, while 36.8 percent were female. If they are classified by age, there are 14.4 percent of respondents aged 17-30 years and 50.4 percent of respondents aged 41-60 years.

Table 1. Characteristics of respondents (N=250)

Characteristics	Frequency	Percent
Gender	Men	63.2
	Women	36.8
Age (years)	0-16	21
	17-30	36
	31-40	67
	41-60	126
Education	Primary school	24
	Junior high	52
	High school	94
	Bachelor	72
Occupation	Student	23
	Government	61
	Private employees	87
	Entrepreneur	79

If they are categorized according to education level, there are 33.6 percent who have completed high school, 20.8 percent have a junior high school diploma, 28.8 percent have a bachelor's degree, and 9.6 percent have a primary school diploma. If visitors are categorized according to their occupations, entrepreneurs make up 31.6 percent of respondents, private workers make up 34.8 percent, government employees make up 24.4 percent, and students make up 9.2 percent.

3.2 Validity and Reliability Test

Pearson product moment correlation demonstrates that all questionnaire items have a significant correlation at a 5% error rate, implying that all questionnaire items are valid (Table 2).

Table 2. Validity and reliability test result.

Research variables	Indicator	Question Number	Pearson correlation	Coefficient Alpha (α)
Destination Brand Awareness	Da1	01-02	0.788**	0.781
	Da2	03-04	0.857**	
	Da3	05-06	0.708**	
Brand Image	B1	07-08	0.701**	0.764
	B2	09-10	0.832**	
	B3	11-12	0.747**	
	B4	13-14	0.729**	
Brand Quality	Bq1	15-16	0.810**	0.883
	Bq2	17-18	0.892**	
	Bq3	19-20	0.712**	
Destination Brand Value	Dv1	21-22	0.877**	0.774
	Dv2	23-24	0.718**	
	Dv3	25-26	0.748**	
	Dv4	27-28	0.718**	
Destination Satisfaction	Da1	29-30	0.803**	0.668
	Da2	31-32	0.719**	
	Da3	33-34	0.812**	
	Da4	35-36	0.899**	

** Correlation is significant at the 0.01 level (2-tailed).

Cronbach's alpha test (α) indicates that all study variables are reliable, since each alpha coefficient value is greater than the standardized (0.6), indicating that each question item in the measuring instrument may be used. Correlation coefficients adjusted for all question items are higher than 0.3. (Table 2).

3.3 Measurement of the Overall Fit Model

The Overall Fit Model is quantified in order to see the study's complete Outer and Inner models. The outer model measurement (Table 3) indicates that all of the research variables' indicators are significant and have a value higher than 0.5, indicating that each indicator can describe the constructive variables.

Table 3. Measurement results of the outer model.

Research variables	Relationship	Loading Factor (λ)	SE	Probability
Destination Brand Awareness	Des_ba → Des_b1	0.564	0.061	0.000
	Des_ba → Des_b2	0.881	0.066	0.000
	Des_ba → Des_b3	0.740	0.061	0.000
Brand Image	Br → B1	0.811	0.061	0.000
	Br → B2	0.857	0.061	0.000
	Br → B3	0.680	0.060	0.000
	Br → B4	0.853	0.060	0.000
Brand Quality	Bq → Bq1	0.660	0.059	0.000
	Bq → Bq2	0.838	0.062	0.000
	Bq → Bq3	0.516	0.061	0.000

Research variables	Relationship	Loading Factor (λ)	SE	Probability
Destination Brand Value	Des_bv → Des_bv1	0.570**	0.061	0.000
	Des_bv → Des_bv2	0.815	0.061	0.000
	Des_bv → Des_bv3	0.582	0.061	0.000
	Des_bv → Des_bv4	0.808	0.063	0.000
Destination Brand Satisfaction	Des_bs → Des_bs1	0.518	0.063	0.000
	Des_bs → Des_bs2	0.596	0.060	0.000
	Des_bs → Des_bs3	0.540	0.050	0.000
	Des_bs → Des_bs4	0.681	0.061	0.000

3.4 Validity Test

The convergent and discriminant validity tests are used in this research to determine the variable's validity. According to Table 4, the average variance extracted (AVE) values for destination brand awareness, brand image, brand quality, destination brand value, and destination satisfaction are all higher than 0.5. This demonstrates that all of the research variables' values satisfy the AVE criteria, implying that all of the research variables' convergent validity metrics are satisfactory.

