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Revisit Intention at Halal Tourism Destination

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Abstract: More studies are needed to reveal the effect of halal tourism, tourist satisfaction and revisit intention in a tourist destination. Consequently, this research will show: (1) the direct relationship between halal tourism and satisfaction; (2) the relationship between halal tourism and revisit intention; (3) the relationship between satisfaction and revisit intention; and (4) the role of tourist satisfaction in mediating the relationship between halal tourism and revisit intention. 200 visitors who had visited tourism sites in Sumenep Regency were the subjects of this study, which used the purposive sample technique. The data was analyzed using SEM-PLS. It was discovered that tourist satisfaction is directly impacted by halal tourism. The revisit intention is directly impacted by satisfaction, while the indirect impact of halal tourism on the revisit intention is mediated by satisfaction.

Keywords: halal tourism, tourist satisfaction, revisit intention.

INTRODUCTION

Halal Tourism has been buzzing by The Republic of Indonesia's Ministry of Tourism and Creative Economy. Halal tourism tries to provide additional services to meet the experience and needs of Muslim tourists. The services more related to attractions, facilities, and accessibility. Policies and guidelines for additional destinations have been prepared because apart from leading destinations such as West Sumatra, Aceh, and several other destinations in West Java and South Kalimantan, and also at Madura Island who want to develop halal tourism destinations (Kemenparekraf, 2022). In 2024, Global Muslim Travel Index (GMTI) ranking of Indonesia managed to occupy Top Muslim Friendly Destination.

According to East Java Province's Regional Regulation Number 6 of 2017 about the Master Plan for East Java Province's Tourism Development 2017–2032, Sumenep Regency has been identified as one of the halal tourist sites. Sumenep Regency has great potential to become a halal tourist destination. The potential is supported by the availability of tourist attractions, facilities, and support from the government to develop halal tourism in Sumenep Regency (Kurniawan et al., 2019). Since 2018, the Sumenep Regency government has planed to package tourism in Sumenep with the concept of halal tourism. This was conveyed by the regent of Sumenep, A. Busyro Karim. Sumenep is rich in tourist destinations including natural,

cultural, religious and nautical tourism. The development of halal tourism in Sumenep Regency will focus on restaurants, hotels and other public facilities (Ahmad & Kadek, 2013).

Despite its potential market, halal tourism is still relatively new as a field of study (Ryan, 2016). Professionals in tourism industry place a high priority on comprehending the needs, interests, and habits of Muslim tourists (Papastathopoulos et al., 2020). Any tourist destination or item that is permitted by Islamic law and that Muslims can use in the travel business is known as halal tourism (Battour & Ismail, 2016). Halal tourism focused on the concepts of Islamic travel, Islamic tourism, religious tourism, Muslim-friendly tourist, and sharia tourism (Battour et al., 2013; Battour & Ismail, 2016; Boğan & Sarıışık, 2019; El-Gohary, 2016; Razzaq et al., 2016). By offering halal hotels, halal resorts, halal restaurants, and halal travel, the tourist sector aims to cater to Muslim consumers by using Islamic law, or sharia, as the foundation for its goods and services. The tourist destination is not limited to the Muslim world (Azam et al., 2019). It covers goods and services intended for Muslim tourists visiting both Muslim and non-Muslim nations (Battour & Ismail, 2016; Soonsan & Jumani, 2024). Muslim tourists choose Sharia-compliant lodgings with features like halal food options, proper hotel staff attire, no alcohol or pornography, details on the closest mosque for Friday prayers, and meeting room with places for worship. The idea of halal tourism is to provide extra services that are relevant to all forms of travel, not just religious travel. Despite the fact that Muslim tourists are the main aim, representatives of the halal tourism sector must be able to come up with new ways to attract non-Muslim tourists (Destiana & Kismartini, 2020). Battour et al. (2013) have revealed 4 dimensions in halal tourism, namely worship facilities, halal, Islamic morality, gambling-free and alcohol-free. The perception of halal tourism felt by tourists plays a role in shaping satisfaction (M. Battour & Ismail, 2016; Eid, 2015; Eid & El-Gohary, 2015; M. K. Rahman, 2014; Wardi et al., 2018). The experience felt by tourist about halal tourism and then feel satisfied, it will have a positive effect on the tourist attraction. Needs more investigation to get more data about the Muslim tourist satisfaction and revisit intention (Suid, Nor and Omar, 2017). More studies are needed to reveal the effect of halal tourism, tourist satisfaction and revisit intention in a tourist destination. : Consequently, this research will show: (1) the direct relationship between halal tourism and satisfaction; (2) the relationship between halal tourism and revisit intention; (3) the relationship between satisfaction and revisit intention; and (4) the role of tourist satisfaction in mediating the relationship between halal tourism and revisit intention.

