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DETERMINANTS OF TOURIST REVISIT INTENTION ON HALAL TOURISM DESTINATIONS IN ACEH PROVINCE

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Abstract

The purpose of this research is to measure the effect of the Halal Destination Image variable on Tourist Revisit Intention in halal tourist destinations in Aceh Province. With the Destination Brand Experience, Destination Brand Value and Tourist Satisfaction variables as mediation, using SEM based on Partial Least Square (PLS) variant and using WarpPLS 7.0 software. The results show that Halal Destination Image has an indirect effect on Tourist Revisit Intention with mediating variables: Destination Brand Experience, Destination Brand Value and Tourist Satisfaction. However, Halal Destination Image does not indirectly affect Tourist Revisit Intention if the mediating variables are only Destination Brand Experience and Destination Brand Value without any Tourist Satisfaction. Thus the image perceived after a tourist visit also

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affects consumer satisfaction and the intention to make return visits in the future, depending on the ability of the tourist destination to provide experiences that are following the needs and image that tourists have about the area. Therefore, the author suggests that the Aceh Provincial Government can maintain its image as a halal tourist destination in Indonesia through the Tourism Office.

Keywords: halal tourism, halal destination, tourist satisfaction, tourist revisit intention

INTRODUCTION

Halal tourism is part of the tourism industry aimed at Muslim tourists by providing facilities that support Muslims in doing tourism. Tourist services in halal tourism refer to Islamic values. Interest in halal tourism increases awareness of the industry and halal products. On the other hand, the number of Muslim tourists is also increasing from year to year. Indonesia, as a country with a majority Muslim population, Indonesia is indeed potential for the development of halal tourism. One area that offers halal tourist destinations in Indonesia is Aceh Province.

The application of Islamic law in Aceh is the main foundation in developing halal tourism brands in Aceh. Therefore halal tourism is a mainstay to attract tourists to come to Aceh. Thanks to halal tourism, Aceh has won the prestigious award as the world's best Halal Destination at the World Halal Travel Awards Festival in Abu Dhabi, The United Arab Emirates, in 2016. Meanwhile, Aceh has won the award as a National Leading Halal Tourism Destination at the national level. This award was achieved in line with the increasing number of tourists to Aceh.

From 2014 to 2019, the number of tourist visits to Aceh continued to increase. As of 2019, the total visits of domestic tourists and foreign tourists to Aceh reached 138,667, increasing of 5.55% compared to the total visits in 2018. According to the Aceh Tourism and Culture Office data, the total tourist arrivals in 2019 amounted to 2,638,916 people with details of domestic tourists 2,529 .879 people and 107,037 foreign tourists. However, due to the impact of Covid19 since October 2020, tourist visits to Aceh have decreased. The increase in tourist visits before the outbreak of Covid19 was inseparable from the emergence of new tourist attractions after the tsunami tragedy in Aceh,

Destination image is a belief/knowledge about a destination and what tourists feel during their trip. Destination image has an essential role in the success of a tourist destination, including halal tourism in Aceh. The image of this destination will later realize the tourist experience of a tourist destination and determine tourist ratings of tourist destinations.

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Experience and assessment will determine whether or not tourists are satisfied after travelling, and tourist satisfaction will impact the desire to return to a tourist destination.

Based on the description above, this study aims to measure the behavioural intention of tourists to halal tourism destinations in Aceh and determine the image of the destination and its relationship to tourist experience, tourist ratings and tourist satisfaction with halal tourism in Aceh Province.

LITERATURE REVIEW

Brand experience tourist destinations are visitor experiences after visiting certain tourist attractions. The main factors in the tourist destination brand experience are the quality of the product or service, availability, and strength of the destination. The experience of a tourist destination brand will be more memorable if it has a difference from competitors and is conveyed. Paul et al. (2015) found that the quality of participants' experiences significantly affects perceived value and customer satisfaction. In addition, perceived value has a direct influence on customer satisfaction and also positively affects behavioural intentions.

Brand value tourist destination is a visitor's assessment of a tourist destination of value to visitors. The decision to choose a tourist destination by visitors is based on the factors they think are essential and providemore excellent value. Boo et al. (2009) stated that tourist destinations provide value to visitors if the tourist destinations provide functional value, namely value compared to price. Although the functional value of a tourist destination is a value that is commonly found and offered by tourist destinations, this value is directly related to the essential functions that are reflected in the attributes of tourist destinations offered to visitors. For example, tourist attractions offer reasonable rates, earn more than they cost, and choosing specific tourist destinations is considered more economical.

