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THE INFLUENCE OF ISLAMIC ATTRIBUTE VALUES AND DESTINATION REPUTATION ON THE REVISIT INTENTION TO HALAL TOURISM DESTINATION OF JAKARTA

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Abstract: Based on Indonesian Muslim Travel Index, there are five of the best halal tourism destinations in Indonesia, namely Lombok, Aceh, Riau Islands, Jakarta, and West Sumatra. This research specifically examines Jakarta because of its uniqueness. This study aims to examine the Islamic attribute values and destination reputation toward revisit intention to Jakarta's halal tourism. The research design uses a quantitative approach. The unit of analysis and observation are international Muslim tourists visiting Jakarta. The questionnaire was given to a sample of 100 international Muslim tourists visiting Jakarta. The analytical tool used to test hypotheses is Partial Least Square. The hypothesis testing results indicate that the increase in revisit intention to Jakarta's halal tourims destination is more dominantly built by destination reputation, followed by Islamic attribute values. The results of this study have implications both theoretically and practicallyIslamic attribute values that include Islamic physical attributes and Islamic non-physical attributes.

Keywords: Islamic Attribute Values, Destination Reputation, Revisit Intention.

INTRODUCTION

Data from the Ministry of Tourism shows that foreign tourists visiting Indonesia through all entrances in October 2019 totaled 1,354,396 visits or increased by 4.86% compared to the same period in October 2018 which amounted to 1,291,605 visits. Based on nationality, the highest number of foreign tourists visiting October 2019, the highest number of foreign tourists coming from Malaysia with 241,056 visits, China with 160,446 visits,

Singapore with 145,246 visits, Australia with 131,861 visits, and Timor Leste with 91,761 visits.

While for Muslim tourists, the government is targeting 5 million visits in 2019. In 2018 there were 2.6 million people out of a total of 15.8 million foreign tourists. The government is trying to improve domestic standards to meet Muslim tourism needs. Among them with the Indonesian Muslim Travel Index (IMTI) which refers to GMTI for halal tourism. GMTI standards refer to four criteria, namely access, communication, environment, and services. Based on IMTI, there are five of the best halal tourism destinations, namely Lombok, Aceh, Riau Islands, Jakarta and West Sumatra. This research specifically examines Jakarta because of its uniqueness.

Revisit intention is important to increase visits to halal tourism destinations. From a recreational viewpoint, behavioral intention is the intention of visitors to revisit within one year and their willingness to frequently travel to destinations (Baker & Crompton, 2000; Wu, Li, & Li, 2018). Further factors involved in evaluating behavioral intentions include willingness to recommend to others and positive word of mouth (Bigne, Sanchez, & Sanchez, 2001).

On the other hand, the intention to re-visit is related to the perception of tourists about the reputation of the destination. Reputation is considered as a perception representation of the company's past actions and future prospects that illustrate the overall attractiveness of the company to all its main constituents when compared to other rival leaders (Fombrun, 1999). Meanwhile, a traveler's perception of a destination influences the visit or intention to revisit (Rittichainuwat, Qu and Brown, 2001).

The Islamic attribute is also an aspect that is considered to play a role in creating the intention to re-visit halal tourist destinations. The notion of the value of Islamic attributes is often considered by non-Muslims to only relate to food and what is allowed to be consumed under Islam (Bonne & Verbeke, 2008; Regenstein, Chaudry, & Regenstein, 2003; Riaz & Chaudry, 2004). Attributes of Islamic destinations that could attract Muslim tourists such as the inclusion of prayer facilities, halal food, Islamic entertainment, Islamic dress code, general Islamic morality and Islamic calling for prayer (Battor, Ismail, and Battor, 2011).

Based on this background, this study aims to examine the effect of Islamic attribute value and destination reputation on revisit intention to Jakarta's halal tourism destinations.

LITERATURE REVIEW

In Islam, Sharia teachings have direct implications for the tourism and hospitality industry. Sharia prohibits Muslims from visiting places of corruption where alcohol is consumed, immoral acts occur and certain sins committed on the beach, parties and unscrupulous places, or traveling to hold celebrations at innovative festivals. Muslims are instructed to refrain from committing sins or to share those who commit sins. Shariah compliance must be a prerequisite for a high value tourism experience for Muslims (Eid, 2015).

