Tourists' Perceptions of The Religious Tourism Services Quality: Gap Analysis Approach

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Article Info	Abstract
Paper type: *Research paper* *Keywords:* *Religious tourism, Performance, Service quality, Gap analysis* *Article history:* *Received: 19 September 2022* *Revised: 15 May 2023* *Revised: 20 June 2023* *Accepted: 29 July 2023* *Available online: 30 July 2023*	*This study aims to determine and analyze the perception of Muslim tourists on the services provided by the management of religious tourism, as well as what service indicators should be the main priority and maintained in providing full service to tourists. Importance and Performance Analysis (IPA) is the quantitative analysis approach used in this study. This analysis finds that tourist perceptions and preferences have an average degree of fit at 96%, indicating that the level of satisfaction with the quality of religious tourism services is relatively high. Furthermore, based on the study of the Cartesian diagram, two indicators demand more attention due to poor performance, i.e., (a) officers' response to tourist needs and (b) their competency to carry out their duties properly. Generally, visitors have given positive feedback, so management must maintain facilities and services.*

Introduction

Religious tourism is a type of travel that involves visiting religious sites or participating in religious activities. It is a call to spirituality and a significant economic stimulus for many countries. The tourism industry has recognized this and, as a result, has established a new market segment called religious tourism (Iliev, 2020). Religious tourism caters to various individuals, including religious groups, leaders, and individuals seeking a spiritual experience. The definition of religious tourism is often associated with the concept of pilgrimage tourism, where individuals travel to a specific religious site for spiritual reasons. In recent years, the development of religious tourism has led to the emergence of other types of tourism associated with religion, such as Sharia tourism, halal tourism, and Muslim-friendly tourism. These concepts involve catering to the specific needs of Muslim travellers, such as providing halal food or prayer facilities (Hernández, 2022), Additionally, the development of the Sharia economy in Indonesia has further boosted the growth of religious tourism. This concept involves economic activities that comply with Islamic law and has led to the development of

halal-certified products and services, including tourism-related offerings. Overall, religious tourism is a significant and growing market segment in the tourism industry, providing economic benefits to countries while catering to the spiritual needs of travellers (Jaelani, 2017).

Sharia tourism destinations and activities are broader than pilgrimage tourism or religious tourism. Sharia tourism covers all tourist destinations but has standardization in the form of the suitability of these tourism services with the concept of halal in Islam. In other words, Sharia tourism is a process of incorporating Islamic values into tourism activities. So, Sharia tourism is a normative value in all tourism activities, including accommodation, transportation, food and beverages, financial systems, good facilities, and service providers (Noviantoro & Zurohman, 2020). DSN Fatwa No. 108/DSN-MUI/X/2016 contains normative values as guidelines for implementing Tourism Based on Sharia Principles.

Banten has several types of Muslim-friendly tourist destinations, such as nature tourism, cultural tourism, and religious tourism. The demographic aspect, where most of the population is Muslim, supports the various tourist destinations. Historically, Banten has a memorial imprint as the Islamic Sultanate in Indonesia. Relics from the Banten sultanate are still preserved and have become the centre of tourist attractions. This tourism potential is also supported by the geographical location of Banten Province, which is directly adjacent to the capital city of Jakarta and is an inter-island hub, making it easy to access with good road infrastructure (Laksana et al., 2022; Sugiwa, 2013).

The Great Mosque of Banten is Indonesia's significant cultural and historical landmark. Situated in the city of Banten, the mosque is one of the most important tourist destinations in the region. It is considered one of the seven main attractions known as "The Seven Wonders of Banten". The mosque is a place of worship and a cultural heritage site of great historical significance that is valuable for developing both cultural and religious tourism. Constructed in stages and designed by different architects, the Great Mosque of Banten is an amalgamation of architectural styles from ancient Java, China, and Europe. The mosque's design and construction reflect the region's rich cultural history and the influence of various cultures on Indonesia's architecture. The mosque's main prayer hall is adorned with intricate carvings and paintings that reflect the influence of Chinese and European art, while the Javanese-style roof adds to its uniqueness. The mosque also has a large courtyard and several smaller prayer halls, making it a perfect destination for those interested in Islamic architecture. The Great Mosque of Banten is a significant landmark with great cultural and historical value. It is a must-visit for those interested in exploring Indonesia's rich cultural heritage and history (Defa, 2017).

