

## **Effects of Perceived Values (Personal, Social, Economic) and Destination Attributes on Tourist Satisfaction: Moderating Role of Destination Product Knowledge**

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**Abstract:** The objective of this study was to examine the various aspects of perceived value in tourism packages chosen by religious tourists and to assess the impact of these dimensions on tourist satisfaction. This study encompasses various dimensions of perceived value, namely perceived quality, price, emotional value, social value, physical attributes, and non-physical attributes. Additionally, the study also examined the moderating effect of destination product knowledge. In order to achieve the intended objective, data was gathered from a sample of 287 tourists visiting religious places. The data that was gathered was subjected to analysis using the Statistical Package for the Social Sciences (SPSS), employing techniques such as simple linear regression and moderation analysis. The results of the study indicated that the six dimensions of perceived value, previously mentioned, were significant predictors of tourist satisfaction with the chosen religious tourism package. Additionally, it was discovered that having a comprehensive understanding of the destination product played a crucial role in influencing the connection between emotional value and tourist satisfaction, as well as social value and tourist satisfaction. This study makes a significant scholarly contribution to the literature on tourism and hospitality by addressing the lack of comprehensive understanding regarding the multifaceted aspects of perceived value in the context of religious tourism, specifically focusing on Islamic religious tourism. Furthermore, researchers have also investigated the moderating effect of destination product knowledge, thereby making a valuable contribution to the existing body of knowledge.

**Keywords:** Religious Tourism, Perceived Value, Tourist Satisfaction, Tourism Package, Muslim Pilgrimage

### **1. INTRODUCTION**

The concept and implementation of value delivery in the hospitality and tourism industry have garnered significant attention from marketers (Abdullah et al., 2022; Mullins & Byrd, 2022). This is due to its status as a

crucial factor in consumer decision-making and a valuable means of attaining a competitive edge for tourism companies. In order to uphold service excellence and deliver consumer value, it is imperative for tourism enterprises to conduct a thorough analysis of consumer needs and expectations, and exert maximum endeavours to fulfil them (Eid & El-Gohary, 2015; Hamed et al., 2023; Prabowo et al., 2022; Wang et al., 2022). This objective can be accomplished by adopting a broader perspective beyond conventional mass marketing approaches and tailoring strategies to address the distinct requirements of diverse consumer segments (Rahi, 2022; Sukpasjaroen et al., 2022; Tarwneh, 2023; T. Wang, 2022).

Religious tourism is an area that requires attention in terms of the provision of value. The consumers who engage in religious tourism possess unique requirements and attribute significance to various factors that differ from those of other types of tourists (Alharmah & Alshaikhmubarak, 2023; Pangereyev et al., 2023; Saori et al., 2023). A significant number of Muslims from various regions globally undertake journeys to Saudi Arabia in order to partake in the sacred visitation and pilgrimage to the revered sites located in Makkah and Madinah. A portion of individuals undertake the Hajj pilgrimage, which is conducted during a specific period annually, while others engage in the Umrah pilgrimage throughout the year (Abdurrazaq & FAHAD, 2023; Sogaxa & Simpeh, 2022; Tang et al., 2023; Wardi et al., 2018). The management and hospitality sector, encompassing hotels in Saudi Arabia, have implemented effective measures to accommodate a significant influx of pilgrims on a year-round basis. The provision of necessary amenities for pilgrims is guaranteed (Hassan et al., 2015).

Given the unique requirements of Muslim tourists embarking on a religious pilgrimage to Saudi Arabia, it is imperative for travel agencies offering tourism packages to this specific demographic to prioritise the provision of exceptional value. This approach is crucial in order to guarantee customer satisfaction (Nawi et al., 2019).

This study examines the different dimensions of consumers' perceived value of tourism packages and evaluates its association with the satisfaction of Muslim tourists. This study represents a significant scholarly contribution to the existing body of literature on tourism and hospitality. It addresses a notable gap in knowledge regarding the multifaceted aspects of perceived value within the realm of religious tourism, with a specific focus on Islamic religious tourism.

Additionally, scholars have also examined the moderating influence of destination product knowledge, thereby making a valuable contribution to the existing body of knowledge.

## 2. LITERATURE REVIEW

### 2.1 Perceived Value

The idea of perceived value in a purchase is a subjective construct that exhibits variability across customers, cultures, and contexts, contingent upon an individual's personal encounter with the product or service (Ismail et al., 2022). The assessment of the perceived value of a product or service may vary within an individual's cognitive framework across different stages, including pre-purchase, purchase, post-purchase, and usage. Perceived value has traditionally been conceptualized as a construct comprising of two aspects “one of benefits received (economic, social and relationship) and another of sacrifices made (price, time, effort, risk and convenience) by the customer” (Moliner et al., 2007; Sánchez et al., 2006).