Asazuma (2015) . said that halal tourism is a novel idea for meeting Muslim travelers' demands for Sharia-compliant lodging. The requirements include things like knowing the closest mosque for Friday prayers and meeting room with facilities for worship, having halal food available, having hotel employees dressed appropriately, and not having access to pornography or alcohol (Razzaq et al., 2016). Battour et al. (2013) have revealed 4 dimensions in halal tourism, namely worship facilities, halal, Islamic morality, gambling-free and alcohol-free. Same dimensions, adopted by Wardi et al. (2018). Rahman et al. (2020) used non-halal banning dimensions, general halal services, halal food products and services. Aspects covered in the definition of halal tourism include Sharia law, target customers, destinations, destinations, products and services (Azam et al., 2019). A study by Adinugraha et al. (2018), mentioned 5 components of halal tourism village, namely: halal restaurants, halal lifestyle, sharia accomodation, tourism (religious, natural) and 'urf halal. Satisfaction of Muslim tourists has been influenced by Islamic attributes (Battour & Ismail, 2015; Battour et al., 2012). The same results were also presented by (Battour et al., 2022; Eid, 2015; Eid & El-Gohary, 2015; Rahman et al., 2019; Wardi et al., 2018) who examined the relationship between halal tourism attributes and tourist satisfaction. Eid & El-Gohary (2015) explained that Islamic physical and non-physical attributes has a significant influence on tourist satisfaction. The same result was obtained by Rahman (2014), who found that Islamic attributes have a significant effect on the

satisfaction of Malaysian Muslim tourists and have an impact on their loyalty. Thus, it can be said that halal tourism has an influence on tourist satisfaction. By using the dimensions of halal tourism according to (Battour et al., 2022), this study measures the influence of halal tourism on tourist satisfaction.

Hypothesis 1 (H1): Halal tourism positively effects on tourism satisfaction.

Revisit intention is crucial in the tourism business. Baker & Crompton (2000) stated that revisit intention is the tendency of tourists to return to a tourist destination or to engage in the same activity. To measure the revisit intention, used two dimensions, namely the desire to recommend and the visit intention. One measure that connected to the revisit intention is loyalty. Rehman et al. (2022) explained the benefits of revisit intention in 4 marketing advantages: (a) the lower marketing cost of attracting tourists when compared to first-time travelers; (2) the number of revisits is an indicator of tourist satisfaction, (3) the assumption of favorite tourist destinations; (4) the tendency to suggest tourist destinations to others. Hariani et al. (2017) revealed that the presence of prayer rooms and other Muslim-friendly amenities in Japan, such as halal hotels and restaurants, positively affects Muslim travelers' intentions to visit the country. Many studies have reported that Islamic attributes have an affect to tourist satisfaction and lead to revisit, however, more research is needed to get more data on the factors that influence satisfaction and revisit among Muslim travelers (Suid, Nor and Omar, 2017). Need to develop marketing strategies that can build motivation to visit tourist destinations.

Hypothesis 2 (H2): Halal tourism positively effects on revisit intention.

