



How Islamic Attributes and E-WOM Shape Religious Tourism Decisions?

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Abstract

This study examines the effects of servicescape and Islamic attributes on tourists visiting decisions at Sheikh Zayed Grand Mosque in Solo, Indonesia, with electronic word of mouth (e-WOM) as a mediating variable. A quantitative approach was employed using primary data collected through questionnaires from 180 respondents selected through purposive sampling. The data were analyzed using partial least squares structural equation modeling (PLS-SEM). The results indicate that servicescape has a positive but statistically insignificant direct effect on visiting decisions, whereas Islamic attributes have a positive and significant effect. Both servicescape and Islamic attributes positively influence e-WOM, which also has a positive and significant effect on visiting decisions. Furthermore, e-WOM significantly mediates the relationships between servicescape and visiting decisions and between Islamic attributes and visiting decisions. These findings highlight the importance of destination characteristics that accommodate Muslim visitors' needs and the role of online communication in shaping visiting decisions. This study contributes to the literature on religious tourism by examining the direct and indirect effects of servicescape and Islamic attributes on visiting decisions at a prominent religious tourism destination.

Keywords: E-WOM, Islamic Attributes, Religious Tourism, Servicescape.

INTRODUCTION

The tourism sector has great potential in making a positive contribution to the economy of a region or country. In accordance with law No.10/2009 concerning tourism, tourism is a sector that focuses on providing services and providing destinations and tourist attractions (Faraby, 2021). Some types of tourism include, namely, agro tourism, marine tourism, nature reserve tourism, cultural tourism, and religious tourism. With many types of tourism industries, Indonesia has many interesting tourism options, one of which is the beauty of religious places or it can be called religious tourism (Suprasetio et al., 2019).

Forms of Muslim-friendly tourism include religious tourism. Religious tourism is an alternative for tourists looking for a tourist experience that meets their physical and spiritual needs with facilities that adhere to Islamic teachings (Muthmainnah & Rubiyanti, 2020). The Sheikh Zayed Grand Mosque Solo has built an attractive image for tourists thanks to its diverse facilities and impressive architecture, allowing visitors to capture their moments with photos and videos. Today's customs show that visitors not only want to explore tourist attractions, but also want to capture their moments by taking photos and videos showing those activities and attractions. They then share the content on social media, then interact with others.

Based on the latest data released in early May 2023 by the Central Java Province Youth, Sports, and Tourism Office (Disporapar), the Sheikh Zayed Solo Grand Mosque is ranked first in the number of domestic visits. From April 15 to early May 2023, as many as 310 thousand people visited the Sheikh Zayed Solo Grand Mosque (surakarta.go.id). The increase in human needs for tourism encourages the growth and development of the number of tourist attractions that offer a variety of tourist facilities and activities to attract tourist visitors.

Based on the results of previous research on several factors that affect the interest of tourists to visit. The researcher took the first factor, namely servicescape. Previous research (Arifin et al., 2021) variable servicescape has a significant direct effect on the variables of tourist interest in visiting. However, these results are refuted by research conducted by (Evelyna, 2022) where the results of the study show that the servicescape did not have a significant effect on the variable of tourist interest in visiting. Other factors that can affect consumer behavior are religiosity. This is based on consumers' decision to travel halal based on their level of faith. Based on previous research, there are still differences between the research (Nurfitrani et al., 2023) show results religiosity has a significant influence on the interest of tourists to visit. However, the results of the study were refuted by research conducted by (Arta & Fikriyah, 2021) where the results show the religiosity has an insignificant effect on the variable of interest in visiting.

A further issue concerns the role of electronic word of mouth as a potential mediator. e-WOM refers to opinions, evaluations, and recommendations about destinations that are shared through digital channels, including social media and online review platforms (Minanda et al., 2023). Its theoretical relevance lies in its potential to connect destination characteristics with prospective visitors' decisions. The physical environment and destination attributes may shape visitors' evaluations and experiences; these evaluations may then be communicated through online reviews, photographs, and recommendations. Prospective visitors can use such information to form expectations, assess the destination, and reduce uncertainty before

deciding whether to visit. Thus, e-WOM may represent a communication mechanism through which perceptions of a destination are transmitted beyond visitors who have experienced it directly. Prior studies cited in this manuscript have also examined the mediating role of e-WOM in the relationship between servicescape and visiting-related outcomes (Teng et al., 2018; Wahyupudin et al., 2022). Nevertheless, its mediating role should be tested in the specific context of religious tourism rather than assumed in advance.