In contemporary discourse, there has been a shift in the understanding of perceived value, which is now recognised as a multifaceted concept that extends beyond economic considerations. This expanded perspective acknowledges the inclusion of emotional factors (Roszko-Wójtowicz et al., 2022) that are associated with the acquisition and utilisation of products and services. The notion of perceived value has garnered considerable attention within the realm of tourism as well (Eid & El-Gohary, 2015). Traditionally, the examination of consumer behaviour in the context of leisure activities such as tourism primarily focused on the rationalist perspective, particularly the economic aspect. However, there is now a growing recognition that consumer behaviour in this domain also encompasses an emotional component (Chen et al., 2022). The dimensions encompassing perceived value encompass various factors, such as the monetary cost, level of excellence, emotional significance, social significance, as well as tangible and intangible characteristics associated with the offered product or service (Eid & El-Gohary, 2015). The primary objective of this research is to examine the tourism package services offered by tourist agencies to Muslim travellers engaging in religious tourism to Saudi Arabia. Hence, an examination of all the dimensions of perceived value discussed earlier is conducted within this particular framework. In a study conducted by Wu and Mursid (2020), it was determined that the perceived value of a Muslim religious tourism package has a significant impact on the satisfaction of travellers. This finding is consistent with previous research conducted by Cakici et al. (2019), Jeong and Kim (2020), and Leri and Theodoridis (2019). In a study conducted by Adirestuty (2019), various dimensions of perceived value were identified as

factors influencing the overall perceived value of Muslim travellers engaging in religious tourism. These dimensions encompass functional value, emotional value, social value, as well as Islamic physical and non-physical attributes. The researcher discovered through his investigation that each of the identified dimensions of perceived value exhibited a positive correlation with tourist satisfaction (Ahmad et al., 2023; Al Shogran, 2023; Albarq et al., 2023; Aliane & Zakariya, 2023). The subsequent subsections will provide a succinct exploration of the dimensions of perceived value as previously identified in scholarly research.

#### 2.1.1 Quality and Price of Tourism Package (Functional Value)

The quality of a product or service is “consumer judgement about general product excellence” (Nawi et al., 2019). The concept of quality can be assessed based on two criteria: the extent to which a product or service fulfils consumer demand, and the extent to which it is devoid of flaws and deficiencies. The perception of product or service quality by consumers is influenced by the disparity between their initial expectations and the subsequent actual experience. The association between brand image and customer satisfaction has been found to have a significant impact on the quality of a product or service (Ghobehei et al., 2019; Sultan & Yin Wong, 2012). In his study, Lai (2014) examined the impact of service quality provided by a travel agency in the context of travel packages on tourist satisfaction. The results of the investigation revealed a statistically significant and positive relationship between these variables. While previous research has examined different aspects of perceived value in relation to products and services, there is a limited number of studies that have specifically examined the multidimensional nature of perceived value within the context of Islamic tourism. Therefore, this current study is a significant contribution to the existing body of knowledge (Reaume, 2021). In addition to product or service quality, the fundamental determinant of perceived value is the cost or price associated with acquiring said product or service. The concept in question can be traced back to the term “value for money” (Lee et al., 2007). A product or service is deemed to possess high value when the price paid is either lower or commensurate with the quality and utility it offers. The concept of perceived value is primarily rooted in economic and transactional principles, hinging upon the equilibrium between what is provided and what is obtained (Jamal et al., 2011). Previous research has indicated that tourist satisfaction is influenced by the concept of value for money (Eid & El-Gohary, 2015). Therefore,

based on the discussion above the following hypotheses are proposed,

H1: Perceived Quality of tourism package is positively associated with tourist satisfaction with tourism package.

H2: Economic value (Price) of tourism package is positively associated with tourist satisfaction with tourism package.

### 2.1.2 Emotional and Social Value

Touristic endeavours, particularly those centred around religious sites, encompass a significant component of affective engagement, thereby elucidating the holistic encounter encountered by tourists. These particular forms of tourist visits encompass a multitude of symbolic significances, emotional connections, and various intangible characteristics (Espino-Rodríguez et al., 2022). These attributes extend beyond the cost and other considerations associated with perceived value. For instance, if a tourist has a highly positive emotional experience, they are more inclined to feel satisfied with their overall visit to the destination (Eid & El-Gohary, 2015). Similarly, the affective value encompasses the social value associated with the visit to the destination. The social value perspective encompasses various aspects such as the subjective experience of being accepted, receiving social approval, maintaining a positive reputation, fostering inclusivity, and similar factors (Dinh & Ngo, 2023; Ploeger-Lyons & Butler, 2022; Vinchristo, 2022; Yunani, 2022). The term "perceived utility derived from the ability of products and services to enhance their self-image" can be used to describe this concept (Aslan & Batmaz, 2022; Isa et al., 2018; Leikuma-Rimicane et al., 2022; Shi et al., 2022). The significance of affective elements is paramount for certain tourists, as it can influence their decision-making process when faced with functionally equivalent alternatives and other relevant factors (Eid & El-Gohary, 2015). Religious tourism, such as the pilgrimage of Umrah or Hajj for Muslims, constitutes a profound and spiritually enriching endeavour wherein the paramount focus for all pilgrims is to attain tranquilly, solace, contemplation, and a profound connection with the Divine (Fagehy, 2023; Lee et al., 2023; Susilawati et al., 2022). Hence, it is plausible that the pilgrims may exhibit a diminished concern for the utilitarian aspects associated with a visit, such as the cost of the tourism package, if they perceive a greater emotional and social value in their pilgrimage experience (Sánchez et al., 2006). Therefore, based on the above discussion, the following hypotheses are proposed,

H3: Perceived emotional value of tourism package is positively associated with tourist satisfaction with tourism package.