Hypothesis 4 (H4): Tourist satisfaction mediates the relationship between halal tourism and revisit intention.

Tourist satisfaction becomes a variable that clearly generates interest in making a re-visit to a tourist destination and suggesting it to friends or family (Shatnawi et al., 2023). Tandon et al. (2020) concluded that if overall satisfaction is high, customers will tend to buy back. By referring to the importance of Muslim tourist satisfaction in the revisit intention, tourist satisfaction will be examined as both an antecedent and a mediator (Suid et al., 2017; Yuliviona et al., 2019). From the description of the relationship between tourist satisfaction with the revisit intention, the following hypothesis is formulated:

Hypothesis 3 (H3): Tourist satisfaction positively effects on revisit intention.

METHOD

This research was a survey research, by taking samples from a population and using a questionnaire to collect data. The research was conducted at tourist sites in Sumenep Regency. 200 visitors who had visited tourism sites in Sumenep Regency were the subjects of this study, which used the purposive sample technique. This research method was intended to explain causal relationships between variables. We observe: (1) halal tourism/HT (X1); (2) tourist satisfaction/Sat (Y1); (3) revisit intention/RI (Y2). The definition for each variable, define as shown in Table 1 below.

Table 1. Definition of variables

No.	Variables and definitions	Indicators
1.	Halal tourism Defined any tourist object or attraction that is allowed by Islamic law and can be carried out in the tourism industry by Muslims tourist (M. Battour et al., 2013, 2022; M. Battour & Ismail, 2016)	a. Availability of prayer rooms/mosques b. Sound to announce the call to prayer c. Availability of clean water d. Availability of halal hotels e. There are signs/directions for qibla direction f. Availability of halal food g. There is a prohibition against drinking liquor

		h. There is a prohibition on prostitution and gambling
2.	Tourist satisfaction Defined as the emotional state of tourists after traveling (Swastuti & Pudjiarti, 2018)	a. Experience when traveling b. Comparing expectations and performance
3.	Revisit Intention described as the propensity of travelers to revisit a tourist location or to engage in the same activity (Swastuti & Pudjiarti, 2018)	a. State a positive comment b. Tendency to revisit c. Tourist visit preferences

The smartPLS4 application was used to perform path analysis on the gathered data.

RESULTS AND DISCUSSION

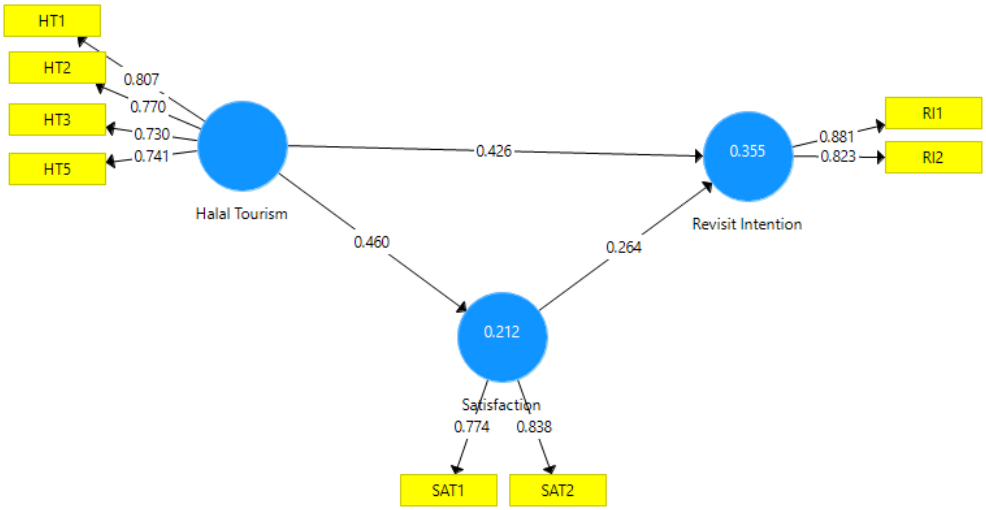
Table 2 is presented the characteristic data of respondents who are tourists who have visited tourist sites in Sumenep Regency.

