Certification

July 3, 2017

Usup Suhud,
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This letter is to confirm that your papers entitled "Animosity of Indonesian Consumers Against Israeli Products”; "When Sharia Hotel Is Too Segmented: Evidence from Indonesia”; "Mobile Money for Micro-Scale Business? The Role of Attitude, Perceived Credibility, Self-Efficacy, and Perceived Security" and "Destination Image and Place Attachment on Car Free Day Events Revisit Intention: A Gender Perspective" were accepted and published at the 29th IBIMA Conference on May 3-4, 2017 in Vienna, Austria conference proceedings (ISBN: 978-0-9860419-7-6, Published in the USA).

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Sincerely

Khalid S. Soliman
Dr. Khalid S. Soliman
29th IBIMA Conference chair
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Education Excellence and Innovation Management through Vision 2020:
From Regional Development Sustainability to Global Economic Growth

Editor
Khalid S. Soliman

International Business Information Management Association (IBIMA)

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When Sharia Hotel Is Too Segmented: Evidence from Indonesia

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Abstract

To attract Muslim visitors, both domestic and international, hotel industry modifies their services to be suitable with Islamic law and stated them as a sharia compliant hotel (SCH). This study is aimed to investigate the influence of religious commitment, attitude, perceived value, and customer expectation on a SCH visit intention. In total, there were 260 respondents participated, those who worked at Sudirman Central Business District (SCBD) in Jakarta. Predominant respondents claimed that they experienced visiting a hotel within six months and only 10% of them visited a SCH. Data was analysed using exploratory and confirmatory factor analyses as well as structural equation model. As a result, only religious commitment had an insignificant influence on visit intention. Two alternative models were tested to understand the role of religious commitment on behavioural intention. They showed other findings that indicated that indeed a SCH is segmented only for visitors with certain level of religious commitment. A recommendation for hotel practitioners and future research are discussed. Findings of this study fulfill a gap in sharia hospitality field, particularly on behavioural intention.

Keywords: Sharia/halal compliant hotel (SCH), attitude, perceived value, customer expectation, positioning, structural equation model

1 Introduction

Nowadays, a wave of sharia law has been employed in many types of services, including banking, insurance, restaurant, salons, spa, sport clubs, and also hotels. In marketing perspective, sharia compliance is considered as a positioning (Asih & Asih, 2015). Positioning is addressed to attract prospective visitors (Crompton, Fakaye, & Lue, 1992) as it has important role to enhance the attractiveness and competitiveness of a hotel or tourism destination (Chacko, 1996). Some hotels in Indonesia take a chance by claiming as a sharia compliant hotel (SCH). This attempt is addressed to attract both domestic and international Muslim visitors. By statistics, Indonesia is the largest Muslim nation in the world and number of foreign Muslim visitors increase each year (Badan Pusat Statistik [Central Bureau of Statistics], 2016).

To be a SCH, there are specific requirements to be adapted. Henderson (2010) identified them, i.e. it does not provide food and alcoholic beverages, providing food and drinks halal, the Quran and a prayer rug in every room, bed and toilet are not directly facing the Kiblah, toilet in the bathroom, prayer rooms, decent entertainment, the majority of employees are Muslims, clothing employees were courteous, separation recreational facilities for male and female guests dressed decent, and funded by the Islamic financial institutions.
This study aims to investigate the influence of religious commitment, attitude, perceived value, and customer expectation on a SCH visit intention. The authors assume that religious commitment has an important role in predicting an SCH visit intention. Therefore, this study aims to investigate the influence of religious commitment, attitude and perceived value on a SCH visit intention as well as the impact of customer expectation on attitude and perceived value. This study is also addressed to develop other alternative model to explore the role religious commitment in influencing a SCH visit intention.

2 Literature Review

2.1 Theoretical background

2.1.1 Religious commitment and visit intention

Religious commitment is defined by Worthington Jr et al. (2003, p. 85) as "the degree to which a person adheres to his/her religious values, beliefs and practices, and uses them in daily living". According to Muhadad, Mizerski, and Mizerski (2008), religious commitment is one of the components of religion, along with religious affiliation, religious knowledge, consequences, and religious orientation.