Table 4. Average variances Extracted (AVE) and Correlations among latent variables.

Variable	AVE	Des_ba	Des_b1	Des_bv	Des_bs
Des_ba	0.626	0.653	0.230	0.354	0.529
Des_b1	0.694	0.220	0.829	0.637	0.413
Des_bv	0.639	0.364	0.527	0.799	0.628
Des_bs	0.734	0.429	0.413	0.628	0.731
Des_bs	0.774	0.213	0.462	0.558	0.429

The value of AVE, s (square roots of average variance extracted) indicates discriminant validity when the value of AVE, s is in a diagonal position in the correlations between the latent variables produced by WarpPLS and the expected value is higher than the correlation value in the same block. As shown in Table 6, where the total value of the diagonal block is higher than the total value of the adjacent block. This demonstrates that all variables satisfy the anticipated requirements for discriminant validity.

3.5 Reliability Test

Two criteria were used to evaluate the study variable: composite reliability and Cronbach's alpha. If the composite reliability value is higher than 0.7 and the Cronbach alpha value is greater than 0.6, the variable is considered reliable.

Table 5. Reliability Test Results

Variable	Composite Reliability	Cronbach's Alpha
Des_ba	0.720	0.792
Des_b1	0.883	0.828
Des_bv	0.819	0.704
Des_bs	0.840	0.740

Des_ba = Destination Brand Awareness; Des_b1 = Brand Image; Des_bv = Brand Quality; Des_bv = Destination Brand Value; Des_bs = Destination Brand Satisfaction

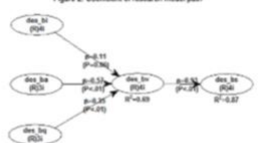
According to the output findings in Table 5, all study variables have a composite reliability value higher than 0.7 and a Cronbach's alpha value better than 0.6, indicating that the structural model employed is acceptable.

3.6 Evaluation of the Goodness of Fit Model

The APC value is 0.490, the ARS value is 0.778, and the AARS value is 0.776 with a significance level of 0.001, indicating that the model is fit. The obtained values indicate that the model is adequate for explaining the observed phenomena. To examine the collinearity issue in the WarpPLS model, the Average block VIF (AVIF) and the Average full collinearity VIF (AFVIF) are employed. Ideally, both measurements should have a value of 5.0.

The A/VIF value in the model is 1.534, and the AFVIF value is 4.540, which is less than 5.0, indicating that there is no collinearity in the study model. This data indicates that the model is appropriate.

Figure 2. Coefficient of research model path.



3.7 Hypothesis Testing

Hypothesis testing is conducted using the predicted significant values for the research model parameters shown in Table 6.

Table 6. Hypothesis Testing

H	Relationship	Standardized Coefficient	SE	P	Decision
H1	Des_ba → Des_b1	0.574	0.063	0.000	accepted
H2	Des_ba → Des_bv	0.508	0.069	0.001	rejected
H3	Des_bv → Des_bs	0.548	0.066	0.000	accepted
H4	Des_bv → Des_bs	0.530	0.059	0.000	accepted

There is a relationship between destination brand awareness and a destination brand value of 0.574, with a SE of 0.063 and a p-value of 0.000. This demonstrates that hypothesis 1 is true. Brand image has a 0.108 impact on the destination brand value, with a SE of 0.069 and a p-value of 0.061. This demonstrates that hypothesis 2 is invalid. Brand quality has a 0.348 impact on the destination brand value, with a SE of 0.066 and a p-value of 0.000. Destination brand value has a 0.530 impact on destination satisfaction, with a SE of 0.059 and a p-value of 0.000. This demonstrates that hypothesis 3 and 4 are true. The coefficient of determination (R²) was found to be 66.6 percent (See Figure 2).