Table 2. Respondent Characteristics Data

Characteristics of Respondents	Classification	Sum	Percentage
Gender	Man	96	48%
	Woman	104	52%
Status	Unmarried	85	43%
	Marry	115	57%
Age	17-25	75	38%
	26-35	55	27%
	36-45	42	21%
	46-55	28	14%
Education level	Junior High School	35	18%
	High School	83	41%
	Asosiate degree	37	19%
	Bachelor’s degree	45	22%
	Postgraduate	0	0%
Work	Students	57	28%
	Civil Servants	32	16%
	Private Employees	29	15%
	Self employed	30	15%
	Housewives	20	10%
	Miscellaneous	32	16%

Source: research data

Using the bootstrapping function of the smartPLS4 application, SEM-PLS analysis was used to evaluate hypotheses. Calculating the Path Coefficient for direct effects and the Specific Indi-rect Effect for indirect effects in inner model testing are two ways to observe hypothesis testing. If the hypothesis test yields a t-statistic value > t-table 1.96 or a p-value < significance value or alpha 0.05 or 5%, then the variables are considered influential or accepted. The study model following the second test, which eliminated invalid indicators, is as follows.



Source: Research result

Figure 1. Research model after second testing

The outcomes of smartPLS4 bootstrapping output values serve as the foundation for the hypothesis testing in this study. Both direct and indirect impacts can be shown using this test. The following are the outcomes of the path coefficient value to observe the direct effect

Table 3. Direct and Indirect Influence Relationship Test Results (Output Path Coefficient)

Influence Between Variables	*Path coef (PC)*	*Sample mean*(M)	*Standard deviation*(STDEV)	t-statistic	p-Values	Hypotheses
HT→Sat	0.426	0.434	0.099	4.314	0.000	H1 Accepted
HT →RI	0.460	0.468	0.087	5.266	0.000	H2 Accepted
Sat →RI	0.264	0.265	0.099	2.673	0.008	H3 Accepted
HT→Sat → RI	0.122	0.123	0.051	2.937	0.017	H4 Accepted

Source: research results

Sumenep Regency is a regency in East Java Province, which is located at the eastern end of Madura Island. Consists of 27 sub-districts, 328 villages and 4 districts (Ahmad & Kadek, 2013). Sumenep Regency has been famous for its Islamic culture that is firmly embedded in the lives of the people of Sumenep. Especially in operationalization in tourist destinations. Prayer rooms or mosques, clean water facilities, halal food, qibla directions in lodging rooms, prohibitions on gambling and prostitution are mandatory things available in every tourist destination. By using the halal tourism dimension adopted from (Battour & Ismail (2015); Battour et al. (2012), then measured the relationship between halal tourism on tourist satisfaction. The study obtained that halal tourism has a significant effect on tourist satisfaction (H1). This result is the same as Battour, Battor and Ismail (2012; Battour *et al.*, 2022) which was stated that Islamic attributes affect tourist satisfaction. Eid & El-Gohary (2015) also found that satisfaction is effected by Islamic physical attributes. The same thing is also obtained from Wardi et al. (2018) that attibutes of halal tourism can trigger tourist satisfaction. Muslim travelers are looking for Islamic attributes and facilities and this is a priority. By experiencing Islamic services and facilities, tourists feel a feeling of joy or satisfaction. The availability of clean water for ablution, clean prayer rooms, availability of halal food in Sumenep Regency, are important for tourists. Especially the availability of a clean prayer room and clean water is the most important thing because tourists can still carry out their worship in the midst of tourist

activities. Positive effect of halal tourism on revisit intention (H2) has been proven in this study. Framework suggested by Yuliviona *et al.* (2019) also focus on halal tourisme and its effect on revisit intention. Hariani et al. (2017) also revealed that Muslim tourists' desire to return to Japan is positively impacted by Muslim-friendly amenities including halal hotels, halal restourant, and prayer rooms. Availability of Islamic attributes and facilities in tourist destinations in Sumenep Regency has created a desire for tourists to revisit. Thus, this research suggests that the tourism destination's manager in Sumenep Regency pay more attention on the avaibility and cleanness of facilities or physical attributes to improve the intention to revisit.