Religious commitment is also known as religiosity (Muhadad et al., 2008). According to Hassan (2007), religiosity has three dimensions including ideological, ritualistic, experiential, and consequential whereas El-Menour (2014) established five dimensions, i.e. basic religiosity, central duties, religious experience, religious knowledge, and orthopraxis. According to Benik, Budak, Tüzbasi, and Mohdali (2016) and Borzocei and Asgari (2014) there are two types of religious commitment – intrapersonal and interpersonal.

In marketing studies, religiosity is linked to attitude (Mukhtar & Butt, 2012; Newaz, 2014; Simanjuntak & Dewantara, 2014), consumer innovativeness (Mansori, 2012), product involvement (Yener, 2014), shopping orientation (Kamaruddin, 2007), and behaviour (Ahmad, Rahman, & Rahman, 2015). Some other studies reported the impact of religiosity or religious commitment on purchase intention. The authors present supporting studies for this path.

A study conducted by Majid, Sabir, and Ashraf (2015) measuring the impact of religious belief effect on halal cosmetic and personal care purchase intention in Pakistan. This study found that religious belief had a significant impact on purchase intention. Haque, Anwar, and Sarwar (2015) studied the impact of country of origin, ethnocentrism, and religiosity on imported product purchase intention in Bangladesh. They found that country of origin has a positive influence on purchase intention whereas ethnocentrism and religiosity have a negative influence on purchase intention. Borzocei and Asgari (2014) claimed that they were the first researchers using religious commitment and tested its impact on halal brand purchase intention. They demonstrated that there was a significant impact of religious commitment on purchase intention.

2.1.2 Attitude and visit intention

Attitude has been employed in many studies to predict individuals' hotel or restaurant intention or in more general, purchase intention. Besides, attitude is one unreplaceable variable in the theory of planned behaviour and theory of reasoned action. Al-Nahdi and Mohammed (2008) studied at a university in Malaysia and involved 184 Muslim students. These scholars employed the theory of planned behaviour to predict intention to patronage a halal restaurant. As a result, attitude significantly influences intention. Another study from Malaysia was conducted by Noor, Shaari, and Kumar (2014). This study focussed on examination of international tourists’ intention to visit a green hotel. They found that the greener the tourists, the higher their intention to visit a green hotel. Furthermore, Zarrad and Debabi (2015) studied the impact of attitude towards visiting Tunisia on Tunisia visit intention.
These scholars surveyed foreign tourists who were in an online community. As a result, just like other findings documented by other studies above, attitude influenced behavioural intention. This finding also supports a report of Hsu, Cai, and Li (2009).

2.1.3 Visitor expectation on attitude

Collecting data in three big cities in China, Hsu et al. (2009) examined the concept of expectation – motivation – attitude (EMA) in their study. This concept is used to predict behavioural intention of residents to be involved in an outbound travelling. One of the factors tested was expectation. They found that expectation positively and significantly influenced behavioural intention. Wong, Cheung, and Wan (2013) adopted the concept of EMA tested by Hsu et al. (2009) in their study. One of their findings was that expectation influenced attitude significantly.

2.1.4 Visitor expectation on perceived value

Taking a place in Indonesia, Hannan, Subhari, Nurmain, and Kirbrandoko (2014) conducted a study to measure customer satisfaction of corporate decision makers from more than 50 exporters and coal trading companies. One of the paths there were examined was the impact of expectation on perceived value. They found that significantly expectation influenced perceived value. Another study undertaken by Aliman, Hashim, Wahid, and Harudin (2014). These scholars identified factors influencing perceived value and tourist satisfaction. One of the paths they tested, was the impact of effects they tourist expectation on perceived value. As a result, they documented that expectation had a significant effect on perceived value.

2.1.5 Perceived value and visitor intention

Some scholars have paid serious attention on perceived value, for example, Woodruff (1997) who identified three hierarchical levels of value that are desired attributes, desired consequences, and desired end-states or goal and purposes whereas Holbrook and Hirschman (1982a) categorised value into utilitarian and hedonic domains. Furthermore, according to Sheth, Newman, and Gross (1991) perceived value has four dimensions including emotional value, social value, value for money, and performance.