Accordingly, this study examines the effects of servicescape and Islamic attributes on visiting decisions at the Sheikh Zayed Grand Mosque in Solo, Indonesia, and investigates whether e-WOM mediates these relationships. By examining both direct and indirect relationships within one model, this study seeks to contribute to research on religious tourism and destination decision-making. The findings may also offer practical insights for destination managers concerning the physical environment, religiously relevant destination characteristics, and the role of online communication in influencing prospective visitors.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Theory of Planned Behavior (TPB)

This theory aims to explain and predict human behavior based on an individual's intention to perform an action. TPB combines concepts from the Theory of Reasoned Action (Felya & Budiono, 2020). In the context of tourism, attitude can be interpreted as a person's perception of a tourist destination, subjective norms can be interpreted as the influence of others on a person's decision to visit a tourist destination, and behavior control can be interpreted as a person's ability to access and utilize tourist destinations. In this study, the context servicescape (physical environment), religiosity, and interest in concave can affect a person's attitude towards tourist destinations. While electronic word of mouth It is included in subjective norms that can influence a person's decision.

Interested in Visiting

Visiting interest is a powerful internal stimulant that drives behavior. Feedback and pleasant feelings towards the product influence such behavior (Mandasari & Harmunisa, 2023). Visiting interest is the customer's desire to visit an interesting place to visit (Maulana & Kamila, 2022). Someone who has an interest in tourism travels for fun and entertainment and makes plans for these activities. As a result, the urge to travel with a specific purpose when a person expresses interest.

Servicescape

Serviscape is a term used to describe the physical environment in which a service is provided and run (Arifin et al., 2021). Serviscape made intentionally or by humans to support the services provided to tourists. It can be concluded that serviscape is a physical environment provided by a destination to support customer service and satisfaction. Serviscape It is very important because it can convey a positive picture of all the facilities and conveniences offered by the destination. Design serviscape can affect customer choice, customer satisfaction, and customer expectations. Perceptions serviscape A tourist attraction is formed by consumers based on how consumers respond to what they see, feel, and get, which ultimately results in a judgement serviscape (Haqiqi et al., 2022). This is in accordance with theory of planed behavior on attitude factors, where tourists' attitudes towards the physical environment (serviscape) can create a positive influence on the interest of visiting.

In the study (Delpiero & Istriani, 2023) the physical environment or serviscape in tourism is the main factor that can increase people's interest in visiting, because it has a good physical environment, which includes available facilities, spacious locations, artistic buildings and has directions that can benefit the community when visiting. This is in line with research (Arifin et al., 2021) which shows that the results of serviscape have a positive effect on tourist interest in visiting. Based on this description, the hypothesis (H1): Serviscape has a positive effect on visitor interest Religiosity).

Religiousness is closely related to religion. Religious beliefs start from human consciousness, the realization that life is a gift from God. Religiosity can be seen in people's lives by doing things that can be seen with their eyes and things that are in their hearts (Anam et al., 2021). This refers to a commitment to religiosity the extent to which a person upholds and applies religious principles, values, and practices in daily life (Hoetoro & Hannaf, 2019). An individual's obedience to the religion he adheres to can also be reflected in participation in religious activities, such as attending places of worship, praying, and performing religious rituals in the implementation of worship and the actions involved in his life.

A religious person will do an action whose purpose is not only for pleasure and need, but aims to get blessings as well (Arta & Fikriyah, 2021). This is in accordance with theory of planed behavior on factor attitude, where the higher the level of religiosity can affect consumers' positive attitudes towards visiting interest. Therefore, a destination that offers products, facilities, and so on that is in accordance with Islamic principles will affect the interest of tourists to visit (Wise & Rachman, 2018). This is in line with research (Nurfitriani et al., 2023) that shows results religiosity has a positive influence on the interest of tourists to visit. Based on this description, the second hypothesis (H2): Religiosity has a positive effect on interest in visiting

Electronic Word of Mouth

Electronic word of mouth (E-WOM) is a term used to describe positive or negative statements sharing information, views, or suggestions regarding a destination, product, service, or brand through electronic media, including social media platforms, review sites, blogs, forums, and online communities (Minanda et al., 2023). Or as an internet-based social communication tool, where people can send and receive product information online (Yulianty & Mauludy, 2019). So it can be said in the explanation of the theory above, that electronic word of mouth (E-Wom) is a communication carried out by social media users who want to provide information to others. Because basically before making a decision to visit, customers review various online reviews from various social media first.

