

CHAPTER II

LITERATURE REVIEW

In this chapter the writer explains about the key theories and studies relevant to this final report, namely tourism, religious tourism, mosque, public facilities, and customers' satisfaction.

2.1 Definition of Tourism

Tourism is a series of activities in the form of a temporary movement of people to a destination outside of their residence or place of work, activities carried out while staying at the destination and facilities provided to meet their needs both while traveling and at their destination (Mathieson and Wall, 1982).

Furthermore, tourism is an activity to travel that aims to get pleasure, find satisfaction, know something, improve health, enjoy sports or rest, fulfill task, make pilgrimages and so on (Spillane, 1982).

Moreover, tourism is an activity carried out temporarily from the original place of residence to the destination area with the reason not to settle or make a living but only to fulfill curiosity, spend leisure or holiday and so on (Meyers, 2009). In addition, tourism is a planned trip, which is carried out individually or in groups from one place to another in order to get a form of satisfaction and pleasure (Sinaga, 2010).

Based on the statements above, it can be concluded that tourism is a traveling activity which is conducted individually or groups from one place to another place temporarily by prior planning aims to get pleasure, enjoy the journey, find satisfaction and find happiness.

2.1.1 Kind of Tourism

There are two kinds of tourism, namely:

1. Based on the motives of the travel destination (Spillane, 1987)

- a. **Pleasure Tourism:** This tourism is carried out by people who leave their homes for a vacation, get some fresh air, fulfill their curiosity, relax nervous tension, see something new, and enjoy the beauty of nature.
- b. **Recreation tourism:** This tourism is carried out for the use of holidays to rest, restore physical and spiritual freshness, and refresh yourself from exhaustion and fatigue. It can be done at a place that guarantees recreational destinations that offer the necessary pleasures such as the seashore, mountains, rest centers and health centers.
- c. **Cultural tourism:** This tourism is marked by a series of motivations, such as the desire to study in teaching and research centers, study the customs, institutions, and ways of life of different people, visit historical monuments, relics of the past, centers of art and religion , music arts festivals, theater, folk dances and others.
- d. **Sports Tourism:** This tourism divided into two categories:
 1. Big sports events, namely major sports events such as the Olympic Games, world ski championships, world boxing championships, and others that attract the attention of the audience or fans.
 2. Sporting tourism of the Practitioners, namely sports tourism for those who want to practice and practice themselves such as mountain climbing, horse riding, hunting, fishing and others.
- e. **Business Tourism:** This tourism trip is a professional form of travel or travel because it has to do with a job or position that does not give a person the choice of destination or time of travel.
- f. **Convention Tourism:** Tourism is much in demand by countries because when a convention or meeting is held there will be many participants present to stay for a certain period of time in the country that is holding the convention. Countries that often hold conventions will build buildings that support the convention tourism.

2. Based on various aspects (Suantoro, 2004)

1. In terms of the number of tours:
 - a. Individual tour which is a tour carried out by one person or a married couple.
 - b. Family group tour is a tour carried out by a group of families who still have kinship ties.
 - c. Group tour is a tour that is done together and led by someone.
2. In terms of tourism regulation:
 - a. Pre-arranged tour, namely a tour that has been arranged in advance.
 - b. Package tour, which is a travel product sold by a travel agency company.
 - c. Coach tour an excursion tour package sold by a travel agency led by a tour guide.
 - d. Special arranged tour, which is a tour arranged specifically to meet the demand of tourists or more in accordance with the interests of tourists.
 - e. Optional tour that is an additional tour outside the arrangements that have been arranged at the request of the customer.
3. In terms of the intent and purpose of tourism:
 - a. Holiday tour is a tour that is organized and followed by members for a vacation, have fun and entertain themselves.
 - b. Introduction tour is a trip that is intended to get to know more about fields or areas that are related to work.
 - c. Educational tour is a tour that is intended to provide an overview, comparative study or knowledge of the field of work visited.
 - d. Scientific tour is a tour whose main purpose is to obtain knowledge or investigation of a field of science.
 - e. Special mission tour which is a tour that is intended to fill a special vacancy.

- f. Hunting tour is a tourist visit to organize animal hunting which is permitted as entertainment.
- g. Religious tourism is a tour intended to conduct religious worship.