H4: Perceived social value of tourism package is positively associated with tourist satisfaction with tourism package.

### 2.1.3 Physical and Non-Physical Attributes

Physical attributes refer to the distinctive features or amenities that hold significance for tourists and can be conveniently accessed or provided by tourism agencies as part of their tourism packages (Al-Jundi et al., 2022; Luvsandavaajav et al., 2022; Xiao et al., 2023). When considering Muslim tourists who undertake a religious pilgrimage, there are certain attributes that they are unwilling to compromise on (Xu et al., 2022; Zhao et al., 2022). These factors may encompass the provision of Halal food and beverages, designated prayer facilities, restrooms that adhere to Islamic standards, adherence to Islamic dress codes, and the availability of other amenities and equipment relevant to the Muslim community (Battour et al., 2014; Eid & El-Gohary, 2015; Nawi et al., 2019).

Non-physical attributes encompass intangible qualities (Bernardelli et al., 2023; Kiba-Janiak et al., 2022; Vitkauskaitė, 2023), such as the provision of shariah compliant services, which may involve the availability of segregated facilities like spas (Gavurova et al., 2023; Suchacka & Zawojski, 2022; Zinecker et al., 2022), prayer areas, swimming pools, salons, and other Islamic amenities (Q. Wang, 2022; Wolszczak-Derlacz & Lu, 2022; Wu et al., 2023; Xu et al., 2023). These attributes have been discussed in previous studies (Isa et al., 2018; Wardi et al., 2018). There is evidence to suggest that both tangible and intangible characteristics are positively correlated with the level of satisfaction experienced by Muslim tourists (Eid & El-Gohary, 2015; Isa et al., 2018; Zhao et al., 2022; Zhou et al., 2023). Therefore, based on the discussion above, the following hypotheses are proposed,

H5: Physical attributes are positively associated with tourist satisfaction with tourism package.

H6: Non-Physical attributes are positively associated with tourist satisfaction with tourism package.

### 2.1.4 Destination/Product Knowledge

The level of knowledge regarding destinations or tourist packages is a significant determinant of tourists' overall experience and satisfaction. The utilisation of prior knowledge enables tourists to effectively strategize their itinerary, thereby enhancing the overall quality of their travel experience and mitigating a certain degree of uncertainty. Certain tourists possess prior knowledge about a destination as a result of their personal experiences, while others acquire it through the visits of their friends and family. Additionally, some individuals obtain destination knowledge from their travel companions (Al Doghan & Sundram, 2023; Hassan et al., 2015;

Hussein et al., 2023; Radev & Yankova, 2022). Having a comprehensive understanding of the destination and the various package options enables tourists to make informed decisions pertaining to aspects such as lodging, transportation, tourist packages, and recreational activities at the destination (Agussalim et al., 2022; Nawi et al., 2019; Yuhua et al., 2022). Furthermore, it aids tourists in approximating the comprehensive expenses associated with the procedure. In contemporary times, tourists are increasingly relying on online resources to obtain information and gain insights pertaining to their prospective journeys, thereby enabling them to formulate their itineraries in a more informed manner (Alabady, 2023; Andjarwati, 2023; Badruzaman, 2023; Syarief, 2022). Previous research has documented a correlation between the level of product/destination knowledge and the overall satisfaction experienced by tourists (Nawi et al., 2019; Suki, 2017). This study examines the role of destination product knowledge as a moderator in the relationship between various dimensions of perceived value and tourist satisfaction. Therefore, the following hypotheses are proposed,

H7: Destination product knowledge moderates the relationship between perceived quality and tourist satisfaction with tourism package.

H8: Destination product knowledge moderates the relationship between price and tourist satisfaction with tourism package.

H9: Destination product knowledge moderates the relationship between emotional value and tourist satisfaction with tourism package.

H7: Destination product knowledge moderates the relationship between social value and tourist satisfaction with tourism package.