Defined by Zeithaml (1988, p. 14), perceived value is “a customer’s overall assessment of the utility of a product based on perceptions of what is received and what is given”. Perceived value is a key to predict customer satisfaction (Ryu, Lee, & Gon Kim, 2012), as well as behavioural intention (Ali, Omar, & Amin, 2013; Ponte, Carvajal-Trujillo, & Escobar-Rodriguez, 2015). In tourism and hospitality industries, perceived value can be influenced by food quality, physical environment, image, support service, service, and price (Kim, Holland, & Han, 2013; Ryu et al., 2012; Yuncu, Emir, & Arslanturk, 2013). Furthermore, as an independent variable, according to some studies, perceived value has a significant impact on behavioural intention. Ali et al. (2013) chose perceived value as one predictor variables to measure behavioural intention of resort hotel visitors in Malaysia. They found that perceived value significantly influencing visit intention.

2.2 Theoretical framework and hypotheses

Based on the literature above, here is the theoretical framework to be tested. The model has five hypotheses:

\[ H_1 \] Religious commitment significantly influences SCH visit intention
\[ H_2 \] Customer expectation significantly influences attitude toward behaviour
\[ H_3 \] Customer expectation significantly influences perceived value
\[ H_4 \] Attitude towards behaviour significantly influences SCH visit intention
\[ H_5 \] Perceived value significantly influences SCH visit intention

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3 Methods

3.1 Participants

Samples of this study were white collars who worked at Sudirman Central Business District (SCBD) in Jakarta, Indonesia. They were approached conveniently, those who worked as an executive. In total, 260 participants involved in this study. One hundred twenty-four of them were males. Predominantly, participant ages were between 20 – 30 years old (70%). Nearly 20% were between 31-40 years and small percentages were less 20 and over 40 years old. When they were asked about an occupation, more than 90% of them claimed that they worked in a private sector. Furthermore, over 80% participants went to universities and remaining participants graduated a high school. Additionally, about 21% participants mentioned that they stayed in a hotel within a last month, less than 40% were between 2-4 months earlier, and the rest were over four months earlier. Of 10% participants claimed that they experienced staying at a sharia hotel.

3.2 Instrument development

To develop the quantitative instrument, the authors adapted indicators validated by prior studies. All indicators were translated and adapted from English to Bahasa Indonesia beforehand. To measure religious commitment, the authors developed indicators taken and adapted from Henderson (2010). Indicators from Aman (2011) were adapted and employed to measure attitude while to measure perceived value, the authors adapted indicators from Raza, Siddiquei, Awan, and Bukhari (2012). At last, indicators to measure visit intention were adapted from Tilikidou, Delistavrou, and Sapountzis (2014) and Ali (2015).

3.3 Data analysis

There are two stages of data analysis employed in this study. The first stage is exploratory factor analysis (EFA) to explore dimensions and indicators of each variable. Conducting an EFA is considered as an instrument validation for pilot study and data validation for data set before further analysis (Holmes-Smith, 2010). This action is followed by a construct reliability test. The construct is
considered reliable if it has a Cronbach's alpha of 0.7 or greater (Hair Jr., Black, Babin, Anderson, & Tatham, 2006). The second stage is confirmatory factor analysis (CFA) and structural equation model. In this session, the authors conduct a hypotheses testing. The model should achieved a fitted model with certain criteria stated, including probability, CMIN/DF, CFI, and RMSEA scores of >0.05, ≤2.0, <0.095, and ≤0.05 respectively (Browne & Cudeck, 1992; Hu & Bentler, 1995; Schermelleh-Engel, Moosbrugger, & Müller, 2003; Tabachnick & Fidell, 2007).