Its historical background, which is in the middle of an elite area of trade and government in the era of the Sultanate of Banten, symbolizes Islam's greatness in Banten. Several nearby regional clusters have toponyms representing ethnic, economic and cultural identities (Wibowo, 2021). These illustrate that the area around the Great Mosque of Banten is a strategic area that immigrants from various ethnicities and professions have long visited. The ruins of the Surosowan Palace and Kaibon Palace are close to the mosque area. Apart from being a religious tourism destination for Muslims, the site is also a religious tourism destination, with the Avalokitesvara Vihara located not far from the mosque.

In addition to the unique architecture and cultural traces, the existence of the sacred tomb of the Sultanate is a destination for visitors from various places. In the cemetery are the graves of Sultan Maulana Hasanuddin and his wife, Sultan Ageng Tirtayasa, and Sultan Abu Nasir Abdul Qohhar. There are tombs on the north side of the south porch, including Sultan Maulana Muhammad and Sultan Zainul Abidin (Sylviana, 2018).

Previously, this place needed better managerial support and facilities. In 2018, the Banten Provincial Government started the first phase of the Banten old area structuring project through the Public Housing and Settlement Service (PERKIM). This plan includes the mosque area's

layout, the mosque square's construction, the museum square (in front of the museum), the Amphitheater, and Surosowan Fort Park. The Banten Provincial Government has budgeted Rp 220 billion to renovate the Banten Lama tourist area. Infrastructure improvements by the government are essential in maintaining cultural wealth, improving the quality of public services, and improving the community's economy. This is in line with Law No. 11 of 2010 concerning Cultural Conservation. Preservation is a dynamic effort to maintain the diversity of Cultural Conservation and its value by protecting, developing, and utilizing it.

After the revitalization, only a few studies examine the Great Mosque of Banten. A study examines the Great Mosque of Banten's potential as a site for sociocultural studies. It is primarily utilized as a worship site, a destination for religious tourism, and recreation (Indriastuty et al., 2020). Several studies look at the Great Mosque of Banten's area from a historical perspective, which can be a picture of religious tolerance (Naredi et al., 2020), a cosmopolitan area (Wibowo, 2022), and Banten Lama, which is connected to China's history in Southeast Asia (Miksic, 2021). Another research looks at the region's layout around the Great Mosque of Banten to preserve cultural heritage (Pasaribu, 2019).

A study on revitalization conducted by (Lestari et al., 2021) highlights the impact of revitalization on the number of visitors. Meanwhile, a survey by (Nurfadhila & Suganda, 2021) looked at how programs to improve infrastructure and services could impact the community's income around the Great Mosque of Banten. However, these studies on the Great Mosque of Banten have forgotten something important: no approach looks at the perception of tourist visitors. At the same time, tourist visitors are essential stakeholders in revitalizing religious tourism.

Tourism development must consider the tourist experience of the facilities provided to ensure tourists are happy and satisfied with their visit. This will encourage tourists to extend their stay and express a desire to return (Matulessy et al., 2020). This experience can form perceptions through sensory experiences to obtain information. Then, the information is processed and translated into a perfect perception (Haase et al., 2020). Therefore, awareness from various parties is needed to understand all the needs and desires of visiting tourists. It is necessary because by understanding tourists' perceptions of religious tourism destinations, numerous attributes can be evaluated for service enhancement.

Therefore, this research aims to determine and analyse the suitability of tourist perceptions of the performance of religious tourism management services and what attributes of good services must be maintained and prioritised to ensure the best possible experience for visitors. On the other hand, which attributes should not be given the highest priority? The findings of this study provide valuable recommendations for enhancing the quality and sustainability of tourism services.

Methodology
Research Design
This study is a quantitative research design, using service performance evaluation research using the Important-Performance Analysis (IPA) method to analyze the suitability between tourists' perceptions and their preferences for good service. Gap analysis determines the steps needed to move from the current state to the expected future performance.

Sample Selection
This study utilised the incidental sampling approach and was implemented in the month of Shawwal, which is the most crowded for pilgrims. Based on the sampling method, this study collected 100 samples: 50% of men and 50% of women are over 20 years old. 54% of respondents came from Serang City, 26% from Serang Regency, 15% from Pandeglang, and 5% from areas outside Banten. All respondents have visited the Great Mosque of Banten more

than once. The number of 100 samples can be guaranteed representation by using the following Lemeshow formula:

$$n = \frac{z^2\, p(1-p)}{d^2}$$

Description:
n = number of samples
z = standard value = 1.96
p = 0.5
d = alpha (0.10)
The sample size was 96 people, then rounded up to 100 people.