According to Oliver (1997), satisfaction is an assessment that a product or service features provide a pleasant level of consumption. Tourist satisfaction indicators according to Kozak and Rimmington (2000); Lee, Back, and Kim's (2009): (1) Shopping, (2) Activities, (3) Lodging, (4) Availability of travel information, (5) Food, (6) Climate, (7) Attractions, (8) Environment, (9) Sightseeing.

Tourist revisit intention (the interest of tourists visiting again) is a benchmark in knowing the behaviour of tourists towards tourist objects. Perceived value exerts a direct influence on customer satisfaction and also positively influences behavioural intentions. Tourist revisit intention can be seen as individual travel behaviour that is anticipated in the future. In other words, knowing better predictive techniques and explanations regarding the interest of tourists to visit again can understand their behaviour in the future (Chang et al., 2014). Tasci and

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Gartner (2007) in Artuger et al. (2013) explained that the destination's image influences tourists' behaviour, such as intending to revisit, recommend it to others, or return to a tourist destination.

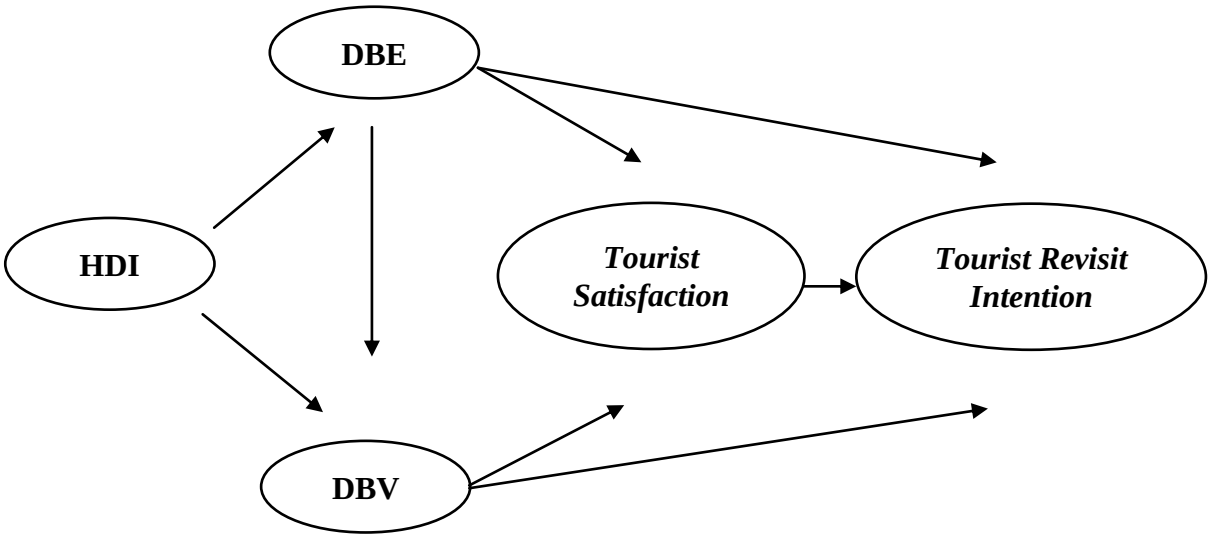

Figure 1. Research Conceptual Framework

Where:

HDI : *Halal Destination Image* as a tourist perception of halal tourist destinations

DBE : Destination Brand Experience as a tourist experience after visiting a tourist destination

DBV : Destination Brand Value as a tourist's assessment of the value felt by tourists after visiting a tourist destination

Tourist Satisfaction: Assessment that the product or service features provided by tourist destinations are pleasing to tourists

Tourist Revisit Intention: Tourist interest to visit again

Based on the conceptual framework that has been described previously, the research hypotheses can be formulated as follows:

H1: Halal Destination Image affects Destination Brand Experience

H2: Halal Destination Image affects Destination Brand Value

H3: Halal Destination Image affects Destination Brand Value with Destination Brand Experience as mediation

H4: Halal Destination Image affects Tourist Satisfaction with Destination Brand Experience as mediation

H5: Halal Destination Image affects Tourist Satisfaction with Destination Brand Value as mediation

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H6: Halal Destination Image has an effect on Tourist Satisfaction with Destination Brand Experience and Destination Brand Value as mediation

H7: Halal Destination Image has an effect on Tourist Revisit Intention with Destination Brand Experience as mediation

H8: Halal Destination Image has an effect on Tourist Revisit Intention with Destination Brand Value as mediation

H9: Halal Destination Image has an effect on Tourist Revisit Intention with Destination Brand Experience and Tourist Satisfaction as mediation

H10: Halal Destination Image has an effect on Tourist Revisit Intention with Destination Brand Value and Tourist Satisfaction as mediation

RESEARCH METHOD

This research is descriptive quantitative, by examining concepts and theories to formulate a hypothesis, then tested through data collection and processing. The object of this research is Halal Tourism in Aceh Province.