It can be concluded that there are 2 types of tourism first based on the motives of the travel destination there are pleasure tourism, recreation tourism, cultural tourism, sports tourism, business tourism, convention tourism and based on various aspects there are individual tour, family group tour, group tour, pre-arranged tour, package tour, coach tour, special arranged tour, optional tour, holiday tour, introduction tour, educational tour, scientific tour, special mission, hunting tour and religious tourism. Religious tourism is one of the most popular tourist attractions, and there are several researchers who conduct research on religious tourism:

1. Fatinah Cahya Ningrum, 2012. *Faktor-Faktor Yang Mempengaruhi Minat Wisata Religi Menara Kudus*. Jawa Tengah.
2. Adhe Janualdi, 2017. *Strategi Pengembangan Objek Daya Tarik Wisata Religi (Studi Kasus Di Makam Ki Gede Ingsuro)*. Palembang.
3. Joni Iskandar, 2019. *Strategi Dinas Pariwisata Dalam Pengembangan Wisata Religi Di Kota Pekanbaru*. Riau.

That is why the writer uses the kind of religious tourism as the final report.

2.2 Definition of Religious Tourism

Shihab (2007, p.549) says that, religious tourism is a trip or visit which is carried out by individual or groups to a place that is considered important in the spread of da'wah and islamic education. Meanwhile, religious tourism is s type of tourism that is closely related to tourists or visitors who have the same cultural, religious, ethnic and historical backgrounds or things that have been related to the past (Marpaung, 2002, p.95).

Furthermore, religious tourism as part of missionary activity must be able to offer tourism both on objects and tourist attractions nuanced religious and general, able to arouse public awareness of the almighty of Allah swt and religious awareness (Fathoni, 2007, p.3). Moreover, the motive of religious tourism is to fill up leisure time, to have fun, relax, study and religious activities to give Islamic values (Chaliq, 2011, p.59).

Based on the explanation above, it can be concluded that religious tourism is a trip which is conducted by a person or group that visit a place to get knowledge about religion.

2.2.1 Forms of Religious Tourism

Religious tourism is interpreted as a tourist activity to a place that has a special meaning (Agus, 2004, p.7), they are:

1. Tomb which is a tomb is a place that contains sacredness.
2. Temple which is a temple as an element in ancient times was later replaced by a tomb.
3. Mosque which is a mosque as a place of religious center where the mosque is used for prayer and others.

2.3 Definition of Mosque

Mosque understanding literally as a word that comes from Arabic. The main word is prostration, mosque which means the place of prostration or place of prayer, so that the mosque implies a place to carry out the obligation for Muslims to perform the five daily prayers ordered by Allah swt. Another definition of mosque is all of the entire surface of the earth except the grave, is a place of prostration or a place of worship for muslims (Supeno, 1984, p.1).

Nowadays, mosque increasingly need to be functioned, expanded their range of activities and services and handled with good organization and management. Beside for prayers mosque also can be used for social purposes, for instance, as a place to learn, teach virtue (studying) and so on.

It can be concluded that the term of mosque has quite a broad meaning other than as a place of worship as well as a place to perform various activities or Islamic culture. One of places of worship in Palembang is Agung Mosque where the writer chooses as the place (Object) of making final report.

2.4 Definition of Public Facilities

Buchari (2001, p.12) says that public facilities are the available physical equipment to provide satisfaction and comfort to its users so that the needs of using those public facilities can be fulfilled. According to Chaudhary and Aggarwal (2012), public facilities should be provided by local authority in a good cleanliness and condition because it would affect the visitors' satisfaction.

Ginting (2010, p.54) adds that public facilities must fulfill several characteristics, such as security, clean and well-arranged areas, and good accessibility to make the visitors feel satisfied and comfortable. Moreover, Kotler (1997) defines public facilities as everything that has been provided by the company to consumers that can provide comfort, security, satisfaction and convenience.

In conclusion, Public facilities are physical equipment provided by the authority which should be in good condition to give satisfaction and comfort to the visitors.