4 Findings and Discussion

4.1 Exploratory factor analysis

Based on the EFA results, customer expectation has no dimension. It retains seven indicators with factor loadings ranging from 0.791 to 0.972. Religiosity commitment forms two dimensions: conviction dimension has six indicators with factor loadings ranging from 0.557 to 0.870. Obedience dimension has three indicators with factor loadings ranging from 0.894 to 0.898. Visit intention retains six indicators with factor loadings ranging from 0.545 to 0.841. Perceived value produces two dimensions: Valuation dimension survives three indicators with factor loadings ranging from 0.800 to 0.949. Adaptability dimension survives two indicators with factor loadings ranging from 0.717 to 0.807. The last is attitude. It retains three indicators with factor loadings ranging from 0.667 to 0.841. The table below documents that all dimensions have a Cronbach's alpha greater than 0.7 that shows that all is reliable.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Factor loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Customer expectation</strong></td>
<td></td>
</tr>
<tr>
<td>EO1 Staying at a SCH when travelling will enable me to protect our religion</td>
<td>0.972</td>
</tr>
<tr>
<td>EO4 Staying at a SCH when travelling will enable me to perform religious practices</td>
<td>0.942</td>
</tr>
<tr>
<td>EO3 Staying at a sharia compliant hotel when travelling will enable me to experience a health</td>
<td>0.928</td>
</tr>
<tr>
<td>EO5 Staying at a SCH when travelling will enable me to enjoy religiously friendly products and amenities</td>
<td>0.914</td>
</tr>
<tr>
<td>EO2 Staying at a SCH when travelling will enable me to be more socially responsible</td>
<td>0.904</td>
</tr>
<tr>
<td>EO6 Staying at a SCH when travelling will enable me to eat halal food and drinks</td>
<td>0.890</td>
</tr>
<tr>
<td>EO7 Staying at a SCH when travelling will enable me to have reduced expenses</td>
<td>0.791</td>
</tr>
<tr>
<td><strong>Religious commitment – conviction</strong></td>
<td></td>
</tr>
<tr>
<td>Rel5 I think that SCH should not display any art that depicts the human form</td>
<td>0.870</td>
</tr>
<tr>
<td>Rel6 I think that SCH should separate male and female events hall</td>
<td>0.833</td>
</tr>
<tr>
<td>Rel9 I agree that alcohol must not be served in the SCH premises</td>
<td>0.792</td>
</tr>
<tr>
<td>Rel10 I agree that SCH should separate floors for single males, females, and families</td>
<td>0.673</td>
</tr>
<tr>
<td>Rel12 I agree that Quran and prayer mats should be available in each room</td>
<td>0.590</td>
</tr>
<tr>
<td>Rel11 I believe that SCH should not arrange the beds and toilets facing the direction of Mecca</td>
<td>0.557</td>
</tr>
<tr>
<td><strong>Visit intention</strong></td>
<td></td>
</tr>
<tr>
<td>VI3 I will make an effort to stay at SCH when traveling</td>
<td>0.841</td>
</tr>
<tr>
<td>VI5 To consider the SCH as the first one on the list when searching for accommodation</td>
<td>0.778</td>
</tr>
<tr>
<td>VI1 I am willing to say at a SCH when traveling</td>
<td>0.768</td>
</tr>
<tr>
<td>VI2 I plan to stay at a SCH when traveling</td>
<td>0.709</td>
</tr>
</tbody>
</table>
4.2 The proposed model testing

The proposed theoretical framework was tested using SEM. A fitted model was achieved with a probability score of 0.358, CMIN/DF of 1.058, CFI of 0.998, and RMSEA of 0.016.

Figure 2-Result of the theoretical framework
4.3 The alternative models testing

To understand the role of religious commitment in predicting behavioural intention to visit a SCH, the authors developed two alternative models.

4.3.1 The first alternative model

In the first alternative fitted model, religious commitment was linked directly to visit intention while attitude was linked to customer expectation and visit intention. Customer expectation was a direct predictor of visit intention as well as a mediator for perceived value to link to visit intention. This model owns probability, CMIN/DF, CFI, and RMSEA scores of 0.572, 0.953, 1.00, and 0.000 respectively. According to Holmes-Smith (2010), to be significant, each path should have a C.R (critical ration) score of 1.96 and greater. Therefore, based on the output of CFA, four hypotheses including $H_2$, $H_3$, $H_4$, and $H_5$ are accepted. On the other hand, $H_1$ is rejected.