The empirical findings indicate that destination brand awareness has an impact and has the potential to shape and enhance the value of a tourist destination's brand. This implies that if community people have brand knowledge, they will be able to activate and enhance the brand value of the tourist attractions they have visited. The characteristic appropriateness indicator is the most influential indicator in determining destination brand awareness, followed by well-known indicators and lastly the first-choice indicator. The indicator's dominance indicates that the Lombok island government, particularly the tourist office, should emphasize matching features to destination brand awareness, ensuring that Lombok island is the top choice of destination cities to visit. Visitors will get the impression that tourism on the island of Lombok is a location with tourist-friendly qualities. And establish itself as the first option as a tourist destination. This may be accomplished via the provision of continual information and promotion through advertising. It is critical to constantly offer excellent service to visitors visiting tourist sites, ensuring that tourists feel safe and secure while enjoying the scenery and beauty of tourism in Lombok.

Numerous studies have shown that brand image has a favorable impact on destination brand value, but this study discovered something different. The findings indicated that brand image had no impact on the value of the destination brand. This demonstrates that when visitors make travel decisions, the destination brand image is not the primary element evaluated. Thus, it may be concluded that when visitors decide to join a trip, they will emphasize more significant factors, namely brand quality, rather than the destination's brand image. The indication according to personality is the most influential factor in determining the destination brand image variable, followed by the degree of relevance of the brand image to the destination, the resemblance of the destination image to the personal image, and appealing culture. This implies that the tourism city of Lombok's

brand image has not yet been the brand of choice for visitors looking to book a trip. As a result, the management team must continue to work even more to improve the destination brand image of Lombok island via brand popularity. Popularity is one of the factors that contribute to the development and enhancement of a brand's image among customers. This may be accomplished by engaging in a variety of activities on a consistent and continuing basis. For instance, by conducting events that attract a large number of people and also by supporting specific activities such as musical attractions and others.

The empirical findings indicate that the tourist brand's quality has an impact on the destination's brand value. As a consequence of this data, when customers are considering taking a trip, the quality of the tourist brand on the island of Lombok becomes a factor. Therefore, the administration of Lombok island tourism should enhance the tourist objects it owns and make continuous upgrades to all tourist facilities, therefore increasing the value of existing tourist objects. As a consequence, tourist visits to these tourist attractions will rise. According to the component analysis, the most important element determining brand quality is an indication of accommodation facilities, which means that when visitors plan to visit tourist sites, lodging facilities are their first and foremost concern. This demonstrates that visitors are very picky about the accommodation options offered in tourist destinations. Thus, Lombok's tourism administration needs to put a higher premium on the presence of accommodation establishments in tourist areas. If visitors believe that an existing tourist attraction is really worthwhile, they will be pleased, increasing the chance that they will return.

While the relationship between destination brand value and destination satisfaction has been extensively studied in the literature, there has been little discussion of using indicators of convenience, cost reasonableness, fun, and indicators of obtaining benefits as indicators of destination brand value variables. This research discovered new information and established that these four factors contributed positively to the destination brand value variable. The empirical findings indicate that the value of a destination's brand may enhance the value of destination satisfaction. This is one of the study's novel discoveries. Contentment with a destination brand refers to visitors' satisfaction with a visited tourist attraction. The emotion experienced by someone as a consequence of comparing the perceived performance of a tourist attraction to expectations. With the importance of destination brand value on destination brand satisfaction, this explains why tourists have responded positively to the destination brand value of tourist objects on the island of Lombok, such that when tourists choose tourist attractions, destination brand value is one of the factors they consider. Thus, it is appropriate for Lombok's tourism administration to develop and create new tourist attractions, so that visitors experience something fresh with each visit.

The findings show a strong indirect connection between destination brand awareness and contentment, as well as between brand quality and satisfaction, through destination brand value. This indicates that the variable destination brand value makes an excellent intermediary variable, contributing to the relationship between destination brand awareness, brand quality, and destination brand satisfaction.

Conclusion

Satisfaction with the destination brand refers to visitors' feelings about the tourist attraction they visited. Destination brand satisfaction refers to the sensation of being pleased or disappointed by someone as a consequence of comparing a tourist attraction's perceived performance to its expectations.