Islamic attributes value is adopted in many hotels in various countries (eg, United Arab Emirates) to attract Muslim tourists. These hotels only serve halal food, are alcohol-free, and

provide women-only floors (Battor, Ismail, & Battor, 2010). One of the five pillars of Islam and perhaps the most shariah manifestation witnessed is the five daily prayers of Muslims every day. Prayers make a Muslim regularly think about his Lord who conveys to him fear and aspiration, thankful for the mercy which He has graced with them. The five daily prayers are arranged in a certain time frame. A Muslim is not permitted to postpone prayer outside the specified time frame for no apparent reason. This reason alone makes it necessary for tourism and the hospitality industry to provide adequate facilities for Muslims to carry out their religious obligations. Travel sites along with hotels must make the necessary arrangements to accommodate Muslim tourists. The world must face Mecca (where the holy mosque is located) during their daily prayers according to the verse (Battor, Ismail, & Battor, 2010).

Based on the description above, Islamic attribute values are divided into two variables namely Islamic physical attribute values and Islamic non-physical attribute values. Islamic physical attribute values include dimensions: sufficient facilities, clean environments, only Halal foods, alcohol-free, women-only floors, the direction of Makkah with prayer rugs and prayer times. Islamic Non-Physical attribute value variable are measured by dimensions: Muslim employees who speak a foreign language to help those who are not proficient in Indonesian, Islamic entertainment, and general Islamic morality.

In tourism, the reputation of the destination is important because potential travelers who have no prior experience with the destination face several risks / limitations during decision making and therefore use the reputation of the place to guide their decisions (Marchiori, Cantoni, Fesenmaier, 2013). Destination Reputation Model (DRM) functioned as a descriptive model (understanding reputation levels), and as a guide for future interventions (for example, destination managers can understand how to improve / manage reputation). The Destination Reputation Model (DRM) is based on the RepTrak Framework (reputation institute.org) based on 7 drivers: product and service, innovation, society, governance, environment, leadership, and performance (Marchiori, Inversini, Cantoni, Dedekind, 2010). Based on the literature review, the destination reputation is tested with five dimensions that refer to Marchiori, et al. (2010) namely Products and Services, Innovation, Society, Governance, and Environment.

Much research on consumer intentions to make repeat purchases or to re-visit a destination, has focused on the factors that determine this intention. The deciding factors most often suggested are satisfying prior experiences, perceived quality, previous repeat visits to destinations, and tourist motivation (Alegre & Cladera, 2009). The revisit intention is the main research topic in tourism destinations and has been mentioned as an important behavioral intention (Allameh et al. 2015; Jani and Han, 2011). Tourist behavior includes the choice of destinations to visit, further evaluation, and future behavioral intentions (Allameh et al. 2015; Chen and Tsai, 2007). The next evaluation is about the value felt by tourists and their satisfaction, while the intention of future behavior refers to the willingness to review the same goals in the future and recommend them to others (Hume et al., 2007; Ryu et al., 2010; Som et al., 2012). Revisit intention and positively sharing word of mouth, is a vital source of profitability (Marinkovic et al., 2014).

The hypothesis proposed in this study is:

H: Islamic attributes values and destination reputation affect revisit intention.

RESEARCH METHODS

The research design uses a quantitative approach, which is an analysis technique that includes mathematical or scientific data to understand the research problem (Creswell, 2013). The unit of analysis and observation are International Muslim tourists visiting Jakarta. The research instrument in this study is a questionnaire given to a sample of international Muslim tourists visiting Jakarta. The questionnaire is distributed to 100 Muslim tourist respondents who visited Jakarta. The analytical tool used to test the hypotheses is Partial Least Square (PLS).

FINDINGS AND DISCUSSION

In this section will be presented the results of analysis based on PLS method. Model evaluation will be conducted first before testing hypothesis.

Evaluation Model Analysis with PLS

Evaluation of model on PLS is done in two ways, namely Inner and Outer Model.

Evaluation of Measurement Model (Outer Model)

The evaluation of PLS measurement model is done by using SmartPLS program. The analysis of outer model specifies the relationship between latent variables and their indicators or defines how each indicator relates to its latent variables. Tests of outer models include:

• Convergent Validity. Refers to the degree to which two measures of constructs that theoretically should be related, are in fact related. Convergent validity, along with discriminant validity, is a subtype of construct validity. The value of convergen validity is the value of loading factor with expected value more than 0.7.

• Composite Reliability. Composite reliability (sometimes called construct reliability) is a measure of internal consistency in scale items, much like Cronbach's alpha (Netemeyer, 2003). It can be thought of as being equal to the total amount of true score variance relative to the total scale score variance (Brunner & Süß, 2005). Composite reliability> 0.7 has high reliability.