This is in accordance with theory of planed behavior on the attitude factor, where reviews, recommendations, and information on social media can make tourists interested in visiting. So, electronic word of mouth on social media has a great influence on tourist interest. If you see positive reviews, potential visitors will be more interested in coming, this is what is called interest in visiting (Khotimah & Sulistyowati, 2022). This is in line with research (Aziza & Purwanto, 2022) which shows that electronic word of mouth has a positive influence on the interest in visiting. Based on this description, the third hypothesis (H3): Electronic word of mouth has a positive effect on visiting interest

The Effect of *Servicescape* on Electronic Word Of Mouth

Servicescape is a physical facility in service that is created as a consumer need to influence consumer behavior and satisfy consumers where the design of physical facilities will have a positive impact on consumers. In supporting consumer operational activities, providing consumer needs such as facilities, directions and others encountered by customers at Lovelock & Wirtz's service premises in (Arifin et al., 2021). The physical environment of a destination is the atmosphere in the building and architecture, the spacious environment, and the signs and so on can provide tangible evidence of the image of the destination. This is in accordance with theory of planed behavior Because the physical environment of the destination is comfortable, it tends to form a positive attitude towards the destination. With the presence of servicescape comfortable can encourage the formation of electronic word of mouth. Because currently almost all activities are carried out through the internet. So that way potential visitors can find information much faster and easier through social media (Ikwanadi, 2020). This is in line with research (Wahyupudin et al., 2022) which shows that the results of Servicescape have a positive effect on the electronic word of mouth. Based on this description, the fourth hypothesis (H4): servicescape has a positive effect on visitor interest.

The Influence of Religiosity on Electronic Word Of Mouth

The behavior of Muslim tourists is an activity that not only meets physical or spiritual needs but also obtains blessings. Belief in a person is the most important thing in determining the action that a person wants to take. Those in the religiosity group are more triggered to actively disseminate positive information using electronic word of mouth. People with high levels of religiosity often engage with online communities that discuss religious topics. That way they can provide recommendations and reviews about their travel experiences. Such reviews can be in the form of the comfort of the facilities available, the beauty of the architecture, and aspects that include religion. From research (Abror et al., 2020) stated that religiosity affects the electronic word of mouth. Based on previous research, the fifth hypothesis (H5): Religiosity has a positive effect on electronic word of mouth.

The Influence of Servicescape on Interest in Visiting with Electronic Word of Mouth

The alluring physical environment (servicescape) of a destination does not always depend on the first-hand experience of visiting the place. Servicescape can also be formed through promotional media, through social media that takes place online called electronic word of mouth (Illah et al., 2019). Social media provides a place for a servicescape, where a good judgment will produce positive comments or images in electronic word of mouth that are able to influence the interest of tourists to visit. Research (Teng et al., 2018) Declares that Servicescape affects interest in visiting through electronic word of mouth. Based on previous research, the sixth hypothesis (H6): Electronic word of mouth is able to mediate the servicescape on the interest of visiting.

The Influence of Religiosity on Interest in Visiting with Electronic Word of Mouth

Religiosity influences Muslim consumer preferences and their behavior. Research (Abror et al., 2020) found that the level of religiosity of Muslim tourists indirectly affected electronic word of mouth to tourist destinations. Individuals with high levels of religiousness are likely to trust information that comes from the community or with people with similar religious values. So through electronic word of mouth, providing reviews or recommendations from people with a high level of religion can increase potential tourists' trust in this information. Research (Abror et al., 2020) stated that religiosity affects interest in visiting. Supported by research (Aziza & Purwanto, 2022) which states that electronic word of mouth has a significant effect on the interest in visiting. Based on previous research, the seventh hypothesis (H7): Electronic word of mouth can mediate religiosity to interest in visiting.

METHODS

This type of research is quantitative. Quantitative research is a method of using the right and reliable instruments that requires precise and appropriate data analysis so as to produce research according to expectations (Nurlan, 2019). The location or place of the research entitled "Influence servicescape and Religiosity to Interest in Visiting With electronic word of mouth As an Intervening Variable" located at Jalan Ahmad Yani No. 128 Gilingan, Banjarsari District, Surakarta City, Central Java 57134. The research will be carried out in February 2024.

In this study, the method used is the purposive sampling method. In this study, the population of tourists who are interested in visiting the Sheikh Zayed Solo Grand Mosque Religious Tourism is used. Samples are components of several populations that have identities and types that have been determined by the researcher. The population selected in this study is infinite population, whose exact population is not known (Roflin et al., 2021).