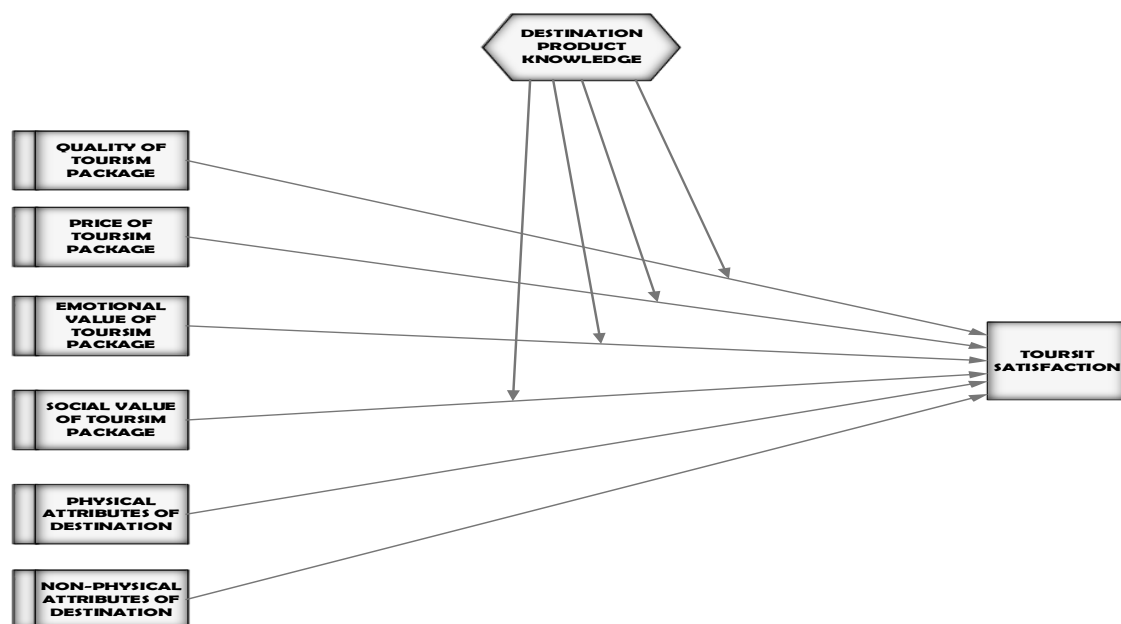


Figure 1: Proposed Framework

### 3. METHODOLOGY

#### 3.1 Measures

The study's variables were assessed using pre-existing measurement questionnaires that had been previously validated. The measurement instruments used to assess the various aspects of perceived value, including functional value (quality and price), affective value (emotional and social), as well as physical and non-physical attributes, were derived from the research conducted by Eid and El-Gohary (2015). The measurement scale utilised for the variable pertaining to destination product knowledge was derived from the research conducted by Hassan et al. (2015). The measurement of tourist satisfaction was conducted by employing the tool developed by Su et al. (2020). The variables were assessed using a 5-point Likert scale. Table 1 below displays the measurement items/statements for each variable, along with their respective sources.

Table 1(a): Measurement Tools

Items	References
<b>Quality</b>	
The tourism package purchased was well organized	Eid and El-Gohary (2015)
The quality of the tourism was maintained throughout.	
The tourism package had an acceptable level of quality.	
The tourism package purchased was well made	
<b>Price</b>	
The tourism package was a good purchase for the price	Eid and El-Gohary (2015)
The tourism package purchased was reasonably priced.	
The price was the main criterion for my decision	
The tourism package purchased was economical.	
<b>Emotional Value</b>	
I am comfortable with the tourism package purchased.	Eid and El-Gohary (2015)
I felt relaxed about the tourism package purchased.	
The tourism package purchased gave me a positive feeling	
The tourism package purchased gave me pleasure.	
<b>Social Value</b>	
The tourism package has helped me to feel acceptable	Eid and El-Gohary (2015)
The tourism package improved the way people perceive me.	
The tourism package purchased gave me social approval.	
Many people that I know purchased the tourism package	
<b>Physical Attributes</b>	
The destination has availability of prayer facilities	Eid and El-Gohary (2015)
The destination has availability of Halal food.	
The destination has availability of a copy of the Holy Qur'an in hotel room	
The destination has availability of Shari'ah-compatible toilets	
<b>Non-Physical Attributes</b>	
The destination has availability of segregated services	Eid and El-Gohary (2015)
The destination has availability of Shari'ah-compatible television channels	
The destination has availability of Shari'ah-compatible entertainment tools	
The destination has availability of art that does not depict the human forms	



Table 1(b): Measurement Tools

Items	References
<b>Destination Product Knowledge</b>	
I am knowledgeable about the places I am visiting	Hassan et al. (2015)
I am more informed about the places visiting compared to others	
I know about all the features on the tour package	
I know the importance of the different features of the tour packages.	
I know how to compare the features of the different tour packages	
<b>Tourist Satisfaction</b>	
Overall, I am satisfied with my visit/pilgrimage to Saudi Arabia	Su et al. (2020)
Compared to my expectations situation, I am satisfied with my visit/pilgrimage to Saudi Arabia	
Compared to the ideal situation, I am satisfied with my visit/pilgrimage to Saudi Arabia	

### 3.2 Sampling and Data Collection

The data utilised in this study was obtained from religious tourists who visited Saudi Arabia specifically for the purpose of participating in the Hajj and Umrah, which are religious pilgrimages to the Holy sites. The data was gathered from tourists in a manner that was convenient for them, and their participation in the study was entirely voluntary, without any form of coercion or pressure from the researchers. The tourists were provided with a guarantee that their personal information and the data they provided would be securely safeguarded and anonymized, exclusively employed for research objectives. The analysis of the study was conducted using a total of 287 completed questionnaires. The data that was gathered was organised, refined, and subsequently subjected to analysis using IBM SPSS. The initial step involved filtering the data to identify and address any missing values and outliers. Following this, the data underwent analysis and hypothesis testing. Simple linear regression was employed to test the direct hypotheses of the study, while moderation analysis was conducted using the Process Hayes Macro to examine the indirect hypotheses of the study.