The population in this study were all tourists who had visited halal tourism in Aceh Province. Sample selection is made by the non-probability sampling method. The sample selection was made by purposive sampling, where the researcher gave specific criteria in sampling. The selection characteristics used in the study are:

1) Respondents are tourists who have visited halal tourism in Aceh more than once.
2) Respondents are tourists who come from outside Aceh Province
3) Respondents are on average over 17 years old

The number of research samples was set at 100 respondents. The sample selection is based on Birn (2002) opinion, which says that it is allowed to use the sample of between 100 and 200 respondents in quantitative studies. To measure the effects of the Halal Destination Image variable on Tourist Revisit Intention in halal tourist destinations in Aceh Province with the variables of Destination Brand Experience, Destination Brand Value and Tourist Satisfaction as mediation, using SEM based on Partial Least Square (PLS) variant and using WarpPLS 7.0 software. The operational variables in this study are:

1. Exogenous variable or independent variable

Halal Destination Image is variable X with question indicators based on research by Tasci and Gartner (2007).

2. Endogenous variable or dependent variable

Tourist Revisit Intention is variable Z with question indicators based on research by Tasci and Gartner (2007).

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3. Mediation Variables

a. Destination Brand Experience as M1 variable with question indicators based on Boo et al. (2009).

b. Destination Brand Value as M2 variable with question indicators based on Boo et al. (2009).

c. Tourist Satisfaction as Y variable with question indicator based on Kozak and Rimmington (2000); Lee, Back, and Kim's (2009).

ANALYSIS AND RESULTS

Characteristics of Respondents

Of the 100 respondents in the study, if classified by gender, 57% were female, and 43% were male. The number of married respondents is 70%, and those who are not married are 30%. In terms of age, generally, respondents are aged 30-35 years with a percentage of 53% or as many as 53 people from the total respondents, the age group <25 years is 25 or equivalent to 25% of the total respondents, then the age group > 35 years is 12% and age group 25-29 years by 10%. While the characteristics of the respondents are seen from education, most respondents come from respondents with high school education/equivalent that is equal to 51%, those with S-1 education background are 32%, those with final education are D-III by 10%, and those with masters education are 7%.

In terms of occupation characteristics, most respondents came from private employees with 40%, Civil Servants and Entrepreneurs each at 18%, and the Student/Student category at 7%, and others 7%. Meanwhile, in terms of income, most respondents have an income level of Rp. 4,000,000 .000 to Rp. 3,999,000 by 20%, then those with income levels > Rp. 6,000,000 by 12%, while respondents earn Rp. 5,000,000 to Rp. 5,999,000 amount to 4% of the total respondents (Table 1).

Table 1. Descriptive Statistics of Respondents Characteristics

No.	Information	Frequency	Percentage
1.	Gender		
	1. Boys	43	43%
	2. Girls	57	57%
2.	Marital status		
	1. Married	70	70%
	2. Not Married	30	30%
	3. Widower/Widow	-	-

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3.	Respondent Age		
	1. < 25 Years	25	25%
	2. 25 – 29 Years	10	10%
	3. 30 – 35 Years	53	53%
	4. > 35 Years	12	12%
4.	Last education		
	1. High school/equivalent	51	51%
	2. Academy/Diploma (D-III)	10	10%
	3. Bachelor (S-1)	32	32%
	4. Postgraduate (S-2 and S-3)	7	7%
	5. Others	-	-
5.	Profession		
	1. Entrepreneur	18	18%
	2. Private Employees	40	40%
	3. Civil Servants	18	18%
	4. Student/Student	17	17%
	5. Others	7	7%
6.	Income		
	1. < IDR 2,999,000	25	25%
	2. IDR 3,000,000 – IDR 3,999,000	20	20%
	3. IDR 4,000,000 – IDR 4,999,000	39	39%
	4. IDR 5,000,000 – IDR 5,999,000	4	4%
	5. > IDR 6,000,000	12	12%

So, tourist respondents in the study were more women by 57%, from married marital status by 70%, the age of most respondents was between 30-35 years, namely 53%, the most recent education of respondents was high school /equivalent, namely 51%, most respondents' jobs were private employees of 40% and in terms of income, the majority of respondents have an income of IDR 4,000,000 to IDR 4,999,000 by 39%.