Measurement Scales and Data Collection
Data was collected through literature studies and field studies. The literature study explores previous studies and documentation from the Banten Provincial Tourism Office, the Banten Provincial Central Statistics Agency, archives of tourist visits from the Banten Sultanate Kenadziran Agency, and other supporting documents. Meanwhile, field data were obtained through questionnaires and observations at the research site.

The selection of IPA attributes was developed following the direction of perception to be assessed by referring to the SERVQUAL item, which includes the five attributes of quality service, namely reliability, empathy, assurance, responsiveness, and tangibles (Parasuraman et al., 1988; Park et al., 2021; Park & Yi, 2016). These attributes are then linked and grouped into four critical aspects: (a) human resource capacity to provide excellent service (Fatimah et al., 2022), (b) facilities and infrastructure management (Mandić et al., 2018), (c) procedures/process of service delivery (Verma & Sarangi, 2019), and (d) easy access to information and communication (Maulana, 2020).

Human Resources attribute consists of five dimensions, i.e., officers are competent, officers have good ethics, officers are responsive to tourist needs, adequate number of officers, and officers work according to their duties well (Fatimah et al., 2022). Facilities and infrastructure management attributes consist of five dimensions, i.e., clean toilets are available, adequate parking space is available, management arranged the place of pilgrimage neatly, the preservation of the pilgrimage environment is maintained, and a comfortable place of worship (Mandić et al., 2018).

Procedures attribute consists of five dimensions, i.e., officers in neat uniforms when carrying out their duties, guaranteed safety of visitors' belongings, professional pilgrimage guides are available, the Shari'a carries out the pilgrimage process, and officers are always on standby at their place of duty (Fatimah et al., 2022). Information and communication attributes consist of five dimensions, i.e., availability of tourist information service centre, officers responding to tourist complaints, complete information instructions available, officers providing helpful information for tourists, and officers communicating well with tourists (Maulana, 2020).

Data Analysis and Variable Measurement
Gap Analysis
Gap analysis measures the fit degree between visitors' perceptions of the quality and preferences of religious tourism. The fit-gap degree between public perceptions and preferences is called the Gap Score (Qadri, 2015) or Service Quality Score (Zahari Wan Yusoff et al., 2008), it calculated by subtracting the perception score from expectation score (P-I). The gap analysis in this study proposes three aspects: gap analysis per service attribute, gap analysis per dimension, and overall gap analysis of all service attributes. The fit degree score is obtained by comparing

the performance score (preference) and the importance score (perception). The fit degree score is used to determine service improvement's priority. Religious tourism preferences and tourist perceptions determine this fit degree.

Importance and Performance Analysis (IPA)
This study asked the respondents to rate their level of perception and preference for each indication of religious tourism using the IPA technique. SPSS version 25 is used to perform IPA analysis, which has a graphical scatter/dot feature that produces a cartesian diagram to find indicators of religious tourism attributes in quadrants A, B, C, and D.

This questionnaire assessed tourist management in terms of performance and preferences. A cartesian diagram is drawn by taking the average of these scores. The data will then be divided into four sections, as illustrated in Figure 1. The interpretation of the quadrant in Figure 1 is as follows. Concentrate here means the items listed in this quadrant are considered vital but have a poor rating on performance that has not satisfied visitors. Management of religious tourism should focus on improving performance in this quadrant. Keep up the good work means items in this quadrant are vital and get a performance rating that satisfies visitors. The tourism management must maintain these service items. Low priority means the items listed in this quadrant are considered not vital and, at the same time, need a better assessment of their performance. Tourism management can prioritise the items in a different quadrant. Possibly overkill means the items in this quadrant have a perceived level of performance but are not very significant to the preferences and expectations of visitors. Thus, tourism management should allocate resources to other items of higher priority (Gunawan et al., 2020; Zarei et al., 2020).