## 4. ANALYSIS

### 4.1. Descriptive Statistics

The table below presents the descriptive statistics for the study variables. The reliability statistic (represented by  $\alpha$  in the table) indicates that all study variables surpass the threshold value, suggesting that the variables are reliable. Moreover, the measurement tools employed to assess these variables demonstrate internal consistency and reliability. Additionally, the table presents the correlation statistics pertaining to

the variables examined in the study. The moderate correlation observed among all variables suggests that the presence of multicollinearity can be excluded.

Table 2: Descriptive Statistics (Means, Standard Deviation, Reliability, and Correlations)

Variables	Mean	SD	$\alpha$	1	2	3	4	5	6	7	8
Perceived Quality	3.34	2.64	0.795	1							
Economic Value (Price)	3.01	2.01	0.733	0.26	1						
Emotional Value	2.99	2.33	0.749	0.34	0.67	1					
Social Value	2.57	2.54	0.699	0.27	0.50	0.69	1				
Physical Attributes	3.64	1.97	0.801	0.49	0.59	0.57	0.35	1			
Non-Physical Attributes	2.88	1.64	0.834	0.58	0.34	0.46	0.44	0.58	1		
Destination Product Knowledge	2.67	1.69	0.764	0.60	0.27	0.49	0.30	0.43	0.29	1	
Tourist Satisfaction	3.45	2.22	0.709	0.44	0.40	0.37	0.29	0.59	0.26	0.57	1

#### 4.2. Hypothesis Testing

The findings of the simple linear regression analysis are displayed in Table 2. The initial section of the table presents the regression statistics, with particular emphasis on the adjusted R square value for analytical purposes. The adjusted R square value is 0.76, as indicated in the table provided. This implies that the collective influence of the independent variables in the study, namely perceived quality, economic value (price), emotional value, social value, physical attributes, and non-physical attributes, accounts for 76% of the variability observed in the dependent variable of the study, namely tourist satisfaction. The remaining 24% of the observed data remains unaccounted for by the aforementioned variables, suggesting the potential influence of additional variables that have not been considered.

The second section of the regression analysis table presents the ANOVA, which furnishes the significance value for the overall model. The table demonstrates that the tested model exhibits statistical significance, as all values in the table satisfy the predetermined threshold criteria.

The third section of the regression analysis table presents the regression

coefficients, which are utilised for the purpose of hypothesis testing. The table reveals that there exists a significant relationship between the dependent variable and all independent variables, as indicated by p-values below 0.05 for each variable. The table illustrates a positive and significant relationship between the perceived quality of the tourism package and tourists' satisfaction with the chosen package for their religious tourism to the Holy Sites of Saudi Arabia. This finding provides support for hypothesis H1 in the study. This implies that the higher the perception of a tourist regarding the quality of a tourism package, wherein the quality surpasses the cost incurred or the expectations held by the tourist, the greater the likelihood of the tourist experiencing higher levels of satisfaction with the overall tourism package. Additionally, there is a strong and positive correlation between the cost of the tourism package and the level of satisfaction experienced by tourists who choose to partake in religious tourism to the Holy sites of Saudi Arabia. This discovery provides support for Hypothesis 2 as proposed in the study. This implies that the level of satisfaction a tourist experiences with a tourism package is positively correlated with their perception of its economic value and affordability.

The study found a positive and significant relationship between the emotional value of the tourism package and tourists' satisfaction with the chosen package for their religious tourism to the Holy sites of Saudi Arabia. This finding provides support for hypothesis H3. This implies that the level of satisfaction a tourist experiences with a tourism package is positively correlated with their perception of the package's ability to fulfil their emotional needs. The study's findings support hypothesis H4, indicating a positive and significant relationship between the social value of the tourism package and tourists' satisfaction with the package they choose for their religious tourism to the Holy sites of Saudi Arabia. This implies that the level of satisfaction a tourist experiences with a tourism package is directly influenced by their perception of the package's ability to fulfil their desired social value. In addition, there is a strong and positive correlation between the physical characteristics of the tourism package and the level of satisfaction experienced by tourists who choose to engage in religious tourism to the Holy sites of Saudi Arabia. This discovery provides support for Hypothesis 5 as proposed in the study. This implies that the higher the level of agreement between a tourist's perception of the tourism package's physical attributes and their personal importance, the greater the likelihood of their overall satisfaction with the tourism package.

Lastly, the study found a positive and significant relationship between the non-physical attributes of the tourism package and tourists' satisfaction

with the tourism package they choose for their religious tourism to the Holy sites of Saudi Arabia. This finding provides support for H6 of the study. This implies that the higher the extent to which a tourist perceives that the tourism package adequately addressed the intangible aspects that held significance to the tourist, the greater the likelihood of their satisfaction with the overall experience of the tourism package. The subsequent section presents a discussion of the aforementioned results derived from the analysis of the direct hypothesis of the study, taking into consideration previous literature and theoretical explanations.