Research Model Testing

The research model test was conducted to see the suitability of the model built in the study. A good research model will describe the suitability of the relationship between the variables in the study. The use of WarpPLS 7.0 provides calculation results that show the criteria used to assess whether the model is following those presented in Table 2 below:

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Table 2. Research Model Test

Information	Score	Ideal
Average path coefficient (APC)	P < 0.001	<= 0.05
Average R-squared (ARS)	P < 0.001	<= 0.05
Average adjusted R-squared (AARS)	P < 0.001	<= 0.05
Average block VIF (AVIF)	2,498	<= 3.3
Average full collinearity VIF (AFVIF)	2,592	<= 3.3
Sympson's paradox ratio (SPR)	1	1
R-squared contribution ratio (RSCR)	1	1
Statistical suppression ratio (SSR)	1	>= 0.7
Nonlinear bivariate causality direction ratio (NLBCDR)	1	>= 0.7

From Table 2 above can be seen that each value in APC (P < 0.001), ARS (P < 0.001), AARS (P < 0.001), AVIF (2.498), AFVIF (2.593), SPR (1), RSCR (1), SSR (1), NLBCDR (1) in this study have met the ideal criteria. The APC, ARS and AVIF values that meet the ideal criteria indicate that the overall research model is good (appropriate).

Reliability Test Results

Reliability testing is carried out so ensure that the research instrument used can present measurement concepts without bias. The results of WarpPLS 7.0 data processing are below:

Table 3. Reliability Test

Composite reliability coefficients		***Cronbach's alpha coefficients***	
X	0.910	X	0.879
M1	0.874	M1	0.806
M2	0.879	M2	0.816
Y	0.927	Y	0.910
Z	0.908	Z	0.847

The basis used in the reliability test is the value of Composite reliability coefficients and Cronbach's alpha coefficients above 0.5. The results in table 3 show that the questionnaire instrument in this study has met the reliability test requirements.

Validity Test Results

Test validity shows the suitability of each indicator with the theories used to define a construct (Hartono, 2008). The validity test criteria are using the loading factor criteria

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(cross-loading factor) with a value of more than 0.50 and the average variance extracted (AVE) with a value exceeding 0.50 for the convergent validity test and the discriminant validity test using the ratio of the roots of the AVE with a correlation between variables. The construct AVE value should be higher than the correlation between latent variables (Solihin and Ratmono, 2013). The results of WarpPLS 7.0 are as follows:

Table 4. Combined Loading and Cross-Loading Factor

	X	M1	M2	Y	Z	Type (as defined)	SE	P value
X1	(0.873)	-0.226	-0.103	-0.065	0.128	Reflective	0.079	<0.001
X2	(0.820)	0.182	0.251	-0.306	0.007	Reflective	0.080	<0.001
X3	(0.850)	-0.192	0.214	0.031	-0.128	Reflective	0.079	<0.001
X4	(0.573)	0.892	-0.178	-0.477	0.106	Reflective	0.086	<0.001
X5	(0.867)	-0.265	-0.126	-0.065	0.149	Reflective	0.079	<0.001
X6	(0.745)	-0.094	-0.116	0.820	-0.268	Reflective	0.082	<0.001
M11	-0.132	(0.806)	-0.037	0.093	0.043	Reflective	0.080	<0.001
M12	0.446	(0.646)	-0.094	-0.484	0.115	Reflective	0.084	<0.001
M13	-0.148	(0.855)	-0.068	0.037	0.021	Reflective	0.079	<0.001
M14	-0.063	(0.867)	0.171	0.237	-0.146	Reflective	0.079	<0.001
M21	-0.071	0.082	(0.835)	-0.303	0.049	Reflective	0.080	<0.001
M22	-0.299	-0.112	(0.789)	0.225	0.013	Reflective	0.081	<0.001
M23	-0.262	-0.131	(0.878)	0.333	-0.065	Reflective	0.079	<0.001
M24	0.745	0.191	(0.706)	-0.307	0.008	Reflective	0.083	<0.001
Y1	-0.174	0.353	-0.204	(0.730)	0.103	Reflective	0.082	<0.001
Y2	-0.118	0.303	-0.419	(0.847)	-0.083	Reflective	0.079	<0.001
Y3	-0.055	0.130	-0.272	(0.836)	-0.098	Reflective	0.080	<0.001
Y4	-0.071	0.060	0.111	(0.787)	-0.119	Reflective	0.081	<0.001
Y5	0.491	-0.157	-0.048	(0.775)	-0.335	Reflective	0.081	<0.001
Y6	-0.103	-0.205	0.575	(0.803)	-0.186	Reflective	0.080	<0.001
Y7	0.006	-0.107	0.277	(0.823)	-0.127	Reflective	0.080	<0.001
Y8	0.060	-0.242	-0.001	(0.646)	0.429	Reflective	0.084	<0.001
Y9	-0.020	-0.231	-0.015	(0.609)	0.668	Reflective	0.085	<0.001
Z1	-0.064	0.020	-0.205	0.350	(0.853)	Reflective	0.079	<0.001
Z2	0.036	0.007	0.006	-0.133	(0.877)	Reflective	0.079	<0.001
Z3	0.026	-0.025	0.189	-0.203	(0.896)	Reflective	0.078	<0.001