Figure 1. Cartesian Diagram
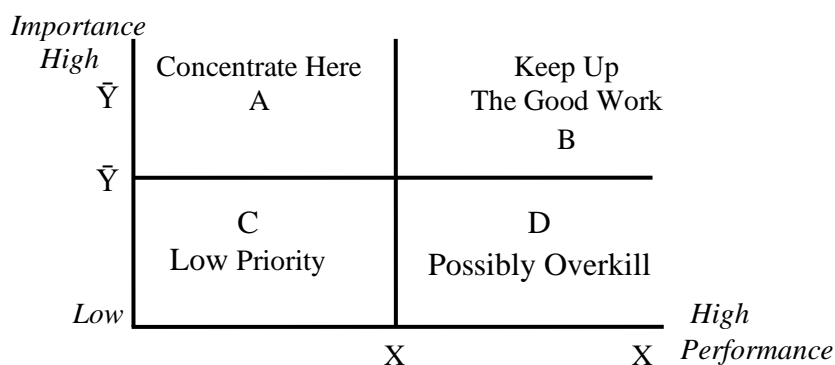
(Source: Zarei et al., 2020)

Results and Discussion
Fit-Gap Analysis Result
After the revitalisation, the Great Mosque of Banten area looks neater and cleaner. Through this study, visitors completed the assessment based on their perception of service performance items to evaluate their preference for the importance of existing service performance. Table 1 shows that the average fit degree of tourists' perceptions and preferences is 96%. This percentage means that tourists' perceptions of the quality of religious tourism services in the Great Mosque of Banten align with tourists' expectations.

Figure 2 shows the cartesian diagram analysis result, which shows the distribution of IPA attributes. Each quadrant represents its condition as a picture of corresponding preferences and perceptions. Managing religious tourist destinations is intended to quickly enhance visitors' considered necessary features. The degree of priority is determined by comparing the

perceived value of each attribute to the average perceived value. The lower the value reached for each attribute, the greater the focus on its improvement. This value is based on perception rather than expectation, as perception is a consumer's evaluation of the items or services offered by tourist sites. Less value, less tourist satisfaction. On the other hand, tourists' satisfaction is directly correlated to quality. Each of these quadrants' evaluations may be explained as follows.

Table 1. Fit Degree

Attribute	Perception	Preference	%
A1	4.23	4.29	101%
A2	4.62	4.39	95%
A3	4.54	4.31	95%
A4	4.44	4.31	97%
A5	4.51	3.84	85%
B1	4.49	4.40	98%
B2	4.43	4.28	97%
B3	4.34	4.04	93%
B4	4.58	4.52	99%
B5	4.51	4.49	100%
C1	4.54	4.54	100%
C2	4.55	4.61	101%
C3	4.61	4.58	99%
C4	4.64	4.58	99%
C5	4.52	4.45	98%
D1	4.48	3.72	83%
D2	4.51	4.53	100%
D3	4.38	4.07	93%
D4	4.45	4.38	98%
D5	4.40	3.85	88%
Total	89.77	86.18	96%

Figure 2. Distribution of IPA attributes
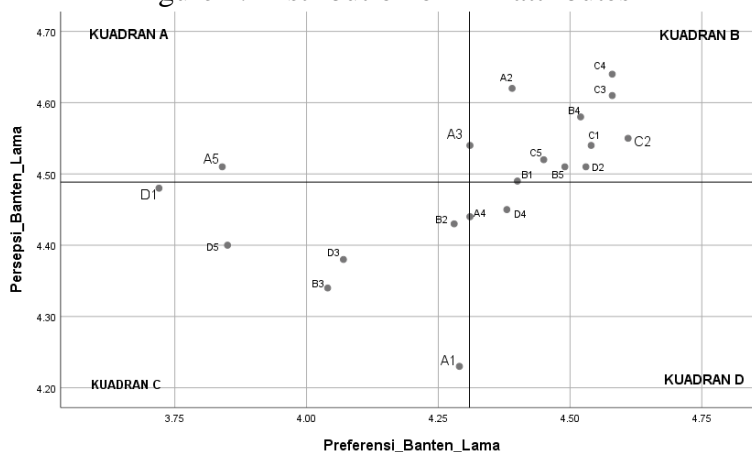
Quadrant A (Top Priority)
Quadrant A is a quadrant where performance is still considered low, so it becomes a top priority for improvement. The attributes included in quadrant A can be sorted according to their priority level: officers work according to their duties well (attribute A5), and officers are responsive to tourist needs (attribute A3). These two attributes must be a priority for improvement. Both are directly related to the internal aspects of human resources. Human resources are essential for providing excellent services and increasing customer satisfaction

and loyalty. The ability of a person or group of people to carry out services optimally by combining the ideas of ability, attitude, appearance, action, and responsibility in the service delivery process is essential to the success of implementing and maintaining excellent experience (Fatimah et al., 2022; Rangus et al., 2020).