Table 3: Regression Analysis

Regression Statistics					
Multiple R	0.71				
R Square	0.64				
Adjusted R Square	0.76				
Standard Error	0.45				
Observations	287				
ANOVA					
	df	SS	MS	F	Significance F
Regression	76	73.67	9.67	55.36	7.9
Residual	24	24.60	0.69		
Total	100	98.27			
	Coefficients	Standard Error	t Stat	P-value	
Constant					
Perceived Quality	0.024	0.69	2.67	0.01	
Economic Value (Price)	0.034	0.46	3.97	0.02	
Emotional Value	0.029	0.48	4.67	0.01	
Social Value	0.038	0.60	2.99	0.03	
Physical Attributes	0.019	0.34	4.88	0.02	
Non-Physical Attributes	0.040	0.24	5.60	0.01	

$P < 0.05$ ,  $t > 1.96$

#### 4.3. Moderating Effect of Destination Product Knowledge

The following table presents the outcomes of the moderation analysis conducted using the SPSS software through the Hayes Process Macro. The findings indicate that the level of destination product knowledge did not have a significant impact on the relationship between perceived quality and tourist satisfaction with the chosen tourism package for religious tourism to the Holy sites of Saudi Arabia. The present discovery provided evidence that contradicted the null hypothesis (H7) of the study. This implies that possessing prior knowledge about the destination does not enhance the

correlation between the perceived quality of the tourism package and the satisfaction of the tourist with said package. The level of satisfaction is primarily determined by the individual's subjective experience and perception of the quality of that experience. Prior knowledge and information do not have a substantial impact on this aspect. Moreover, the findings indicated that destination product knowledge did not play a significant moderating role in the relationship between economic value (price) and tourist satisfaction with the chosen tourism package for religious tourism to the Holy sites of Saudi Arabia.

The present discovery has refuted hypothesis 8 (H8) of the study. This implies that possessing prior knowledge about the destination does not enhance the correlation between the economic value (price) of the tourism package and the level of satisfaction experienced by the tourist with said tourism package. The level of satisfaction experienced by a tourist is determined by the price paid and the corresponding value received, while the influence of prior knowledge and information in this context is not substantial. Furthermore, the findings indicated that the level of destination product knowledge played a significant role in moderating the relationship between emotional value and tourist satisfaction. This was observed specifically in the context of individuals who chose to engage in religious tourism to the Holy sites of Saudi Arabia. The preceding discovery provided support for Hypothesis 9 in the conducted study. This implies that possessing prior knowledge regarding the destination enhances the correlation between the emotional value of the tourism package and the level of satisfaction experienced by the tourist with said package.

The level of emotional engagement experienced by tourists visiting the Holy sites of Saudi Arabia is directly correlated with their prior knowledge and associated emotions. This emotional connection significantly impacts their enjoyment of the experience and their ability to appreciate the spiritual aspects inherent in the chosen tourism package. Ultimately, this emotional involvement contributes to the overall satisfaction derived from the tourism package. Lastly, the results indicated that the level of destination product knowledge played a significant role in influencing the relationship between social value and tourist satisfaction with the chosen tourism package for religious tourism to the Holy sites of Saudi Arabia. The present discovery provided support for hypothesis H10 as posited in the study. This implies that possessing prior knowledge regarding the destination enhances the correlation between the social value of the tourism package and the level of satisfaction experienced by the tourist with said package.

The level of satisfaction and overall value derived from a chosen tourism package is directly influenced by the extent to which a tourist is informed about the social implications associated with their selection. Prior knowledge plays a crucial role in enhancing the tourist's experience and maximising the value obtained from the chosen package. The subsequent section presents an analysis of the aforementioned moderating relationship in the context of previous research.

Table 4

<b>Dependent Variable</b>	<b>R<sup>2</sup></b>	<b>Variables</b>	<b>B</b>	<b>T</b>	<b>F</b>	<b>P</b>
Tourist Satisfaction	0.59	Constant PQ DPK PQ x DPK	2.94 0.12 0.34 0.04	6.87 1.01 1.22 1.23	16.67	1.27
Tourist Satisfaction	0.67	Constant Price DPK Price x DPK	3.97 0.22 0.23 0.05	12.37 0.67 1.02 0.68	17.30	1.01
Tourist Satisfaction	0.71	Constant EV DPK EV x DPK	4.97 0.35 0.04 0.01	10.91 2.31 3.47 8.01	20.11	0.04
Tourist Satisfaction	0.49	Constant SV DPK SV x DPK	5.67 0.31 0.14 0.04	16.87 1.99 2.67 5.31	19.67	0.01

## 5. DISCUSSION

The objective of this study was to examine the various aspects of perceived value among religious tourists who choose tourism packages for their visits to the Holy sites of Makkah and Madinah in Saudi Arabia during the Hajj and Umrah pilgrimages. Additionally, the study sought to investigate the influence of these perceived value dimensions on tourists' satisfaction with the tourism package. In order to achieve the objective, this study examines various dimensions of perceived value, including functional value (perceived value and economic value, i.e., price), emotional value, social value, physical attributes, and non-physical attributes of the tourism package. The study also investigates the impact of these dimensions on tourist satisfaction. In order to fulfil the study objectives, quantitative data was gathered from a sample of 287 individuals who visited Saudi Arabia for the purpose of undertaking the Hajj and Umrah pilgrimages. The data

that was collected was subsequently subjected to analysis using the Statistical Package for the Social Sciences (SPSS), employing regression analysis and moderation analysis as methods for hypothesis testing.