This study is able to introduce and develop the notion of destination brand value as a useful intervening variable. It demonstrates the theoretical conclusion that the destination brand value is the primary predictor of visitor pleasure when they visit tourist attractions. A tourist attraction's destination brand image has no bearing on its destination brand value. This research also explains the function of destination brand value as a mediator in the connection between destination brand awareness, brand quality, and destination brand satisfaction. In regard to the destination brand value, it reinforces the accomplishment of visitor pleasure. This implies that when visitors decide to visit tourist attractions, they will also evaluate the destination brand value of each of these attractions, as measured by four indicators: convenience, cost-effectiveness, enjoyment, and obtaining advantages.

These results have practical consequences for tourism managers, indicating that they should pay attention to and enhance their destination's brand image, which has not yet had a significant effect on destination brand value. This may be accomplished through increasing brand recognition and establishing competitive advantages that can be utilized to persuade visitors to visit tourism attractions on the island of Lombok.

Acknowledgements

The authors would like to thank all colleagues in Universitas Islam Negeri (UIN) Mataram, particularly to all lecturers of the Faculty of Islamic Economics and Business. We hope this article would motivate all lecturers in the faculty to write and publish an article in a SCOPUS-indexed journal.

References

- [1] Aaker, D.A. and Biel, A. 1992. *Building Strong Brands*. Hillsdale: Lawrence Erlbaum Associates.
- [2] Aaker, D.A. 1996. Measuring Brand Equity across Products and Markets. *California Management Review* 38 (3): 102-20. DOI: <https://doi.org/10.2307/4136046>.
- [3] Abbasi, M. and Ahmad Rouda. 2014. Assessment of Factors Affecting Destination Brand Value in Tourism Industry (Shiraz City). *International Journal of Scientific Management and Development*, 2 (16): 518-28.
- [4] Abdel, Fatah al-Azzam. 2013. Analysis of the Antecedents of Customer-Based Brand Equity and Its Application to Multiple Destinations. *Interdisciplinary Journal of Contemporary Research in Business*, 5 (September): 71-91.
- [5] Akerhan, B.A. 2010. On Islamic Branding: Brands as Good Deeds. *Journal of Islamic Marketing* 1 (2). DOI: <https://doi.org/10.1108/17590811011055642>.
- [6] Anholt, S. 2006. Competitive Identity: The New Brand Management for Nations, Cities and Regions. *Competitive Identity: The New Brand Management for Nations, Cities and Regions*. DOI: <https://doi.org/10.1057/9780230627727>.
- [7] Battour, M. and Mohd N. I. 2016. Halal Tourism: Concepts, Practices, Challenges and Future. *Tourism Management Perspectives*, 19(8): 150-154. DOI: <https://doi.org/10.1016/j.tmp.2015.12.008>.
- [8] Blain, C., Levy, S. E. and Ritchie, J.R.B. 2005. Destination Branding: Insights and Practices from Destination Management Organizations. *Journal of Travel Research*, 43(4). DOI: <https://doi.org/10.1177/0047278505274946>.
- [9] Bottrill, T. D. and Crompton, J.L. 1996. Two Case Studies Exploring the Nature of the Tourist's Experience. *Journal of Leisure Research*, 28 (1).
- [10] Carboni, M., and Janati, M. I. 2016. Halal Tourism de Facto: A Case from Fez. *Tourism Management Perspectives*, 19(8): 155-159. DOI: <https://doi.org/10.1016/j.tmp.2015.12.007>.
- [11] Dobni, D., and Zinkhan, G. M. 1990. In Search of Brand Image: A Foundation Analysis. *Advances in Consumer Research*, 17.
- [12] Dodds, W. B., Monroe, K. B. and Grewal, D. 1991. Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28 (2). DOI: <https://doi.org/10.2307/3172866>.
- [13] Mardianto, F.F., et al. 2019. Prediction of the Number of Foreign Tourist Arrival in Indonesia Halal Tourism Entrance Using Simultaneously Fourier Series Estimator. *KoE: Social Sciences*, 3(13): 1093-1104. DOI: <https://doi.org/10.15502/koe.v3i13.4270>.
- [14] Habase. 2015. Halal Tourism. Available at <http://www.habase.com/articles/center/11>.