Tourists who feel satisfaction will give positive comments and intend to visit again. Baker & Crompton (2000) stated that revisit intention is the tendency of tourists to return to a tourist destination or to engage in the same activity. This study revealed that tourist satisfaction affects the revisit intention (H3). This result supported the study of Tandon et al. (2020) which concluded if overall satisfaction is high, customers will tend to buy back. These findings also support some of the results of previous studies, such as Marques, Vinhas and Antova (2021; Rahman *et al.,* 2023) that tourist satisfaction is a variable that clearly generates interest in making a revisit to a tourist destination and suggesting it to friends or family. Swastuti & Pudjiarti (2018) also revealed that tourist satisfaction affects the revisit intention at Puncak Ketep, Magelang Regency. Higher satisfaction of tourists, make higher tendency to revisit. It can be conveyed that the important antecedent in generating revisit intention, is tourist satisfaction.

Satisfaction which tourists felt when visiting tourist destinations on Sumenep Regency cannot be separated from the attributes and halal tourism facilities available. Many studies focused on Islamic attributes and its effect on tourist satisfaction but, its still needed more research to explore the factors that reboost Muslim tourist satisfaction and trigger their intention to revisit (Suid, Nor and Omar, 2017). Suid, Nor and Omar (2017) have created a model that analyzes the relationship between halal tourism, satisfaction and revisit intention. In this study, it was also found that tourist satisfaction mediated effect of toward revisit intention (H4). This result shows that tourists who have visited tourist destinations in Sumenep Regency feel happy and satisfied with the available halal tourism attributes and facilities, and want to visit the same destination again. Not only wanting to revisit, but tourists who have visited tourist destinations in Sumenep Regency also expressed positive things about tourist destinations in Sumenep Regency. The revisit intention is important, considering that it can be an advantage in travel marketing. Rehman *et al.* (2022) stated the benefits of a return visit in 4 marketing advantages: (a) the marketing cost is lower to attracting tourists when compared to first-time travelers; (2) the number of return visits is an measure of inclining tourist satisfaction, (3) become a favorite tourist destinations; (4) the tendency to suggest tourist destinations to others.

By researching things that affect the revisit intention at tourist destinations, information can be obtained and can be used to develop strategies to attract interest in visiting tourist destinations in Sumenep Regency. From the results of the study, it can also be suggested that tourist destination managers in Sumenep Regency can maintain and continue to improve the cleanliness of worship facilities, the availability of halal food and drinks, no-gambling, no-alcohol and maintain Islamic culture in order to increase the tourist satisfaction. Satisfied travellers will express positive comments, share them with those around them and want to revisit them in the future. Additionally, in order to sustain and enhance the implementation of halal tourism, communities, entrepreneurs, and local governments must provide support. . Halal certificate on beverage and hotel are needed to strengthen the tourist perception about halal tourism.

CONCLUSION

The finding shows that halal tourism felt by tourists has a direct effect on tourist satisfaction. Tourist satisfaction triggers revisit intention at tourist destinations, meanwhile tourist satisfaction mediates the effect of halal tourism on the revisit intention. It can be suggested that the manager of tourism destination need to pay more attention on facilities and availability of halal attributes to improve tourist satisfaction and lead to revisit intention. This research only links halal tourism, tourist satisfaction and revisit intention, which is still rarely studied. To better understand why visitors return, it is possible to measure the intention to return by examining particular traits that focus on religiousity, motivation, and push and pull forces.

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