Source: WarpPLS 7.0 Output output

The data processing results with WarpPLS 7.0, as in table 4 above, it shows that each value on the cross-loading factor has reached a value above 0.5 with a p-value below 0.001. Thus the convergent validity test criteria have been met.

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Table 5. Comparison of Roots of AVE with Correlation between Variables

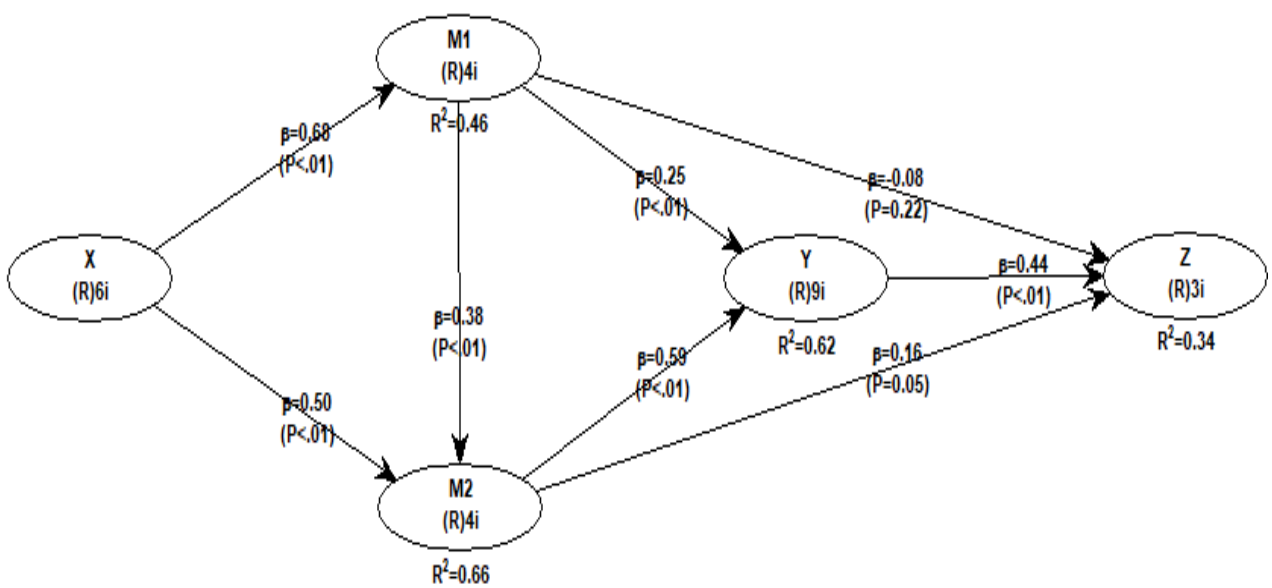
	X	M1	M2	Y	Z
X	(0.795)	0.665	0.751	0.669	0.458
M1	0.665	(0.798)	0.712	0.665	0.426
M2	0.751	0.712	(0.805)	0.761	0.517
Y	0.669	0.665	0.761	(0.766)	0.600
Z	0.458	0.426	0.517	0.600	(0.875)

Source: WarpPLS 7.0 Output

The table above shows that information is obtained that the AVE root value for the same variable is higher than the AVE root value in different variables. This shows that the discriminant validity test criteria have been met. Thus the instrument used in this study has fulfilled all the validity test conditions.