![Diagram](image.png)

Figure 3: Results of Confirmatory Factor Analysis

The impact of religiosity on visit intention has a C.R. value of 1.784. This score is less than 1.89 as required. $H_1$ is considered insignificant and therefore it is rejected. The authors attempted to link religiosity directly to attitude as suggested by Mukhtar and Butt (2012), Newaz (2014), and Simanjuntak and Dewantara (2014). Unfortunately, the result shows insignificance too. The impact of attitude on visit intention has a C.R. value of 4.415. By having this score, $H_2$ is accepted. With a standardised total effect of 0.596, the effect of this path is considered strong. This finding is significant with studies conducted by Al-Nahdi and Mohammed (2008), Noor, Shaari, et al. (2014) and Goh (2015). Attitude also influences customer expectation. This path is $H_3$ and it is accepted too. It has a C.R. value of 3.590 with a standardised total effect of 0.366. This finding is significant with prior studies.

Another path is the impact of perceived value on customer expectation with a C.R. score of 2.364. Therefore, $H_4$ is accepted. This finding is significant with prior studies. The last path is the impact of customer expectation on visit intention. This path owns a C.R. value of 2.574. This is significant and therefore, $H_5$ is accepted. This path has a mild effect with a standardised total effect of 0.238.
Table 2: Results of hypotheses testing

<table>
<thead>
<tr>
<th>Path</th>
<th>C.R.</th>
<th>P</th>
<th>Result</th>
<th>Standardised total effect</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Religiosity → Visit Intention</td>
<td>1.784</td>
<td>0.074</td>
<td>Rejected</td>
<td>0.151</td>
<td>Weak</td>
</tr>
<tr>
<td>H2 Attitude → Visit Intention</td>
<td>4.415</td>
<td>***</td>
<td>Accepted</td>
<td>0.596</td>
<td>Strong</td>
</tr>
<tr>
<td>H3 Attitude → Customer expectation</td>
<td>3.590</td>
<td>***</td>
<td>Accepted</td>
<td>0.366</td>
<td>Moderately strong</td>
</tr>
<tr>
<td>H4 Perceived Value → Customer expectation</td>
<td>2.364</td>
<td>0.018</td>
<td>Accepted</td>
<td>0.336</td>
<td>Moderately strong</td>
</tr>
<tr>
<td>H5 Customer expectation → Visit Intention</td>
<td>2.574</td>
<td>0.010</td>
<td>Accepted</td>
<td>0.238</td>
<td>Mild</td>
</tr>
</tbody>
</table>

4.3.2 The second alternative model

The diagram below is the second alternative fitted model. Attitude and perceive value are placed to have a direct link to visit intention. Furthermore, customer expectation is linked to attitude and perceived value whereas religious commitment is linked to customer expectation and perceived value. This model owns probability, CMIN/DF, CFI, and RMSEA scores of 0.166, 1.153, 0.993, and 0.025 respectively.

Figure 4: Results of the alternative model testing

As reported on the table below, all paths have a C.R. value greater than 1.86 that indicates significance. Additionally, the strongest effect occurs between religiosity commitment and perceived value with a standardised total effect of 1.047.
Table 3: Summary of alternative model testing

<table>
<thead>
<tr>
<th>Path</th>
<th>C.R.</th>
<th>P</th>
<th>Standardised total effect</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religiosity ➔ Customer expectation</td>
<td>2.012</td>
<td>Significant</td>
<td>0.044</td>
<td>0.212</td>
</tr>
<tr>
<td>Customer expectation ➔ Attitude</td>
<td>6.320</td>
<td>Significant</td>
<td>***</td>
<td>0.531</td>
</tr>
<tr>
<td>Religiosity ➔ Perceived value</td>
<td>2.784</td>
<td>Significant</td>
<td>0.005</td>
<td>1.047</td>
</tr>
<tr>
<td>Customer expectation ➔ Perceived value</td>
<td>3.370</td>
<td>Significant</td>
<td>***</td>
<td>0.421</td>
</tr>
<tr>
<td>Attitude ➔ Visit intention</td>
<td>5.004</td>
<td>Significant</td>
<td>***</td>
<td>0.542</td>
</tr>
<tr>
<td>Perceived value ➔ Visit intention</td>
<td>3.183</td>
<td>Significant</td>
<td>0.001</td>
<td>0.281</td>
</tr>
</tbody>
</table>

4.4 Discussion

Findings of the theoretical framework are documented in the table below. Religious commitment has a C.R. score of 1.791 which is insignificant. Therefore, H₁ is rejected. This finding is contra with the findings demonstrated by Majid et al. (2015), Tabassi, Esmaeilzadeh, and Sambasivan (2012), Borzooei and Asgari (2014), and Haque et al. (2015). The path between visitor expectation and attitude has a C.R. score of 6.271 with a standardised total effect of 0.527. It indicates that H₂ is accepted with a strong effect. This finding is significant with the findings documented by Al-Nahdi (2008), Hsu et al. (2009), Noor, Hasan, and Kumar (2014), and Zarrad and Debabi (2015).

