

The role of Islamic religiosity on the relationship between perceived Value and tourist satisfaction

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Abstract: Although Muslims make up one of the largest tourist markets in the world, knowledge related to the Islamic perspective on tourism is still less represented in the related literature. This study aims to assemble the theoretical foundations of Islamic tourism thoughts in relation to modern tourism paradigms. It aims to investigate the moderating effect of Islamic religiosity on the relationship between Muslim customer perceived value (MCPV) and Muslim customer satisfaction. It studies a sample of 384 Muslim tourists and employs a positivist research approach with a quantitative basis of enquiry, a survey strategy through questionnaires, and structural equation modeling (SEM). Four dimensions of Muslim customers perceived value (the value of quality, emotional value, social value and Islamic tangible features) has a positive impact on islamic customer satisfaction and two dimensions of Muslim customers perceived value (price and Islamic non-tangible features) has no effect on the satisfaction Muslim customer. The Findings of this research show that Islamic religiosity of Muslim customer moderate the relationship between Islamic tangible features and customer satisfaction but Islamic religiosity of Muslim customer does not moderated the relationship between relationship between Islamic non-tangible features and customer satisfaction. The findings reinforce the importance of religiosity in understanding Muslim customer satisfaction and behavior. **Keywords:** Customer value, Islamic religiosity, Customer satisfaction, Structural equation modeling (SEM), Tourism industry

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