There are some public facilities standards for tourism area according to the Regulation of the Minister of Tourism of the Republic of Indonesia Number 3 Year 2018 (Ministry of Tourism Republic of Indonesia, 2018), they are:

1. Toilet

Toilet is a place that is needed by many people. The hygiene in toilet is very important. Toilet must be clean, healthy, dry and hygienic. The standards of toilet for tourism area are:

a. Space Amount

Separate toilets for male and female must be available and equipped with signboard. The area of toilets in tourism area consists of floors, walls, and roofs.

b. Air Circulation

Good air circulation is needed in toilet. Air circulation is very important to keep the toilet air free of odors, mold and bacteria and other harmful chemicals.

c. Lighting

Lighting can be done by utilizing artificial lighting and natural lighting. Good natural lighting, besides being able to save energy can also give a positive impression.

d. Door

The door used uses waterproof material such as material made of aluminum.

e. Ceiling

The shape of ceiling can be flat or follow the slope of the roof and must be waterproof to prevent leakage during rain.

f. Toilet equipment

There must be a squat toilet for minimum standard or flush toilet for recommended standard, a water dipper, a tub and a dustbin.

g. Washstand

The washstand in toilet must be provide a liquid soap, mirrors and water tap.

2. Parking area

The parking area should be clean, safe, neatly arranged, equipped with signboard, and separated for car and motorcycle.

3. Praying area

There are some standards of praying are for tourism area :

a. Place

- The locatioan of praying area must be easily accessible
- The room area can accommodate a minimum of 30 people

- Must have air circulation or air conditioner and good lighting
- b. Building design

Praying area design must meet the elements of uniqueness, represent tourist attractions and the distinctiveness of local culture.
- c. Supporting Facilities

Footwear and Muslim clothes are clean and well-maintained.

2.5 Customers' Satisfaction

According to Tjiptono (1996), satisfaction is the response of customer to the evaluation of the perceived between expectations before and the actual performance of the product or service that is felt after use. Meanwhile, customers' satisfaction is the level of customers' feelings after comparing between what he receives and his expectations (Umar, 2005, p.65).

Furthermore, Kotler (2000, p.361), customers' satisfaction can be defined as a person's feeling of a pleasure or disappointed resulting from comparing a product perceived performance (or outcome) in relation to his or her expectations.

Based on the explanation above, the writer can conclude that customers' satisfaction is the level of customers' feelings after comparing what they receive and what they expect.

2.5.1 The Importance of Customers' Satisfaction

There are 6 reasons why customer satisfaction is important (Copley, 2017), namely:

1. A Leading Indicator of Customer Repurchase Intention and Loyalty

Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. Asking customers to rate their satisfaction on a scale of 1-10 is a good way to see if they will become repeat customers or even advocates. That's why it's one of the leading metrics businesses use to measure consumer repurchase and customer loyalty.

2. A Point of Differentiation

In a competitive market where businesses compete for customers; customer satisfaction is seen as the main differentiator. Businesses that succeed in this difficult environment are people who make customer satisfaction a key element of their business strategy. Customer satisfaction not only helps to know the pulse of existing customers, but customer satisfaction can also act as a point of differentiation for new customers.

3. Reduces Customer Churn

Customer satisfaction is the metric you can use to reduce customer churn. By measuring and tracking customer satisfaction you can put new processes in place to increase the overall quality of your customer service.

4. Increases Customer Lifetime Value

A study by Info Quest found that a ‘totally satisfied customer’ contributes 2.6 times more revenue than a ‘somewhat satisfied customer’. Furthermore, a ‘totally satisfied customer’ contributes 14 times more revenue than a ‘somewhat dissatisfied customer’. Satisfaction plays a significant role in how much revenue a customer generates.

5. Reduces Negative Word of Mouth

McKinsey found that an unhappy customer tells between 9-15 people about their experience. In fact, 13% of unhappy customers tell over 20 people about their experience. That’s a lot of negative word of mouth. Customer satisfaction is tightly linked to revenue and repeat purchases. What often gets forgotten is how customer satisfaction negatively impacts your business. It’s one thing to lose a customer because they were unhappy. To eliminate bad word of mouth you need to measure customer satisfaction on an ongoing basis. Tracking changes in satisfaction will help you identify if customers are actually happy with your product or service.

6. Cheaper to Retain Customers Than Acquire New Ones

This is probably the most publicized customer satisfaction statistic out there. It costs six to seven times more to acquire new customers than it does to retain existing customers.