Furthermore, H₃ is the path between visitor expectation and perceived value and it is accepted too with a C.R. score of 3.923 and a moderately strong effect. This finding is significant with prior studies (Hsu et al., 2009; Wong et al., 2013). Furthermore, attitude has a significant influence on visit intention with a C.R. score of 4.602 and a strong effect. Therefore, H₄ is accepted with a C.R. value of 4.602 and a standardised total effect of 0.520. This finding is significant with existing study (Aliman et al., 2014; Hannan et al., 2014). The last, perceived value has a significant influence on visit intention with a C.R. score of 2.317 and a moderately strong effect. This finding supports prior studies (Holbrook & Hirschman, 1982b; Sheth et al., 1991; Woodruff, 1997).

Table 4: Summary of hypotheses testing

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Path</th>
<th>C.R.</th>
<th>Result</th>
<th>Standardised total effect</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁</td>
<td>Religious commitment ➔ Visit intention</td>
<td>1.791</td>
<td>Rejected</td>
<td>0.140</td>
<td>Weak</td>
</tr>
<tr>
<td>H₂</td>
<td>Visitor expectation ➔ Attitude</td>
<td>6.271</td>
<td>Accepted</td>
<td>0.527</td>
<td>Strong</td>
</tr>
<tr>
<td>H₃</td>
<td>Visitor expectation ➔ Perceived value</td>
<td>3.923</td>
<td>Accepted</td>
<td>0.605</td>
<td>Moderately strong</td>
</tr>
<tr>
<td>H₄</td>
<td>Attitude ➔ Visit intention</td>
<td>4.602</td>
<td>Accepted</td>
<td>0.520</td>
<td>Strong</td>
</tr>
<tr>
<td>H₅</td>
<td>Perceived Value ➔ Visit intention</td>
<td>2.317</td>
<td>Accepted</td>
<td>0.327</td>
<td>Moderately strong</td>
</tr>
</tbody>
</table>
5 Summary and Recommendation

The objective of this study is to investigate the influence of attitude, perceived value, customer expectation, and religious commitment on SCH visit intention. Data was collected in a business district in Jakarta involving 260 white collars. The findings document a hypothesis is insignificant and four hypotheses are significant: religiosity commitment insignificantly influences visit intention (H1), attitude significantly influences visit intention (H2), attitude significantly influences customer expectation (H3), visitor expectation significantly influences perceived value (H4), and perceived value significantly influences visit intention (H5). Two models show that religious commitment has no direct effect on behavioural intention. On the hand, the third model indicates different result. Religious commitment is mediated by perceived value to have a significant influence.

Respondents of this study were selected conveniently. Therefore, the results of this study may not generalise the sample category. It can be considered as a limitation of this study.

The findings of this study have an implication for hoteliers and hotel practitioners. Positioning is important but it takes a consequence. A SCH is indeed much targeted to a certain market. It might work only to target potential visitors with a certain level of religious commitment. Although people have a favourable attitude towards visiting a SCH and positive expectation, there is no indication that they have an intention to visit.

For future studies, the authors suggest four ideas: first, select participants from religious group to see different findings. Second, select participants in situ, those who visit the sharia compliance hotel. Third, use structural equation model to explore best alternative models. Fourth, to test the alternative model as illustrated below. This alternative model has six paths to be tested, i.e. the influences of religiosity commitment on consumer expectation, religiosity commitment on perceived value, consumer expectation on attitude, consumer expectation on perceive value, attitude on visit intention, and perceive value on visit intention.

References


Holmes-Smith, P. (2010). Structural equation modeling: From the fundamentals to advanced topics. Melbourne: SREAMS (School Research Evaluation and Measurement Services)

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