



The Effect of Halal Destination Image and Tourist Motivation on Revisit Intention: The Role of Halal Experience Satisfaction

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Abstract

Revisit intention is interesting to be studied because it relates to the behavior of tourists to revisit, particularly during the post-covid-19 pandemic that has limited tourist visits to a destination for quite a long time. Experience, in the hospitality and tourism context, is a significant concept used to understand consumer behavior. The travel experience begins before arriving at the destination, ends with memories of the experience, and plans to revisit it in the future. This study aims to investigate the effect of halal destination image and tourist motivation on the speed of deciding to revisit halal tourism destinations through halal experience satisfaction tourism destinations in Lombok Island. This study used a quantitative method with 200 domestic and foreign tourists as respondents. The results of the study showed that halal destination image and tourist motivation could not directly accelerate the tourists' decision to revisit, but they had to go through halal experience satisfaction.

Keywords: *Halal Destination Imag; Tourist Motivation; Halal Experience Satisfactio; Revisit Intention.*

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1. Introduction

Tourism is one of the cores of the development of various types of businesses and other industries. One of the leading sectors, namely halal tourism, is a trend and the center of world attention by making Muslims a market segmentation (M. Battour & Ismail, 2016). The emergence and rapid development of halal tourism products are due to the increasing growth of the world's Muslim population affecting the increasing demand for the tourism market from Muslim tourists (Jafari & Scott, 2014). Halal tourism is a new phenomenon that has emerged from the growth of the halal industry. Many countries want to capture this market by providing tourism products, facilities, and infrastructure needed by Muslim tourists (Samori et al., 2016). In Indonesia, Lombok Island is a tourist destination that has tourism popularity with the nickname of the best halal tourism in the world in 2015 at the 2015 World Halal Travel Award and also the best halal tourist destination in Indonesia (IMTI, 2019).

Lombok Island is the only area in Indonesia that legally has a strong position in positioning itself as an area that makes tourism a priority. It is proven by the stipulation of Governor Regulation No. 1 of 2015, then Regional Regulation No. 2 of 2016. These regulations specifically regulate halal

tourism ([Hamzana, 2017](#)). They aim to show Lombok's image to the international world through nation branding as a friendly tourist area for Muslim tourists ([Subarkah, 2018](#)).

Revisit intention is interesting to be studied due to its relation to the behavior of consumers at the post-purchase stage, tourists' revisit intention after the Covid-19 pandemic, and its importance in maintaining the viability of tourist destinations. Revisit intention occurs after tourists feel and evaluate the services provided. The lack of tourist intention to revisit is a problem that occurs in the tourism industry ([Nassar et al., 2015](#)). One of the causes of this phenomenon is tourist dissatisfaction when visiting these tourist attractions. Improving the quality of destinations is necessary in order to get increase in tourist visits to these destinations ([Jraisat et al., 2015](#)). On the other hand, the high number of tourists in a destination also does not indicate that visiting tourists are satisfied ([Murphy et al., 2007](#)). Satisfied tourists tend to make communication in the form of their positive experiences with other people, and they tend to buy products repeatedly ([M. Rahman et al., 2019](#)). Consumer satisfaction will be realized if the perception of the value obtained is more than the sacrifices made. [Andrades & Dimanche, \(2017\)](#) argues that value is always unique and phenomenological, encompasses many perspectives, and is determined by beneficiaries and experience as well as contextual and full of meaning.

In terms of hospitality and tourism objects, experience is an important concept used to understand consumer behavior ([Puangniyom & Swangcheng, 2017](#)). The development of industrial products from hospitality and tourism is always based on experience ([Tukamushaba et al., 2016](#)). The tourist experience is defined as a subjective mental state felt by tourists and as an individual's subjective evaluation of events which include affective, cognitive, and behavioral aspects ([Bahari et al., 2022](#); [Guerreiro et al., 2006](#)). Travel experience begins before arrival at the destination and ends with the emergence of memories of experiences and plans to make future visits ([Kusumawati et al., 2019](#)). The key to making a profit in the tourism industry is the creation of meaningful, unique, and certainly memorable travel experiences ([Tukamushaba et al., 2016](#)) so that it can lead to customer retention.