Quadrant A shows that there is still a gap between tourist expectations and staff performance, especially in terms of officers' ability to respond to visitors' needs and carry out a good duty standard. This gap arises due to human resource factors in tourism services. Intangible aspects such as responsiveness and competence are essential in building the quality of tourism services (Pratama, 2016). Previous research showed that human resources are vital as a driver of social and institutional factors that can affect the vitality of tourist areas (Hizmiakanza & Rahmawati, 2019). Through the Root Cause Analysis approach in the study, it was stated that among the factors that caused the decline in vitality was the human problem. These include the lack of human resources for managing, no coordination between managers, the large number of street vendors, and immigrants who participate in enlivening economic activities around the Banten Lama area, where the Great Mosque of Banten is located.

Pilgrimage tourism has economic potential due to the many people visiting the site. The tomb of Gus Dur in Jombang can increase the number of tourist visits. Nevertheless, tourism will have an economic impact if visitors feel at ease. Human Resources must increase its capacity. Managers face challenges keeping their facilities clean and providing high-quality services, especially during peak times (Sasongko, 2020). The existence of human resources in the tourism industry is crucial as a driving force for the industry's sustainability, as the primary actors who create the core tourism product (experience), and as one of the determinants of the industry's competitiveness, both for individuals and organisations (Katunian, 2019). Visitors will have an experience and impression due to the officer's service. The experiential relationship quality also significantly increases the pilgrims' intention and supportive desire to visit the pilgrimage destination (Nisar et al., 2022).

The importance of increasing responsiveness for officers is also in line with other studies, which also show that the expectations of Muslim tourists are positively related to management's ability to construct responsiveness (Al-Ansi & Han, 2019). Thus, human resources require priority attention in the direction of religious tourism at the Great Mosque of the Sultanate of Banten, along with improving human resource quality in management and services. Three different institutions currently manage the location (the Kenadziran Sultanate of Banten, PERKIM Banten Province, and DISPARPORA Serang City). Coordination will always be necessary to maximise responsiveness and service dependability. The revitalisation has been carried out collaboratively on three things: bureaucracy's structural dimension, revitalisation's socialisation, and street vendors' relocation. During the implementation phase of collaboration, four strategic components are utilised: an initial assessment component, a commitment strengthening component, an institutional design and governance component, and a follow-up and sustainability component (Sururi, 2018). The complexity of this management could be one of the things that need to be considered in improving the HR aspect in carrying out their duties.

Quadrant B (Keep Up the Good Work)
Quadrant B describes the attributes expected by tourists following the performance perceived by tourists. Those in Quadrant B can be classified according to the priority to be maintained, i.e., adequate parking space is available (attribute B2), clean toilets are available (attribute B1), comfortable place of worship (attribute B5), officers respond to tourist complaints (attribute D2), officers are always on standby at their place of duty (attribute C5), officers in neat uniforms when carrying out their duties (attribute C1), guaranteed safety of tourists' belongings (attribute C2), the preservation of the pilgrimage environment is maintained (attribute B4),

professional pilgrimage guides are available (attribute C3), officers have good ethics (attribute A2), and the pilgrimage process is carried out by the Shari'a (attribute C4).

Based on the feedback provided by the visitors, it has been strongly recommended to allocate resources towards improving the service processes related to facilities while also considering the aspects related to human resources and information. The data analysis suggests that the efforts towards infrastructure rehabilitation and service revitalisation have effectively met the tourists' expectations. Therefore, the management team is strongly advised to maintain and preserve the performance of these eleven criteria to ensure a consistently positive experience for the visitors.

In contrast to the attributes of human resources, it is stated that visitors' perceptions of the performance of improving infrastructure and supporting facilities were consistent with their expectations. This is evidenced by the degree of compatibility scores for quadrant B's physical and service aspects, which contain essential attributes and meet visitor expectations. This is also demonstrated by the match rate, which reaches 96%, and the average perceived value of 4.49. Compared with the conditions before the revitalisation, there has been a significant change in physical and facilities. A good perception of the services and facilities at the Great Mosque of Banten shows that the renovation and revitalisation carried out in the area impact service and tourist satisfaction. The importance of facility attributes in the development of mosque-based religious tourism is in line with the same findings in a study of visitor perceptions of religious tourism at the Great Mosque of Semarang, which is in the same quadrant (Pamungkas & Wahyono, 2022).