The final measurement model comprised 25 retained indicators across four constructs: servicescape (7 indicators), Islamic attributes (6 indicators), visiting decision (6 indicators), and electronic word of mouth (e-WOM; 6 indicators). These indicators were used to assess the measurement model; however, the number of indicators alone was not treated as the primary basis for establishing sample size adequacy. From each instrument's answer in this study, a score was given that had a positive and negative level in the quantitative method (Scott, 2016). As a retrospective assessment, the smallest statistically significant direct path coefficient observed in the estimated structural model was 0.329. Substituting this value into the equation yielded an estimated minimum sample size of approximately 58 observations. The study analyzed data from 180 respondents, exceeding this calculated threshold.

In this study, the data was tested using structural equation modeling techniques or known as Structural Equation Modeling (SEM), by using the Least Square (PLS). There are two analyses in SEM-PLS, namely Outer Model and Inner Model analysis. In this outer model, there are several stages in the test that will be carried out, namely through convergent validity, discriminant validity and composite reliability tests (Hussein, 2015). In the inner model, there are test stages, namely the R-square Test, the F-square Test, and the hypothesis test.

RESULTS AND DISCUSSION

Test Instruments

According to (Arikunto, 2006) validity is a parameter that reflects the level of validity of a questionnaire. To test the validity of the data from the questionnaire, the author analyzed 40 data samples that had been collected.

Table 1. Test Instruments

	Servovens	Islamic Attributes	Visiting Decisions	e-WOM
X1.1	0,820			
X1.2	0,937			
X1.3	0,833			
X1.4	0,855			
X1.5	0,899			
X1.6	0,818			
X1.7	0,831			
X2.1		0,758		
X2.2		0,710		
X2.3		0,934		
X2.4		0,820		
X2.5		0,802		
X2.6		0,880		
X2.7		0,504		
Y1			0,845	
Y2			0,726	
Y3			0,763	
Y4			0,647	
Y5			0,904	
Y6			0,898	
Y7			0,885	
Z1				0,832
Z2				0,569
Z3				0,712
Z4				0,904
Z5				0,853
Z6				0,824
Z7				0,785

Source: Smartpls 3.0 Program Data Output

The table below shows that each indicator has an outer loading value of more than 0.70, so it shows that the indicator is valid for measuring latent variables, so that the indicator is suitable for future research. However, there are several indicators that have an outer loading value below 0.70, although an outer loading value of 0.60 is still acceptable. Therefore, indicators that have an outer loading value below 0.70 in this instrument test are eliminated.

Data Analysis

Evaluation of Measurement Model (outer model)

In the hypothesis test using the Partial Least Square (PLS) analysis model through the smartpls 3 program, the following is the PLS measurement model scheme tested.