Internal factors, especially individuals, which include tourist motivation, perception, attitude, personality, and destination image factors which include perceptual and cognitive aspects, are the most influential factors in the tourist's decision to revisit. [Battour & Ismail, \(2014\)](#) state that tourist motivation shows an indirect correlation to the destination image. Also, the destination image shows no effect on the decision to visit. [Harahsheh et al., \(2020\)](#) proved in his research that a positive destination image would make tourists feel more satisfied. He also explained that tourists who evaluate the image of a destination positively are likely to be willing to visit again and recommend the destination to others. Tourist experiences have a significant role in maintaining interest in revisiting. Customer experience is an internal and subjective response from consumers who require contact with companies, both direct and indirect contact ([et al., 2022](#), ([Sutikno et al., 2020](#))). Previous research has revealed that the destination image will affect revisit intention ([Th, 2015](#)), and destination image will also affect satisfaction ([Jraisat et al., 2015](#)). However, there are still conflicting research results where destination image has no effect on revisit intention ([Sarvari, 2012](#)), and destination image has an effect on satisfaction ([Jraisat et al., 2015](#)).

2. Literature Review

Halal Destination Image Towards Halal Experiences Satisfaction

Each tourist destination has a certain image, namely a person's mental map of a tourism destination that contains beliefs, impressions, and perceptions ([Ekinici et al., 2007](#)). To improve the competitiveness of places and increase visitor loyalty, an in-depth understanding of the destination image formation process and its characteristics is required ([Andrades & Dimanche, 2017](#)). A favorable impression of a tourist destination in the minds of visitors triggers positive tendencies, which motivate visitors to experience authenticity and positively perceive the authenticity of the

experience ([Akroush et al., 2016](#)). Destination image is a belief/knowledge about a destination and what tourists feel during their trip ([Al-Ansi & Han, 2019](#)). Research on destination image is also strengthened by [Sarvari, \(2012\)](#) who found that destination image would affect tourist satisfaction. However, on the contrary, the research conducted by [Jraisat et al., \(2015\)](#) showed that the destination image variable did not affect visitor satisfaction.

Destination attributes will regulate tourists' perceptions of their experience at a destination which can then affect the experience quality of tourists ([Guerreiro et al., 2006](#)) According to [Tukamushaba et al., \(2016\)](#), tourists who have positive experience quality will generate satisfaction with their experiences at a destination. Destination satisfaction as a whole is also governed by a series of tourist perceptions based on their experiences with destination attributes ([M. K. Rahman, 2014](#)). In this case, halal destination attributes will be a critical indicator of the overall impression and satisfaction of Muslim tourists towards halal tourist destinations ([M. Battour et al., 2011](#)).

H1: The better the halal destination image, the higher the halal experience satisfaction

Halal destination image on the decision to revisit

Destination image is important to be studied because destination image is the most important stage in the process of determining a tourist destination. Through the image of the destination, it can be seen how well the service, physical form, atmosphere, and other positive existences are reflected in a tourist destination in achieving satisfaction. Destination image is a perception or view received by tourists which are formed from various information ([Th, 2015](#)). Every tourism destination has a certain image that contains impressions, perceptions, and beliefs about a tourist destination. The destination image that is formed is a combination of various factors that exist in a tourist destination ([Nassar et al., 2015](#)). The destination image has a significant effect on the decision to revisit ([Sarvari, 2012](#)). From the research review above, it is said that the effect of Halal destination image will be better if there is support from outside such as facilities, location, and natural scenery that can give tourists a sense of satisfaction when traveling so that these will make tourists make a revisit ([Slamet Rusydiana, 2022](#)).

Tourism attributes significantly affect the quality of halal tourism products and services offered at tourist destinations by using multi-dimensional construction in the performance of halal tourism destinations ([Harahsheh et al., 2020](#)). The six aspects used in halal tourism destinations include food, social environment, facilities, places, information and services, and clothing ([M. Battour & Ismail, 2016](#)). Of the six aspects that are used as the dimensions measured, there are also those that need to be considered as one of the important values felt by tourists, especially Muslim tourists, for example, the quality of halal food, hotels, restaurants, shopping centers, and cleanliness. Thus, it will help tourists in increasing enjoyment and satisfaction to spend more time, money, or intention to revisit. According to [Al-Ansi & Han, \(2019\)](#), there are 4 categories of the strong effect of Halal Destination Image on the decision to revisit, namely professional advice, word of mouth, advertisement, and news.