The analysis findings indicated that the perception of quality played a crucial role in predicting the level of satisfaction among tourists who chose a specific tourism package for their pilgrimage to the Holy sites of Saudi Arabia. The present discovery can be elucidated by drawing upon prior scholarly works that have established and validated the correlation between perceived quality and customer satisfaction (Ghobehei et al., 2019; Lai, 2014; Sultan & Yin Wong, 2012). The level of satisfaction an individual experiences with a tourism package is directly influenced by their perception of the package's provision of high-quality services and facilities, as well as its overall value.

Travel agencies that fulfil their commitments and ensure that tourists are not subjected to any compromises in terms of quality during their pilgrimage to Saudi Arabia tend to have higher levels of client satisfaction. Consequently, the probability of these clients reusing the services of such agencies and recommending them to others also increases. Hence, it is of utmost significance for travel agencies to prioritise the provision of high-quality services, as this will yield enduring advantages for them. Additionally, the results of the research also indicated that the economic value, specifically the cost of the tourism package, is a significant determinant of tourist satisfaction with the chosen pilgrimage tourism package to the sacred sites of Saudi Arabia. This finding can be elucidated by referencing prior scholarly works that have established and validated the correlation between price and customer satisfaction. Specifically, these studies have demonstrated that customers perceive a high value for the price they pay, leading to a sense of contentment with the services received (Eid & El-Gohary, 2015). The concept of perceived value is primarily rooted in economic principles and transactional dynamics (Cruz-Cárdenas et al., 2019), hinging upon the equilibrium between the resources provided and the benefits received (Jamal et al., 2011).

The level of satisfaction an individual experiences with a tourism package is positively correlated with their perception of receiving greater value in relation to the cost incurred for the services rendered. Hence, travel agencies that offer cost-effective and budget-friendly tourism packages without compromising on the quality of services tend to attract a higher number of satisfied clients. Travel agencies should consider developing a diverse range of packages tailored to accommodate various client

preferences and financial capacities. By doing so, these agencies can effectively expand their customer base and enhance the satisfaction of their current clientele. In a similar vein, the findings of the research indicate that the emotional value plays a crucial role in predicting the level of satisfaction experienced by tourists who have chosen a specific tourism package for their pilgrimage to the Holy sites of Saudi Arabia. The present discovery can be elucidated by referencing prior scholarly works that have established and substantiated the correlation between emotional value and customer satisfaction (Eid & El-Gohary, 2015).

The scarcity of prior research examining this correlation underscores the significance of the present study as a valuable addition to the existing body of literature in this domain. In the context of religious tourism, such as the Hajj and Umrah, participants embark on a profound spiritual journey, imbuing each aspect of their experience with sentimental value and symbolic significance. Hence, the tourism package that effectively addresses and prioritises the nuanced aspects related to the sentiments and emotions of tourists tends to garner higher levels of client satisfaction. The emotional significance derived from an individual's Hajj and Umrah pilgrimage surpasses all other aspects. If the tourism package offers adequate facilities to facilitate this experience, it is highly probable that tourists will express positive emotions towards the travel agency and overall satisfaction. Additionally, the findings of the research indicate that social value plays a crucial role in predicting the level of satisfaction among tourists who have chosen a specific tourism package for their pilgrimage to the Holy sites of Saudi Arabia. The present discovery can be elucidated by referencing prior scholarly works that have established and substantiated the correlation between social value and customer satisfaction (Isa et al., 2018). Similar to the examination of emotional value, there is a scarcity of research investigating the correlation between social value and customer satisfaction. Consequently, this study holds significant importance as it contributes to the existing body of literature on this topic.

The perceived social benefits, such as social acceptance, reputation, prestige, acceptability, and inclusivity, associated with utilising a tourism package are likely to enhance the value derived by a tourist. If the various needs of a tourist are adequately addressed, it is more likely that the tourist will experience satisfaction with the overall services provided by the tourism package. Hence, it is imperative for travel agencies to ensure the formation of tourist groups in a manner that aligns with the preferences and interests of the individuals involved. By grouping like-minded tourists together, travel agencies can enhance the social experience of the tourists, thereby increasing their satisfaction with the services provided within the



tourism package.

Moreover, the findings of the study indicate that the physical characteristics and amenities offered within the tourism package play a crucial role in predicting the level of satisfaction experienced by tourists who have chosen said package for their pilgrimage to the Holy sites of Saudi Arabia. The present discovery can be elucidated by drawing upon previous scholarly works that have established and substantiated the correlation between physical characteristics and the contentment of tourists (Battour et al., 2014; Eid & El-Gohary, 2015; Nawi et al., 2019). The provision of dedicated physical facilities tailored to the needs of Muslim pilgrims during their Hajj and Umrah journeys alleviates concerns and allows them to concentrate on their religious devotion and spirituality, unburdened by the logistical challenges of acquiring essential resources.