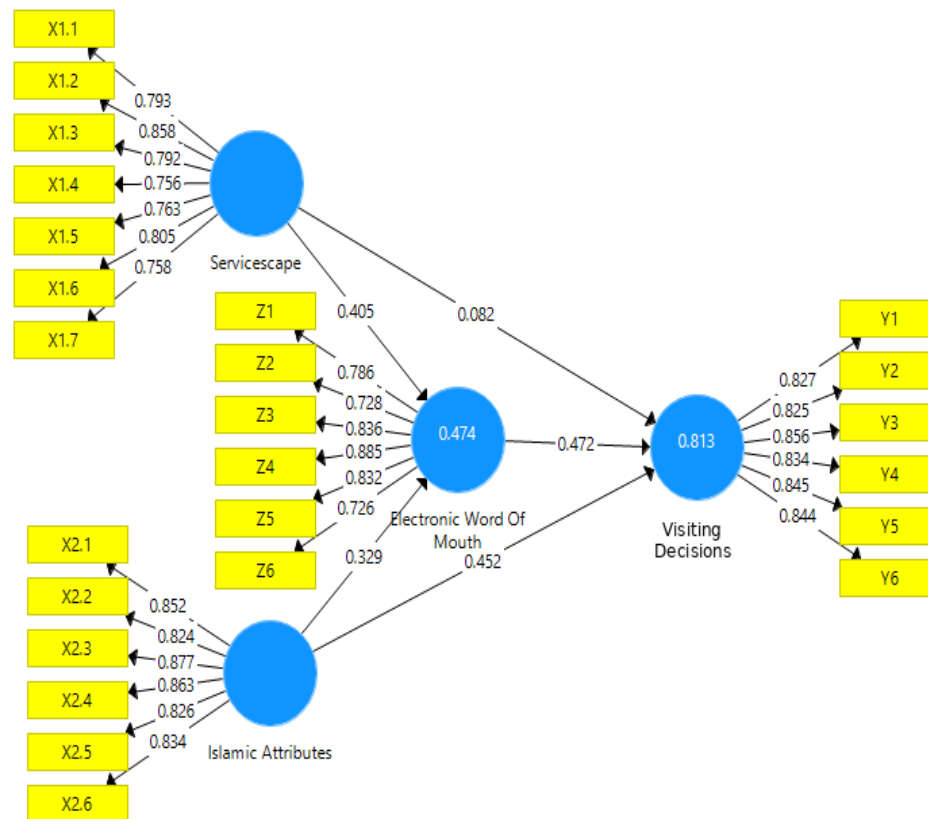


Figure 1. Algorithm Model After Indicator Test

The validity of the convergence can be seen from the loading factor (outer loading), which is the correlation of the component with the value of the construct. The criterion used for convergent validity is the outer loading value > 0.70 . Although the loading factor between $0.60 - 0.70$ is still acceptable.

Table 2. Outer Loading Value

	Servicescape	Islamic Attributes	Visiting Decisions	Electronic Word Of Mouth
X1.1	0,793			
X1.2	0,858			
X1.3	0,792			
X1.4	0,756			
X1.5	0,763			
X1.6	0,805			
X1.7	0,758			
X2.1		0,852		
X2.2		0,824		
X2.3		0,877		
X2.4		0,863		
X2.5		0,826		
X2.6		0,834		
Y1			0,827	
Y2			0,825	
Y3			0,856	
Y4			0,834	
Y5			0,845	
Y6			0,844	
Z1				0,786
Z2				0,728
Z3				0,836
Z4				0,885
Z5				0,832
Z6				0,726

Source: Smartpls 3.0 Program Data Output

From the table listed, it can be seen that each variable indicator has an outer loading value of > 0.70 which is a value that is considered optimal. The value states that the indicator is valid for measuring latent variables.

Discrimination Validity Test

The discrimination validity test uses cross loading values. An indicator is declared *discriminant validity* if the cross loading value of the variable indicator is the largest compared to other variables. Here is the cross loading value of each indicator:

Table 3. Discrimination Validity Test

	Servicescape	Islamic Attributes	Visiting Decisions	Electronic Word Of Mouth
X1.1	0,793	0,591	0,601	0,508
X1.2	0,858	0,659	0,620	0,575
X1.3	0,792	0,635	0,580	0,475
X1.4	0,756	0,514	0,480	0,477
X1.5	0,763	0,471	0,524	0,541
X1.6	0,805	0,629	0,649	0,544
X1.7	0,758	0,688	0,589	0,493
X2.1	0,649	0,852	0,671	0,529
X2.2	0,642	0,824	0,664	0,555
X2.3	0,675	0,877	0,759	0,581
X2.4	0,624	0,863	0,655	0,496
X2.5	0,600	0,826	0,630	0,481
X2.6	0,660	0,834	0,740	0,576
Y1	0,553	0,611	0,827	0,758
Y2	0,556	0,630	0,825	0,694
Y3	0,626	0,695	0,856	0,667
Y4	0,686	0,732	0,834	0,654
Y5	0,651	0,729	0,845	0,645
Y6	0,620	0,699	0,844	0,676
Z1	0,556	0,595	0,744	0,786
Z2	0,475	0,404	0,547	0,728
Z3	0,507	0,477	0,660	0,836
Z4	0,561	0,528	0,699	0,885
Z5	0,560	0,585	0,696	0,832
Z6	0,473	0,431	0,520	0,726

Source: Smartpls 3.0 Program Data Output

Referring to the table, it shows that the value of cross loading or the indicator has met the discriminant validity standard, this means that each latent variable has a good discriminant validity where the latent variable has a highly correlated measure with the discriminant validity at the level of the indicator is met. The AVE value can be seen in the following table:

Table 4. Average Variance Extracted (AVE)

Variable	(AVE)	Remarks
Servicescape	0,624	Valid
Islamic Attributes	0,716	Valid
Visiting Decisions	0,703	Valid
Electronic Word Of Mouth	0,641	Valid

Source: Smartpls 3.0 Program Data Output

Based on the data in the table, it is known that the servicescape variable has an AVE value of 0.624, Islamic attributes of 0.716, visiting decisions of 0.703, and electronic word of mouth value of 0.641. All AVE values in this study were greater than 0.5 which means that all variables are valid.