Hypothesis Test Results

The level of confidence used in this study is 5%. The hypothesis will be accepted if the p-value <0.05. The results of data processing with WarpPLS 7.0 are as follows:



Figure+ 2. Results of the WarpPLS 7.0. Model Output

From the results of the WarpPLS 7.0 output above, it can be briefly seen that the results of the research hypothesis test are shown in Table 6 below:

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Table 6. Summary of Research Results

	Information	coefficient	P-value	Ideal	Results
H1	X - M1	0.680	< 0.001	< 0.05	Supported
H2	X - M2	0.500	< 0.001	< 0.05	Supported
H3	X - M1 - M2	0.260	< 0.001	< 0.05	Supported
H4	X - M1 – Y	0.170	< 0.001	< 0.05	Supported
H5	X - M2 – Y	0.295	< 0.001	< 0.05	Supported
H6	X - M1 - M2 – Y	0.154	0.003	< 0.05	Supported
H7	X - M1 - Z	0.054	0.384	< 0.05	Not supported
H8	X - M2 – Z	0.08	0.384	< 0.05	Not supported
H9	X - M1 - Y – Z	0.075	0.005	< 0.05	Supported
H10	X - M2 - Y – Z	0.130	0.005	< 0.05	Supported

Source: WrapPLS 7.0 output (processed)

From the summary of research results in table 6 above, it can be seen that eight hypotheses have been supported, and only three hypotheses are not supported. The three unsupported hypotheses have shown the appropriate direction of the coefficient. However, P-value in the three hypotheses (H7 = 0.384, H8 = 0.384 and H11 = 0.084) is above the value of the accepted hypothesis criteria, which is below 0.05.

DISCUSSION

The results show that Halal Destination Image significantly influences Destination Brand Experience (X-M1). A positive coefficient value indicates that the relationship between the two is positive. This means that the higher the Halal Destination Image, the higher the Destination Brand Experience. Other results show that Halal Destination Image has a significant direct effect on Destination Brand Value (X-M2). A positive coefficient value indicates that the relationship between the two is positive. This means that the higher the Halal Destination Image, the higher the Destination Brand Value.

Halal Destination Image indirectly influences Destination Brand Value with the mediating variable Destination Brand Experience (X-M1-M2). Therefore, the mediation requirements are met because Halal Destination Image influences Destination Brand Value directly or indirectly. Halal Destination Image also indirectly affects Tourist Satisfaction with the mediating variable Destination Brand Experience (X-M1-Y). Likewise, Halal Destination Image indirectly influences Tourist Satisfaction with Destination Brand Value's mediating variable (X-M2-Y). Halal

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Destination Image also indirectly influences Tourist Satisfaction with the mediating variables Destination Brand Experience and Destination Brand Value (X-M1-M2-Y).

Unlike the previous results, Halal Destination Image has no effect on Tourist Revisit Intention with Destination Brand Experience's mediating variable (X-M1-Z). In addition, Halal Destination Image does not affect Tourist Revisit Intention with Destination Brand Value's mediating variable (X-M2-Z).

Results others show that Halal Destination Image has an indirect effect on Tourist Revisit Intention with mediating variables Destination Brand Experience and Tourist Satisfaction (X-M1-YZ), as well as Halal Destination Image, has an indirect influence on Tourist Revisit Intention with the mediating variable Destination Brand Value and Tourist Satisfaction (X-M1-YZ).

This study shows that Halal Destination Image can be a determining factor for the sustainability of halal tourist destinations in Aceh. However, it is no less important that tourist satisfaction factors will also determine tourist decisions in the future to return to halal tourist destinations in Aceh Province.

CONCLUSIONS

Based on the results of research and discussion, it can be concluded that Halal Destination Image has an indirect influence on Tourist Revisit Intention with the mediating variables of Destination Brand Experience, Destination Brand Value and Tourist Satisfaction. However, Halal Destination Image does not indirectly affect Tourist Revisit Intention if the mediating variables are only Destination Brand Experience and Destination Brand Value without any Tourist Satisfaction.

Thus the image perceived after a tourist visit also affects consumer satisfaction and the intention to make return visits in the future, depending on the ability of the tourist destination to provide experiences that are following the needs and image that tourists have about the area. Therefore, the author suggests that the Aceh Provincial Government can maintain its image as a halal tourist destination in Indonesia through the Tourism Office.

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