So it can be concluded that, the reason why customer satisfaction is important are: customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. In a competitive market where businesses compete for customers; customer satisfaction is seen as the main differentiator. Customer satisfaction is a metric that can be used to reduce customer churn. One study found that 'truly satisfied customers' contributed 2.6 times more revenue than 'somewhat satisfied customers'. In addition, 'really satisfied customers' contribute 14 times more revenue than 'somewhat dissatisfied customers'. McKinsey found that an unhappy customer told between 9-15 people about their experience. This is perhaps the most published customer satisfaction statistics out there. It costs six to seven times more to get new customers than to keep existing customers. □

2.5.2 Customer Expectations

Customer expectations have a large role in evaluating product quality (goods and services) and customer satisfaction. Customer satisfaction has a close relationship between determining quality and customer satisfaction (Tjiptono, 1997). Meanwhile according to Kertajaya (2004) customer expectations is always there for four reasons: first individual needs become an important factor, if customer has high demands then the expectations must be high too. Second word of mouth, customers can have certain expectations because of other people's stories. Third past experience, people who have good experience in the past will be able to receive the same minimum service as before otherwise they will be disappointed. Forth external communication is a company's business to promise something to customers in order to attract customers.

Therefore, customer expectation is an important role in evaluating product quality and customer satisfaction. There are four reasons of customer

expectations, they are: individual needs, word of mouth, past experience, and external communication.

2.5.3 Factors that Affect Worshipers' Satisfaction

There are five factors that affect customer's satisfaction (Zeithaml and Bitner, 2003), in this case worshipers. They are:

1. Quality of service: Customer will feel satisfied if they get good service or suitable with what is expected.
2. Product quality: Customer will be satisfied if their results indicate that the product they are using is quality.
3. Price: a product that has the same quality but sets a relatively cheap price will provide higher value to customer.
4. Situation: the conditions experienced by customer.
5. Personal factors of consumers: Customer characteristics that include personal needs.

2.6 Parameter of Satisfaction

According to Kotler in Tjiptono (2002), there are four methods for measuring visitors' satisfaction, they are:

a. Complaints and suggestion systems

Every customer-oriented organization needs to provide wide opportunities for consumers to submit their opinions and complaints. The media used can be suggestion boxes, comment cards, or special toll-free telephone lines. Information obtained through this method can provide new ideas, and valuable input to the organization or agency, allowing it to react quickly and responsively to overcome problems that arise. However, because this method is passive, it is difficult to get a complete picture of customer satisfaction or dissatisfaction because not all dissatisfies of consumers will submit their complaints. It may be that they immediately move to another place and will not buy products from the first place.

b. Ghost shopper

One way to get a picture of customer satisfaction is to work with several people as ghost shopper to act or act as consumers or potential buyers of company and competitor products. Then they report their findings on the weaknesses and strengths of the company's and competitors' products based on their experience in purchasing these products. In addition, ghost shopper can also observe the way companies and competitors serve demand consumers, answer consumer questions and handle every complaint.

c. Consumer satisfaction survey

Generally, a lot of research on consumer satisfaction is done by survey research, both by surveying via post, telephone, and personal interview. Through a survey, the company will get responses and feedback directly from consumers and also give a positive sign that the company is paying attention to its customers.

d. Lost customer analysis

The company should contact consumers who have stopped buying or who have moved to other companies in order to understand why this is happening, and so that they can adopt a policy of further improvement. It is not only exit interviews are necessary, but monitoring customer loss rates is also important, where an increase in customer loss rates shows the company's failure to satisfy its customers.

Based on the explanation above, there are 4 methods to measure visitor satisfaction, first a complaint and suggestion system means that not all customers will send their complaints, they will immediately move to another place and will not buy products or services from the first place. Then they report their findings about the weaknesses and strengths of the company's and competitors' products based on their experience. Second Ghost Buyers, ghost buyers can also observe the way companies and competitors serve consumer demand, answer consumer questions and handle every complaint. Third, consumer satisfaction surveys are carried out with research surveys, with surveys by post, telephone, and personal

interview. The last method is analysis of lost customers. Companies must contact consumers who have stopped buying or who have moved to other companies to understand why this is happening, so they can adopt a policy of further improvement.