The physical features encompass elements such as Halal food and beverages, prayer amenities, restrooms compliant with Islamic standards, adherence to the Islamic dress code, and other comparable factors and resources utilised by individuals of the Muslim faith.

The absence of concerns and stress contributes to the overall value of the tourist experience, thereby augmenting their level of satisfaction with the tourism package. In a similar vein, the findings of the investigation indicated that the intangible aspects or amenities included in the tourism package play a crucial role in predicting the level of satisfaction experienced by tourists who have chosen said package for their pilgrimage to the sacred sites of Saudi Arabia. The present discovery can be elucidated by drawing upon prior scholarly works that have established and validated the correlation between intangible characteristics and the contentment of tourists (Eid & El-Gohary, 2015; Isa et al., 2018; Staniewski & Awruk, 2022).

Travel agencies that prioritise both physical and non-physical attributes and facilities for tourists tend to have a higher rate of client satisfaction. The intangible characteristics encompass shariah-compliant amenities, such as segregated facilities like spas, prayer areas, swimming pools, salons, Islamic facilities, overall Islamic ethics, and similar offerings. Providing additional amenities to tourists during their spiritual journey enhances their overall experience, leading to increased satisfaction. In addition to this, the role of destination product knowledge was considered as a moderator in the relationship between certain dimensions of perceived value and tourist satisfaction.

The study's findings indicate that destination product knowledge did not play a significant moderating role in the relationship between perceived quality and tourist satisfaction, as well as price and tourist satisfaction. This

phenomenon can be attributed to the fact that the price paid by a tourist and the subsequent perceptions formed regarding the quality of the experience are not influenced by the pre-existing knowledge possessed by the tourist prior to undertaking the journey. Each individual's journey is unique, and the tourist's experience is influenced by their personal perception and the specific travel package they have chosen.

## 6. CONCLUSION

The possession of prior knowledge diminishes a certain degree of uncertainty and unpredictability, yet it does not determine the specific nature of a tourist's experience. The study findings indicate that destination product knowledge plays a crucial role in moderating the relationship between emotional value and tourist satisfaction, as well as social value and tourist satisfaction.

The level of emotional engagement experienced by tourists visiting the Holy sites of Saudi Arabia is positively correlated with their prior knowledge and associated emotions. This emotional connection enhances their enjoyment of the experience and fosters a heightened awareness of the spiritual significance inherent in selecting a specific tourism package. Consequently, this emotional investment contributes to overall satisfaction with the chosen tourism package.

### 6.1. Theoretical Implications

This study makes a significant scholarly contribution to the field of tourism and hospitality literature by addressing the limited understanding of the multifaceted aspects of perceived value in the context of religious tourism, with a specific focus on Islamic religious tourism. There has been a limited number of previous studies that have examined the emotional value, social value, physical attributes, and non-physical attributes within the context of tourist satisfaction, specifically in relation to religious tourism.

As a result, this study holds significant importance as it contributes to the existing literature in this area. Furthermore, researchers have also investigated the moderating influence of destination product knowledge, thereby making a valuable contribution to the existing body of scholarly literature.

### 6.2. Practical Implications

The findings of this study have several practical implications that can be derived by travel agencies. Travel agencies should prioritise fulfilling their commitments and ensuring that tourists are not subjected to any

compromises in terms of quality during their visit.

By doing so, they can enhance client satisfaction, leading to a higher probability of repeat business and positive word-of-mouth recommendations. Furthermore, it is imperative for travel agencies to offer tourism packages that are both affordable and cost-effective, without compromising the quality of services rendered. This approach is crucial in order to enhance customer satisfaction and attract a larger clientele. In order to expand their customer base and enhance customer satisfaction, travel agencies should develop a diverse range of packages tailored to various client needs and economic capacities.

Tourism packages that prioritise and attend to the nuanced aspects of tourists' sentiments and emotions tend to yield higher levels of client satisfaction. Travel agencies should prioritise the formation of tourist groups in a manner that ensures like-minded individuals are grouped together. This approach aims to enhance the social experience of tourists, aligning it with their preferences and ultimately increasing their satisfaction with the services provided by the travel agency within the tourism package. Travel agencies should strive to go beyond providing physical amenities and also consider the intangible aspects and facilities in order to ensure increased client satisfaction among tourists.

### 6.3. Limitations and Future Research Directions

The current study focuses on the religious tourism of Muslims to Saudi Arabia specifically for Hajj and Umrah visits. As a result, the generalizability of the study findings is significantly restricted. Future research endeavours may involve examining the applicability of the proposed model to religious tourism among Muslims visiting other Holy sites, as well as exploring its potential utility in the context of religious tourism pertaining to other faiths.

The research conducted was of a quantitative nature. Future studies may consider incorporating qualitative interviews with tourists to obtain rich and nuanced insights regarding their experiences and levels of satisfaction. Subsequent research endeavours may further investigate the correlation between perceived value and the inclination to engage in future visits or endorse the services to others.

### ACKNOWLEDGMENT

This work was supported by the Deanship of Scientific Research, Vice Presidency for Graduate Studies and Scientific Research, King Faisal

University, Saudi Arabia [Grant 5117]'.

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