- [15] Hossain, S., Yukari E., and Muzaffar Ustail. 2006. Destination Image and Destination Personality: An Application of Branding Theories to Tourism Places. *Journal of Business Research*, 59 (5): 638-642. DOI: <https://doi.org/10.1016/j.jbusres.2006.01.001>.
- [16] Hussein, Al Al Makram. 2013. An Investigation into Brand Value Dimensionality and Its Effects on Loyalty: Evidence from the High-Tech Brandscape Saudi Arabia. Available at: <https://busa.brunel.ac.uk/bitstream/2438/13011/1.pdf>.
- [17] Jafari, Jafar, and Noel Scott. 2014. Muslim World and Its Tourisms. *Annals of Tourism Research*. DOI: <https://doi.org/10.1016/j.annals.2013.08.011>.
- [18] Kapferer, J. 2008. *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. Kogan Page Series New Strategic Brand Management: Creating and Sustaining Brand Equity Series. Iggars 2014.
- [19] Keller, K.L. 2008. *Strategic Brand Management, International Edition: Best Practice Cases in Branding*. Pearson Education.
- [20] Keller, K.L. 1993. Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57 (1). DOI: <https://doi.org/10.1177/002224299305700101>.
- [21] Kim, S. H., et al. 2009. Structural Relationships among Involvement, Destination Brand Equity, Satisfaction and Destination Visit Intentions: The Case of Japanese Outbound Travelers. *Journal of Vacation Marketing*, 15 (4). DOI: <https://doi.org/10.1177/1306776609338830>.
- [22] Konecnik, K. and Gartner, G. 2007. Customer-Based Brand Equity for a Destination. *Journal of Annals of Tourism Research*, 34 (2): 400-421.
- [23] Kotler, P. and Keller, K. L. 2016. *Marketing Management*, 15th Edition. New Jersey: Pearson Education.
- [24] Kwon, J. W., and Hamsoon Oh. 2004. Effects of Brand, Price, and Risk on Customers' Value Perceptions and Behavioral Intentions in the Restaurant Industry. *Journal of Hospitality and Leisure Marketing*, 11 (1). DOI: https://doi.org/10.1300/J150v11n01_03.
- [25] Li, X., Petrick, J.F. and Zhou, Y. 2007. Towards a Conceptual Framework of Tourist's Destination Knowledge and Loyalty. *Journal of Quality Assurance in Hospitality and Tourism*, 8 (3). DOI: <https://doi.org/10.1080/1528006060067085474>.
- [26] Middleton, V. 2001. *Marketing in Travel and Tourism*. Sage Publications.
- [27] Mirman, A., and Pizam, A. 1995. The Role of Awareness and Familiarity with a Destination: The Central Florida Case. *Journal of Travel Research*, 33 (3). DOI: <https://doi.org/10.1177/004727859503300304>.
- [28] Murphy, P., Pittard, M.P. and Smith, B. 2000. The Destination Product and Its Impact on Traveller Perceptions. *Tourism Management*, 21 (1). DOI: [https://doi.org/10.1016/S0261-5177\(99\)00080-1](https://doi.org/10.1016/S0261-5177(99)00080-1).
- [29] O'Guinn, T.C., Allen, C.T. and Semenk, R.J. 2009. *Advertising and Integrated Brand Promotion*. Thomson South Western.
- [30] O'Neil, J.W., and Mattila, A.S. 2004. Hotel Branding Strategy: Its Relationship to Guest Satisfaction and Room Revenue. *Journal of Hospitality and Tourism Research*, 28 (2). DOI: <https://doi.org/10.1177/1096348004026481>.
- [31] Petrick, P., Pritchard, M.P. and Smith, B. 2002. The Roles of Quality, Value, and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions. *Journal of Leisure Research*, 34 (2).
- [32] Radacic, B. and Mihelic, B. 2006. The Tourist Destination Brand. *Tourism and Hospitality Management*, 12 (2): 183-89.
- [33] Rahmali, F., Othman, N.A. and Sunarti, M.A.P. 2019. Muslim Tourist Satisfaction of Halal Tourism in Lombok. *Jurnal Syiahkhal: Jurnal Ekonomi Islam* 4 (2). DOI: <https://doi.org/10.30997/jei.v4i2.1501>.
- [34] Rangkuhi, F. 2014. *Manajemen Persewaan Aplikasi Di Bidang Bisnis*. Jakarta: PT. Raja Grafindo Persada.
- [35] Setiadi, N.J. 2013. *Perilaku Konsumen*. Jakarta: Kencana.
- [36] Shafaei, F. and Mohamed, B. 2015. A Stage-Based Model Development Study on Tourism Social Impact Assessment. *International Journal of Scientific and Research Publications*, 5 (3).
- [37] Shakiry, A.S. 2006. *The Academy of Islamic Tourism Project: Islamic Tourism Prospect*.
- [38] Sweeney, J. C., and Wyber, F. 2002. The Role of Cognitions and Emotions in the Music-Approach-Avoidance Behavior Relationship. *Journal of Services Marketing*, 16 (1). DOI: <https://doi.org/10.1108/08873900210418415>.