Composite Reliability Test

The reliability test can be seen from the Cronbach Alpha and composite reliability values, to test the good consistency of each indicator in the latent variable to measure the variable. The reliability test can be said to be reliable if the Cronbach Alpha and composite reliability values are more than 0.70. Below are the Cronbach Alpha values and composite reliability for each variable:

Table 5. Composite Reability Test

	Cronbach's Alpha	Composite Reliability	Remarks
Servicescape	0,899	0,921	Valid
Islamic Attributes	0,921	0,938	Valid
Visiting Decisions	0,916	0,934	Valid
Electronic Word Of Mouth	0,887	0,914	Valid

Source: Smartpls 3.0 Program Data Output

The table shows that the values of Cronbach Alpha and composite reliability in the constraints X1 (servicescape) are 0.899 and 0.921 X2 (islamic attributes) 0.921 and 0.938, Y (decision to visit) 0.916 and 0.934, Z (electronic word of mouth) 0.887 and 0.914. The four constructors have a Cronbach Alpha value and a composite reliability > 0.70 so they are considered to have good consistency and meet the standards and are declared reliable.

Evaluation of Structural Models (*inner model*)

R-Square Test

The qualitative interpretation values of R-Square were 0.19 (low influence), 0.33 (moderate influence) and 0.66 (high influence). The full test results are as follows:

Table 6. R Square Value

	R Square	R Square Adjusted
Visiting Decisions	0,813	0,810
Electronic Word Of Mouth	0,474	0,469

Source: Smartpls 3.0 Program Data Output

The Y construct (the decision to visit) gets an R-square value of 0.813 which can be interpreted that the visit decision can be explained by *the construct of servicescape, islamic attributes and electronic word of mouth* by 81.3% and is included in the high influence.

Meanwhile, the R-square Z (*electronic word of mouth*) value of 0.474 means that *the electronic word of mouth* can be explained by *the servicescape, Islamic attributes* of 47.4% and is included in moderate or moderate influence.

Test Effect Size (F-Square)

F-Square testing is carried out to determine the extent of the influence of the independent latent variable on the bound variable, (Ghozali, I., & Latan, 2015) The criteria for the F-Square measurement are 0.35 (high influence), 0.15 (medium/medium influence) and 0.02 (low influence).

Table 7. F Square Value

Servicescape	Islamic Attributes	Visiting Decisions	Electronic Word Of Mouth
Servicescape		0,013	0,132
Islamic Attributes		0,424	0,087
Visiting Decisions			
Electronic Word Of Mouth		0,626	

Source: Smartpls 3.0 Program Data Output

Based on the table above, X1 (servicescape) has a low structural level of Y (decision to visit) (F-square = 0.013). Servicescape has a moderate structural level of Z (electronic word of mouth) (F-square = 0.132). X2 (islamic attributes) has a high Y structural level influence (F- square = 0.424). X2 (islamic attributes) has a low structural level influence of Z (electronic word of mouth) (F-square = 0.087). Z (electronic word of mouth) has a high structural level influence of Y (visiting decision) (F-square = 0.626).

Hypothesis Test

In assessing the significance of the influence between variables, it is necessary to carry out a bootstrapping procedure. The bootstrapping procedure uses all the original samples to run a resample. Hypothesis tests were carried out to answer what has been hypothesized in this study. A test with a significance level of 5% or 1.96 hypotheses is acceptable if the t-count (t-statistic) is greater than the t-table, or the t-count > 1.96. If a p-value of < 0.05 is obtained, the constraint is strong and significant. The results of the PLS Bootstrapping Model are shown in the picture:

Table 8. Patf coefficient test results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Servicescape -> Visiting Decision	0,082	0,090	0,060	1,373	0,170
Servicescape -> Electronic Word Of Mouth	0,405	0,403	0,086	4,720	0,000
Islamic Attributes -> Visiting Results	0,452	0,449	0,063	7,209	0,000
Islamic Attributes -> Electronic Word Of Mouth	0,329	0,323	0,093	3,552	0,000
Electronic Word Of Mouth -> Visiting Decision	0,472	0,468	0,059	7,975	0,000

Source: Smartpls 3.0 Program Data Output

Based on the path coefficient test above and using the bootstrapping test, it can be concluded that there is a positive and insignificant influence between the servicescape and the visit decision, with a P-value of 0.170 greater than 0.05. The value of the path coefficient in the original sample was 0.082, t-count of 1.373 indicating an insignificant positive relationship. The servicescape variable for electronic word of mouth showed a positive relationship, with a P-value of 0.000 lower than 0.05. The value of the p-line coefficient in the original sample was 0.405, t-calculated 4.720. There was a positive and significant influence between Islamic attributes on the decision to visit, with a P-value of $0.000 < 0.05$. The value of the path coefficient in the original sample was 0.452, t-count 7.209 showed a positive relationship. The Islamic attributes variable to electronic word of mouth has a positive and significant influence with a P-value of 0.000 lower than 0.05. The value of the path coefficient in the original sample was 0.329 and the t-count was 3.552. There was a positive and significant influence between electronic word of mouth on the decision to visit, with a P-value of 0.000 lower than 0.05. The path coefficient values in the original sample were 0.472 and the t-count was 7.975 indicating a positive relationship.