• Average Variance Extracted (AVE). Average variance extracted (AVE) is commonly used to assess convergent validity. AVE is a measure of the amount of variance that is captured by a construct in relation to the amount of variance due to measurement error.Expected AVE value> 0.5.

Table 1. Evaluation of measurement model (outer model)

Construct	AVE	Composite Reliability	Cronbach Alpha
Islamic Attribute Values	0.567	0.875	0.836
Destination Reputation	0.514	0.917	0.902
Revisit Intention	0.573	0.842	0.751

Table 1 describes the reliability test results of variables. In the table 1 above known that AVE value> 0.5. Cronbach Alph> 0.7 and composite reliability> 0.7. so that research variables have good reliability.

Tabel 2. Convergent validity dimension-indicator (1st order)

Indicator-Dimension	λ	SE (□)	t value
IAV1 <- Physical	0.648	0.073	8.909
IAV2 <- Physical	0.637	0.054	11.717
IAV3 <- Physical	0.823	0.032	25.994
IAV4 <- Physical	0.669	0.087	7.707
IAV5 <- Physical	0.751	0.047	15.987
IAV6 <- Non Physical	0.745	0.067	11.039
IAV7 <- Non Physical	0.694	0.066	10.491
IAV8 <- No Physical	0.782	0.039	19.876
DR1 <- Products and service	0.680	0.101	6.727
DR2 <- Products and service	0.737	0.050	14.754
DR3 <- Products and service	0.661	0.070	9.455
DR4 <- Products and service	0.593	0.071	8.359
DR5 <- Products and service	0.703	0.101	6.975
DR6 <- Innovation	0.891	0.020	44.069
DR7 <- Innovation	0.814	0.049	16.531
DR8 <- Society	0.785	0.043	18.332
DR9 <- Society	0.858	0.023	37.031
DR10 <- Society	0.535	0.103	5.216
DR11 <- Governance	0.840	0.029	28.526
DR12 <- Governance	0.628	0.085	7.373
DR13 <- Governance	0.873	0.025	35.218
DR14 <- Environment	0.712	0.078	9.094
DR15 <- Environment	0.747	0.048	15.495
DR16 <- Environment	0.704	0.074	9.448
RI1 <- Revisit Intention	0.662	0.066	10.073
RI2 <- Revisit Intention	0.842	0.038	22.078
RI3 <- Revisit Intention	0.772	0.049	15.816
RI4 <- Revisit Intention	0.741	0.058	12.799

The value of convergen validity is the value of the loading factor in the latent variable with its indicators. The value of loading factor> 0.7 and t value > t table (1.98), means each indicator is a valid measuring tool in measuring latent variables in fisrt order.

Table 3. Convergent validity of latent variables – dimensions (2nd order)

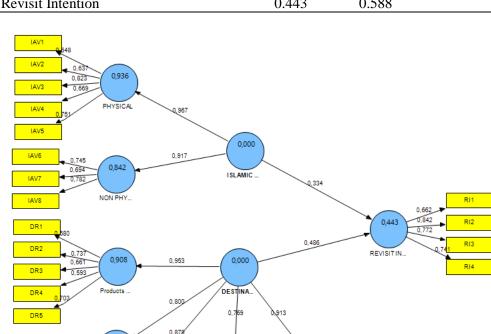| Variable-Dimension	λ	SE (□)	t value
Islamic Attribute Values -> Non Physical	0.917	0.017	54.960
Islamic Attribute Values -> Physical	0.967	0.008	117.178
Destination Reputation -> Environment	0.913	0.019	48.077

Destination Reputation -> Governance	0.769	0.057	13.500
Destination Reputation -> Innovation	0.800	0.034	23.464
Destination Reputation -> Products And Service	0.953	0.008	121.262
Destination Reputation -> Society	0.879	0.026	34.120

Physical is the highest contribution dimension in measuring Islamic attribute values (0.967) while the destination variable is Product and Service (0.953). The value of convergent validity is the value of the loading factor in the latent variable with its indicators. The value of loading factor> 0.7 and t value > t table (1.98) means that each indicator is a valid measuring tool in measuring latent variables in second order.

Evaluation of Structural Model (Inner Model)

The evaluation of inner model can be through with value of R^2, Q^2 and GoF. According to Tenenhaus (2004), the value of GoF small = 0.1, GoF medium = 0.25 and GoF large = 0.38. From the testing of R^2, Q^2 and GoF, it is seen that the model formed is robust. So that hypothesis testing can be done.