- [39] Tasci, A.D.A., Gertner, W.C. and Cavusgil, S. T. 2007. Measurement of Destination Brand Bias Using a Quasi-Experimental Design. *Tourism Management*, 28 (6). DOI: <https://doi.org/10.1016/j.tourman.2007.02.009>.
- [40] Tjiptono, F. 2014. *Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian*. Yogyakarta: Andi Offset.
- [41] Valentini, D.C., Mauro, S., Oella, C. and Giovanna, D.G. 2015. Customer Satisfaction in Tourist Destination: The Case of Tourism Offer in the City of Naples. *Journal of Investment and Management*, 4 (1): 39-50.
- [42] Vinh, Tran Trung, and Le Van Huy. 2016. The Relationships among Brand Equity, Brand Preference, and Purchase Intention: Empirical Evidence from the Motorbike Market in Vietnam. *International Journal of Economics and Finance* 9 (3). DOI: <https://doi.org/10.5539/ijef.v9i3.3073>.
- [43] Zeithaml, V.A. 1988. Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52 (3). DOI: <https://doi.org/10.1177/002224298805203002>.



ASERS
Publishing

Web: www.aserspublishing.eu
 URL: <http://www.journals.aserspublishing.eu/jemt>
 E-mail: jemi@aserspublishing.eu
 ISSN 2068 - 7729
 Journal DOI: <https://doi.org/10.14595/jemt>
 Journal's Issue DOI: <https://doi.org/10.14595/jemt.v13.i187.00>

GAMBAR 13. BUKTI JURNAL TERINDEKS SCOPUS Q2 PADA LAMAN RESMI SCOPUS

Filter refine list

Apply Clear filters

1 result

Download Scopus Source List Learn more about Scopus Source List

All Export to Excel Save to source list View metrics for year: 2021

Display options

Display only Open Access journals

Counts for 4-year timeframe Top of page

No minimum selected

Minimum citations

Minimum documents

CiteScore highest quartile

Show only titles in top 10 percent

1st quartile

2nd quartile

3rd quartile

4th quartile

Source title	CiteScore	Highest percentile	Citations 2018-21	Documents 2018-21	% Cited
1 Journal of Environmental Management and Tourism	2.1	53% 326/696 Economics and Econometrics	1,708	808	54

Top of page

GAMBAR 14. BUKTI JURNAL TERINDEKS SCOPUS Q2 PADA LAMAN SINTA KEMDIKBUD

Filter

Reset

Q3 Financial technology and the COVID-19: a systematic approach
Creator : Aminy M.M.
Quality - Access to Success
2023

Q2 Coastal Tourism: Development Strategy of Loang Baloq Beach in Lombok Island, Indonesia
Creator : Nugroho M.S.
Journal of Environmental Management and Tourism
Journal publish at 2022 1 cited

Q2 Tourist Satisfaction in Lombok Island as the World's Best Halal Tourism Destination
Creator : Mas'ud R.
Journal of Environmental Management and Tourism
Journal publish at 2022 0 cited

Q2 Some Insights Concerning the Halal Tourism Research. A Bibliometric Analysis
Creator : Mas'ud R.
Journal of Environmental Management and Tourism
Journal publish at 2022 0 cited

Q2 Forecasting political parties and candidates for Indonesia's presidential election in 2024 using twitter
Creator : Masud R.
International Journal of Health Sciences
Journal publish at 2022 0 cited