The result is consistent with the nonsignificant servicescape effect reported by Evelynna (2022), as discussed in the manuscript, but differs from Arifin et al. (2021), who reported a significant relationship between servicescape and a visiting-related outcome. These differences indicate that the relationship between the physical environment and tourism-related decisions is not necessarily uniform across studies. Differences in research settings, outcome measures, samples, and model specifications may be relevant when interpreting the inconsistent findings; however, the present study did not directly test which of these factors accounts for the difference.

The result also warrants a distinction between the statistical significance of a direct path and the broader relevance of the construct. The nonsignificant coefficient does not establish that improving the physical environment has no practical value. Instead, it suggests

that the effect of servicescape on visiting decisions may not be adequately represented by the direct path alone in this model. This interpretation is further informed by the significant indirect effect through e-WOM, discussed below.

Table 9. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Servicescape -> Electronic Word Of Mouth -> Visiting Results	0,191	0,187	0,040	4,731	0,000
Islamic Attributes -> Electronic Word Of Mouth -> Visiting Results	0,155	0,150	0,045	3,421	0,001

Source of Data Output Program smartpls 3.0

Table 9. shows a positive and significant influence between servicescape and the decision to visit via electronic word of mouth, with a P-value of $0.000 < 0.05$. The value of the original path coefficient was 0.191 and the t-count of 4.731 showed a positive and significant relationship. There was a positive and significant influence between Islamic attributes on the decision to visit through electronic word of mouth, with a P-value of 0.001 less than 0.05. The value of the original path coefficient was 0.155 and the t-count of 3.421 indicated a positive and significant relationship.

Compared with the servicescape findings, the results for Islamic attributes indicate a different pattern in the estimated model: Islamic attributes are significantly associated with visiting decisions both directly and indirectly through e-WOM, whereas servicescape has a significant indirect effect but a nonsignificant direct effect. This comparison suggests that the two destination-related constructs may play different roles in the model. Nevertheless, the results should not be used to conclude that religiously relevant attributes are universally more important than the physical environment across all religious tourism settings. Such a generalization would require evidence from additional destinations and samples.

The significant indirect effect suggests that e-WOM is relevant to understanding how Islamic attributes relate to visiting decisions in this setting. Destination characteristics that accommodate visitors' religious needs may be discussed or evaluated in online communications, which can then be encountered by prospective visitors. This provides a plausible interpretation of the observed pathway, but the study does not directly establish what specific attributes visitors discussed online or whether prospective visitors relied on reviews when making their decisions. Accordingly, these explanations should be regarded as interpretations consistent with the model rather than directly measured mechanisms.

Overall, the findings show that e-WOM is significantly associated with the indirect relationships between both servicescape and Islamic attributes and visiting decisions. This

contributes to understanding religious tourism by indicating that destination characteristics may be related to visiting decisions through an online communication pathway as well as, in the case of Islamic attributes, through a significant direct relationship. Future research could examine the content, credibility, and perceived usefulness of destination-related e-WOM to determine which communication processes account for these observed relationships.

Based on the hypothesis test that has been carried out by the researcher, that there is no influence between *Servicescape* and the decision to visit the Sheikh Zayed Grand Mosque tour, with the path coefficient in the original sample being 0.082, and the T-count value of 1.373. In addition, the P-value of 0.170 is greater than 0.05. Thus H1 **rejected**, indicates that the *Servicescape* have a positive and insignificant influence on the decision to visit. *Servicescape* It cannot necessarily trigger the decision to visit someone in a trip to the Sheikh Zayed Grand Mosque. Due to different people's tastes, what is considered attractive and comfortable for one person may not be felt by others. Although the destination has *Servicescape* A good one does not necessarily guarantee a person's decision to visit, because of different people's tastes. These results are less relevant to the research conducted by (Sukadana & Diana, 2020) and (Kedai et al., 2023) which proves that there is a positive and significant influence between servicescape on the decision to visit. However, this is similar to the research conducted (Ressa et al., 2019) which states that tourists consider the physical environment (servicescape) to be ordinary.