Religious tourism can be greatly facilitated through proper infrastructure for pilgrimage. The availability of facilities, equipment, and social care conditions enable visitors to engage in a broad range of spiritual, social, and recreational activities. A well-designed infrastructure that caters to the needs of pilgrims can create a welcoming and enriching environment that enhances the overall religious tourism experience (Antunes et al., 2017; Lynch et al., 2021).

The development of state-of-the-art facilities and infrastructure is of utmost importance to cater to the diverse needs of tourists. However, when it comes to sacred place visits, it is imperative to comprehend that visitors' motivations vary significantly from those of cultural and other types of tourists. For instance, people who visit holy sites may fall under various categories, such as pilgrims, religious tourists, history buffs, cultural enthusiasts, or general tourists. Each of these groups has distinct expectations and motives for the services and amenities provided by the places they visit. Therefore, the authorities must analyse and understand the needs of each group to provide top-notch services and amenities that cater to their specific requirements. This will ensure that the visitors have a fulfilling and satisfying experience, and it will also help promote tourism in the region (Raj & Griffin, 2015).

Revitalisation does not touch on the attraction aspect, which is essential in cultural tourism but is not too crucial for religious tourism. In contrast to nature and other entertainment tourism, religious tourism is carried out as recreation and spiritual reflection. The pilgrimage to the Great Mosque of the Banten has several motives, including religious motives such as a death warning to believe and set one's heart on goodness, religious tourism out of curiosity about the history of the Sultanate, seeking blessings, and wasilah in prayer (Sylviana, 2018). Moreover, pilgrimage to the tomb of a saint is also a social identity and a link to history(Ibrahim, 2016; Muliadi et al., 2020). It is appropriate that the revitalisation policy does not prioritise these aspects. The perception of tourists through this study also shows that their satisfaction is influenced by the facilities and services that make religious tourism destinations comfortable.

The construction of facilities and physical renovations to expand the great mosque's function as a religious tourism destination in various regions continues. The Great Mosque of

Semarang makes minarets, placing a large Qur'an in the middle of the mosque, and public spaces attract visitors. The Great Mosque of Bandung renovated the front yard as a comfortable public space. Similarly, the Great Mosque of the Islamic Center Pasir Pengaraian Rokan Hulu has interior architectural features similar to the Medina Mosque, as well as numerous public facilities, a 99-meter-tall viewing tower to view the sand panorama, and a Business Center to meet the needs of tourists during their visit. Efforts by the Ministry of Religion of the Republic of Indonesia to develop this suggestion were appreciated as the Great Mosque Pilot in 2015 based on the Assessment Board of the Great Mosque Pilot Number 01/PM.MA/IX/2015 (Abduh, 2021).

Quadrant C (Low Priority)
In quadrant C, tourists consider some attributes less critical, and their performance is unexpected. As a result, management does not need to prioritise these attributes. This quadrant's characteristics are: officers are competent (attribute A1), management arranged the place of pilgrimage neatly (attribute B3), complete information instructions are available (attribute D3), officers can communicate well with tourists (attribute D5), and availability of tourist information service centre (attribute D1).

People generally visit the Great Mosque of Banten for pilgrimage and non-pilgrimage reasons. Visitors with pilgrimage motives will spend more time at the *pendopo (*gazebo-like building) for prayer and other religious activities (Putri et al., 2017). Pilgrims are devoted visitors whose information requirements have been met by their tour guides. So, aspects of communication and information may still not be considered to require priority performance.

This finding does not align with several studies that highlight the value of information in the tourism industry. In today's communication age, the intersection between culture and communication is critical in tourism development (Zhang & Doering, 2022). For instance, prior research on tourism in Banten has highlighted the significance of enhancing IT and digitalisation (Supriyanto et al., 2020). Generally, religious tourists require more historical information about the locations, including stories of individuals associated with the site (Hughes et al., 2013).

Different conditions in this finding may also be because most selected respondents were from local communities in the Serang region and repeat visitors to the Great Mosque of Banten. Typically, they already have sufficient knowledge of the great mosque of Banten and its history. So, the information aspect is not a priority for them.

Quadrant D (Possibly Overkill)
According to the analysis, tourists do not consider the features of Quadrant D significant. Nevertheless, the service performance in this quadrant could be better, and there is room for improvement. Quadrant D has an adequate number of officers (attribute A4) and officers who provide helpful information to tourists (attribute D4). Although these two components are optional for the service improvement program, management can prioritise resource allocations to improve the more critical attributes.