Table 4. Evaluation of structural model (inner model)

	R Square	Q2	GOF
Islamic Attribute Values		0.458	0,464
Destination Reputation		0.401	
Revisit Intention	0.443	0.588	

Picture 1. Complete path diagram of research model

Based on the research framework, a structural model:

$$\eta_1 = 0.334\xi_1 + 0.486\xi_2 + \zeta_1$$

η_1 = Revisit Intention

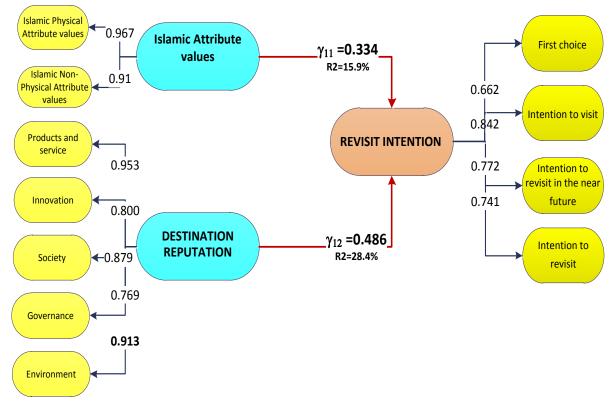ξ_1 = Islamic Atributte Values

ξ_2 = Destination Reputation

ζ_1 = Residual

Hypothesis Testing

Table 5. Partial Testing of Hypothesis

Hypothesis	γ	SE(γ)	t	R2	Conclusion
Islamic Attribute Values -> Revisit Intention	0.334	0.097	3.443*	0.159	Hypothesis accepted
Destination Reputation -> Revisit Intention	0.486	0.093	5.215*	0.284	Hypothesis accepted

 * significant at α=0.05 (t table =1.98)

The table above shows that partially, Islamic attribute values and destination reputation are influential significantly to revisit intention which is destination reputation has a greater influence (r^2=28.4%).

Based on the results of hypothesis testing, then can be described a research finding as follow:

Picture 2. Research Finding

The results of the study support the hypothesis that Islamic attribute values and destination reputation influence revisit intention. Destination reputation has a greater influence compared to Islamic attribute values in increasing revisit intention.

Product and service have a dominant contribution in shaping the reputation of the destination, followed by environment, society, innovation, and governance. Products and services that are good value for money, provide the biggest contribution in increasing tourist revisit intention. In terms of environment, the reputation of halal tourism destinations is built by the responsibility of managers in the use of their environment, and ecological initiatives.

With regard to society, reputation is built on the ability of destinations to behave responsibly, offer attractive local cultures and traditions, and have friendly citizens. Innovation is related to the destination's ability to continuously improve their tourism products and services, and to what extent they are able to deliver innovative tourism products and services.

Governance is related to the responsibility in the use of their environment, and the extent to which objectives support ecological initiatives and offer sustainable tourism destinations. These aspects play a role in increasing the reputation of destinations that have an impact on increasing the revisit intention of tourists to halal tourism destinations in Indonesia.

Islamic physical attributes have a higher influence than Islamic non-physical attributes in shaping Islamic attribute values. Islamic physical attributes are built by sufficient, clean environment, halal foods, women-only floors, and the direction of Makkah with prayer rugs and prayer times. Islamic non-physical attributes are built by Muslim employees who speak foreign languages, Islamic entertainment, and General Islamic morality. These aspects support the increase in revisit intention to halal tourist destinations in Jakarta.

CONCLUSIONS AND SUGGESTIONS

This study aims to examine the effect of Islamic attribute values and destination reputation on revisit intention. Based on the results of hypothesis testing, it can be concluded that the increase in revisit intention to halal tourism in Jakarta is more dominantly built by destination reputation compared to by Islamic attribute values.

The results of this study have implications both theoretically and practically. The theoretical implication of this research is that increasing revisit intention is built by destination reputation and Islamic Attribute values. This study also has practical implications for relevant stakeholders in developing Jakarta's halal tourism destination, that the effort to increase tourist revisit intentions need to be done by increasing the destination's reputation in terms of products and services, followed by environment, society, innovation, and governance. In addition, the efforts to increase revisit intention must also be supported by the development of Islamic attribute values which includes Islamic physical attributes and Islamic non-physical attributes.

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