Based on the hypothesis test that has been carried out by the researcher, that the Islamic attributes on the Sheikh Zayed Grand Mosque tourism show significant positive results in the decision to visit because the path coefficient value in the original sample is 0.452, the t-value is 7.209 and the P-value is 0.000 is less than 0.000. Thus H2 which reads Islamic Attributes influence visiting decisions **accepted**. This means that the better Islamic Attributes Then it will further increase the decision to visit the Sheikh Zayed Grand Mosque tour. Islamic attributes complete and adequate in a tour, ensuring the comfort of tourists when visiting. These results are relevant and support the research (Sudigdo et al., 2019) and (Dani & Thamrin, 2019).

Based on the hypothesis tests that have been carried out by researchers, that *Servicescape* showed significant positive results on Electronic word of mouth Because the path coefficient value in the original sample is 0.405, and the T-Calculation value is 4.720. With a P-value of 0.000 lower than 0.05. Thus H3 which reads *Servicescape* Affect Electronic word of mouth **Accepted**. This means that the better the consumer's assessment of the *Servicescape* At the Sheikh Zayed Grand Mosque, tourists have the desire to give Electronic word of mouth which is good on social media so that others want to visit the Sheikh Zayed

Grand Mosque. This is in line with research (Wahyupudin et al., 2022) and (Sharita et al., 2022).

Based on the hypothesis test that has been carried out by the researcher, that Islamic attributes show positive and significant results for electronic word of mouth because the path coefficient value in the original sample is 0.329 and the t-count value is 3.552. With a P-value of 0.000, lower than 0.05. Thus H4 which reads Islamic attributes affects the electronic word of mouth is **accepted**. This means that the better the Islamic attribute that exists in the Sheikh Zayed Grand Mosque, the more it will encourage tourists to have the desire to give a good electronic word of mouth to electronic media.

Based on the hypothesis tests that have been carried out by researchers, that Electronic word of mouth showed significant positive results on the decision to visit the Sheikh Zayed Grand Mosque because the path coefficient value in the original sample was 0.472 and the T-calculation value was 7.975. with a P-value of 0.000 lower than 0.05. Thus H5 which reads Electronic word of mouth influence the decision to visit **accepted**. This means that the better Electronic Word of Mout provided through electronic media will be very helpful for other visitors to decide to make a visit. Results are relevant and in line with the research (Makawoka et al., 2022) and (Dani & Thamrin, 2019)

Based on the hypothesis tests that have been carried out by researchers, that Servicescape demonstrated significant positive results on the decision to visit through Electronic word of mouth With the value of the original path coefficient is 0.191 and the t-calculation value is 4.731. With a P-value of 0.000 less than 0.05. Thus H6 which reads Electronic word of mouth Mediating Servicescape on the decision to visit **accepted**. The results of this study are relevant to the research (Wahyupudin et al., 2022) and (Makawoka et al., 2022)

Based on the hypothesis tests that have been carried out by researchers, that Islamic Attributes point a positive and significant direction towards the decision to visit through Electronic word of mouth, because the value of the original path coefficient is 0.155 and the t-calculated value is 3.421. D with a P-value of 0.001 less than 0.05. Thus H7 which reads Electronic word of mouth Mediating influence Islamic Attributes on the decision to visit **accepted**. These results are relevant to the research (Sudigdo et al., 2019) and (Marwida et al., 2023)

CONCLUSION

This study aims to determine the influence of servicescape and Islamic attributes on the decision to visit with electronic word of mouth as an intervening variable in the tourist

destination of the Sheikh Zayed Grand Mosque. Servicescape has no effect on the decision to visit. It is based on different people's tastes, what is considered attractive and comfortable for one person may not be perceived by others. So, even if a place has a good service cape, it does not necessarily guarantee a decision to visit, because the preferences of each traveler are different.

The results of this study provide suggestions for religious tourism managers of the Sheikh Zayed Solo mosque to pay more attention to the services and beauty around the mosque location. Based on the findings of this study, servicescape has an influence on tourist visitor interest. This study provides new insights into the importance of e-WOM in explaining the relationship between servicescape and Islamic attributes to tourist attractions.

The researcher is aware that the results of this study cannot be said to be perfect. However, with this research, it is hoped that it will be able to contribute to all parties. Based on the results of the research that has been carried out, the author's suggestion that the results of this study can be used as a source of reference and input for future research that has a related theme. And it can be developed by researches with the latest themes and adding other variables. As well as providing input on the tourist attractions of the Sheikh Zayed Grand Mosque to pay more attention to servicescape and Islamic attributes because it has an influence on the decision to visit tourists.

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