The low expectation of additional staff may be due to the current number of visitors being insufficient to justify hiring more staff. However, in the corner around the mosque, many individuals offer services and assistance related to pilgrimage tourism services. These individuals are not official officers, but they proactively offer their services to help tourists.

In contrast to the attributes of human resources and facilities, the Cartesian quadrants C and D in this study reveals that visitors to religious tourism tend to have lower expectations regarding the information services provided. However, their expectations for human resources and facilities remain high. The research suggests that the manager should prioritise improving the information aspect of their work without neglecting other areas of importance. One

potential solution is adding more details to the website so visitors can easily access the necessary information without relying on officers for help.

The research findings also show how religious tourism differs from other tourist destinations. Typically, community and religious leaders are responsible for addressing the informational aspect of pilgrimage tourism. Interestingly, the motive for visiting a pilgrimage site is typically different from nature or entertainment tourism. Visitors seek solace and solutions to life's problems by connecting themselves with their predecessors (Ibrahim, 2016). The study highlights the unique requirements of religious tourism and how the manager should address these needs.

In contrast to other forms of tourism, pilgrimage to the tomb of a holy person has its value. The tombs of the saints are areas of freedom of religious expression and the preservation of traditional practices (Mahmudah & Hartono, 2022). The graves of the saints are used as a place for humans to vent their anxiety, a place of refuge, a place where individuals feel liberated from various coercions and pressures and have time to contemplate their fate, and a place of escape and improve the brotherhood. Therefore, a pilgrimage to the tomb is a secondary religious transition that can provide access to things considered sacred. Pilgrimage is also an identity and a bond with people from the past. As a tourist activity, pilgrimage gives spiritual freshness to the perpetrators. Although often belittled by scholars as ancient, superstitious, and worshipped. Pilgrimage has become a means for the performer to gain access to inner peace, the need for intercession, and seek *karomah* for hopelessness and helplessness (Aldyan et al., 2019; Ismail, 2016; Khosiah, 2020; Sylviana, 2018).

The Indonesia Muslim Travel Index (IMTI) is an assessment tool that leverages the Global Muslim Travel Index (GMTI) to evaluate the Muslim-friendliness of travel destinations in Indonesia. According to the latest findings of IMTI, visitors to the Great Mosque of the Sultanate of Banten prioritise the service and environmental aspects of the mosque over its communication and accessibility features. To establish a robust tourism brand that caters to religious tourism markets, it is crucial to understand their psychographic, socio-demographic, and behavioural characteristics. A recent study recommends educating officers and local communities involved in tourism activities in these areas about providing hospitable tourism services to enhance their responsiveness and overall service quality. This could include training them in cultural sensitivity, providing language assistance, and offering prayer facilities (Tasci et al., 2021).

Moreover, it is essential to intensively train officers who may feel uncomfortable serving tourists to ensure an optimal visitor experience. This could include equipping them with knowledge about the local culture and customs, educating them about the mosque's history and significance, and providing them with communication training to interact effectively with visitors. By doing so, tourism destinations can create a welcoming environment that caters to the diverse needs of religious tourists and enhances their overall experience.

Conclusion

This study concludes that tourists visiting Banten's Great Mosque area are satisfied with the quality of religious tourism services. The area's physical and service aspects have notably improved through renovation and revitalisation programs. However, the study suggests that tourism officers must be more responsive to meet tourists' expectations. To maintain the environmental and facility performance, religious tourism management should focus on preservation efforts. The study found that communication features are less critical for tourists.

It is important to note that the questionnaire used in the study has some limitations. Therefore, it is recommended to add indicators that differentiate between cultural, religious, and pilgrimage tourism to achieve more comprehensive results. In-depth interviews should be

conducted to obtain a detailed picture of each statement selected by respondents, especially in areas that require service improvement. Moreover, additional research methods can be employed to confirm the study's findings and strengthen policymaker recommendations.

Author Contribution
Efi Syarifudin: Creating and designing analysis, Collecting the data, Contributing the data or analysis tools, and Writing paper.
Khaerul Anam: Creating and designing analysis, Collecting the data, Contributing the data or analysis tools, and Writing paper.
All authors have read and agreed to the published version of the manuscript

Declaration of Competing Interest
We declare that we have no conflict of interest.

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