H2: The better the Halal Destination Image, the quicker the tourist's decision to revisit

Tourist Motivation on Halal experience satisfaction

The visit of a tourist to a tourism place cannot be separated from motivation or encouragement from within. According to [Nassar et al., \(2015\)](#), tourist motivation is motivation referring to a set of needs that cause a person to participate in tourism activities. The dimensions of travel motivation according to [M. M. Battour et al., \(2012\)](#) are: 1) Pull motivation is the external strength of the destination attribute which is estimated to take into account the actual choice of destination. 2) Push motivation is the internal strength of the community itself which explains their desire to go on vacation.

A person's travel motivation is affected by the internal factors of the tourists themselves and external factors. Motivation, intrinsically, is formed because of the needs and/or desires of the tourists themselves. According to Maslow's theory, these needs start from physiological, security, social prestige, and self-actualization. While external motivation is influenced by several factors that can come from external factors such as social norms, influence, or family pressure and work situations that have been internalized and then developed into a psychological need. Tourist motivation is very significant because it can help product development, better marketing strategies, better service delivery approaches and create competitive advantages, particularly in the development of halal tourism in Indonesia ([Usman et al., 2019](#)).

Satisfaction is called an assessment after the consumption experience. It means the customer assesses that the product/service provided meets a pleasant level of consumption ([Eid & El-Gohary, 2015](#)). [Murphy et al., \(2007\)](#) stated that experience satisfaction is understood on the basis of the concept of service or product satisfaction which also focuses on the overall evaluation of the experience after consumption. Therefore, satisfaction based on experience reflects the satisfaction experienced from the content of the service or product related ([M. Rahman et al., 2019](#)). Satisfaction is a significant variable in experience ([Guerreiro et al., 2006](#)). Customers use experiences to form cognitive and effective evaluations about service relationships and thereby shape satisfaction levels ([Putra et al., 2016](#)).

H3: The stronger the tourist motivation, the higher the halal experience satisfaction

Tourist motivation on the decision to revisit

The effect of tourist motivation on visiting decisions has a positive correlation. [Murphy et al., \(2007\)](#) explained that tourist motivation has a significant effect on visitor involvement, and visitor experience and destination image ultimately provide satisfaction for tourists to visit. There is also an indirect correlation between tourist motivation and tourist visiting satisfaction contributing to a better understanding of the formation of satisfaction in the tourism context. The results of previous research according to [Khan et al., \(2013\)](#) showed that tourist motivation had an effect on products or attributes that provide knowledge about tourist motivation in providing an attractive product or attribute. Thus, products or sales attributes can provide benefits for tourists visiting tourist destinations ([Sutikno et al., 2020](#)).

H4: The stronger the tourist motivation, the quicker the decision to revisit

Halal Experiences Satisfaction to Revisit Intention

Experience is a significant factor affecting business success, innovation, and competitiveness ([Tama & Voon, 2014](#)). Experience satisfaction is a service or product satisfaction concept that also focuses on the overall evaluation of the experience after consumption. Therefore, satisfaction based on experience reflects the satisfaction experienced from the content of the service or product related ([M. Rahman et al., 2019](#)). Tourists evaluate their previous decisions regarding a tourist destination based on their level of satisfaction or dissatisfaction with the tourist destination and then can build a revisit intention. Satisfaction is an excellent predictor of revisit intention ([Akhtar et al., 2020](#)). Thus, the higher the level of tourist satisfaction, the higher the revisit intention, and vice versa ([Sarvari, 2012](#)). Satisfaction is one of the biggest factors in explaining the revisit intention ([Wardi et al., 2018](#)).

Halal tourism refers to offering tour packages that are in line with Islamic or Sharia law ([El-Gohary, 2016](#)). He emphasizes that halal tourism may deal with halal hotels, halal food, halal logistics, and halal financial activities. In addition, [El-Gohary, \(2016\)](#) says several other key attributes of halal tourism are related to activities and products based on Islamic concepts. According to [M. Battour & Ismail, \(2014\)](#), there are four attributes to measure Halal tourism using the following dimensions:

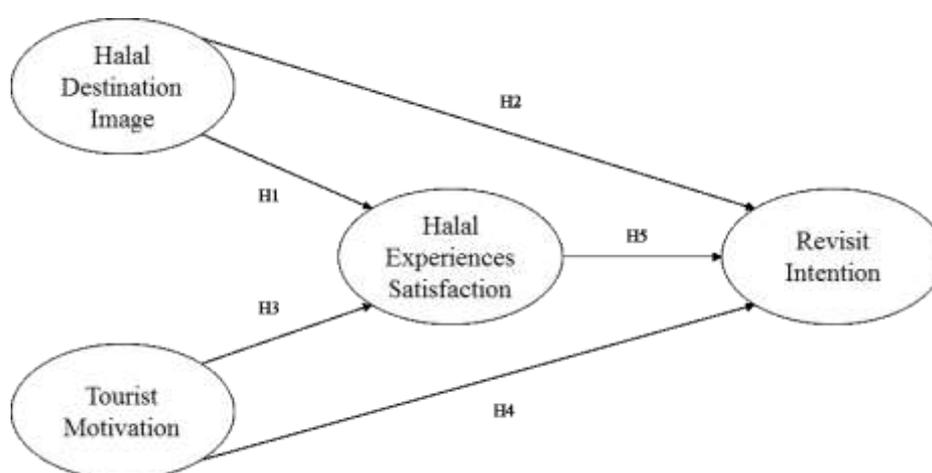
1. Islamic Facilities, worship facilities such as mosques, Qibla direction, and ablution facilities, are an important element for Muslim tourists when they are on holiday.

2. Halalness refers to Halal facilities, such as kitchens, cutlery, and halal food.
3. General Islamic Morality refers to general rules in Islam such as dress code, prohibition of prostitution, and censorship of sex scenes on TV.
4. Free alcoholic drinks and gambling, regulations regarding alcoholic beverages, and free from gambling.

H5: The higher the Halal Experiences Satisfaction, the stronger the decision to revisit

Based on the literature review described above, we developed an empirical research model that shows the effect of halal destination image and tourist motivation on revisit intention which is mediated by halal experiences satisfaction. All hypotheses developed have been arranged in a research model as presented in Figure 1.

Figure 1. Empirical Research Model



3. Methodology

Types of research

This type of research is prediction research. Predictive research, according to [Hair \(2005\)](#), explains that the research tries to explain what will happen from existing phenomena. In this study, researchers tried to explain the effect of halal destination image and tourist motivation on the speed of revisit intention mediated by halal experience satisfaction.

Population and Sampling

The population in this study were all tourists, both domestic and foreign tourists visiting Lombok. The sample in this study was conducted by distributing questionnaires to 200 respondents. This number meets the minimum sampling standard criteria, which is five times greater than the estimated parameters based on [Maholtra \(2004\)](#). The technique used for sampling in this study was purposive sampling, namely the selection of samples based on the criteria of being over 17 years old and having visited the Halal tourism destination in Lombok.

Data source

This study uses primary data obtained from questionnaires distributed to 200 domestic and foreign tourists. The questionnaire or list of statements contains 6 items representing the identity of the respondent, 14 items representing the dependent variable, and 4 other items representing the independent variables. Questionnaires were distributed to respondents so that respondents could

provide scores and short answers to the available open questions. The questionnaire was designed using a Likert scale by assigning weights to the answer values (1) Strongly Disagree to (10) Strongly Agree.

Testing Research Instruments

The validity test in this study used a construct validity test. Construct validity indicates how well the results obtained from the use of the measure are in accordance with the theory used to define the construct. Based on [Ghozali \(2006\)](#), validity testing is done by confirmatory factor analysis. The results showed that the factor loading value was > 0.4 which means that this study has a valid construct. Reliability in this study was measured using Cronbach's Alpha. If Cronbach's Alpha value is > 0.6 , then the research instrument can be said to be reliable.

4. Results And Discussion

The stage of confirmatory factor analysis aims to test a concept that is built using the dimensions of the research latent variables. The test carried out is to test the unidimensionality of each latent forming variable. The results of testing the feasibility of the model in the confirmation analysis of exogenous and endogenous variables show the feasibility of the model. This can be seen in Table 1 where the goodness of fit index is in the results column if the data meets the conditions shown in the cut-off value. The overall fit measure of the full model indicated that the model fit was acceptable (GFI = 0.927, RMSEA = 0.036, AGFI = 0.899, CFI = 0.981, and TLI = 0.976). Based on the value of the goodness of fit index states that the average construct used to build the research model meets the eligibility criteria for the model.

Table 1. Goodness of Fit Index

	Score	Remarks
Chi-Square	121.7	Fit
Probabilities	0,000	Fit
Goodness-of-Fit Index (GFI)	0,927	Fit
Root Mean Square Error of Approximation (RMSEA)	0,036	Marginal
Tucker Lewis Index (TLI)	0,976	Fit
Comparative Fit Index (CFI)	0,981	Fit
Adjusted Goodness-of-Fit Index (AGFI)	0,899	Fit

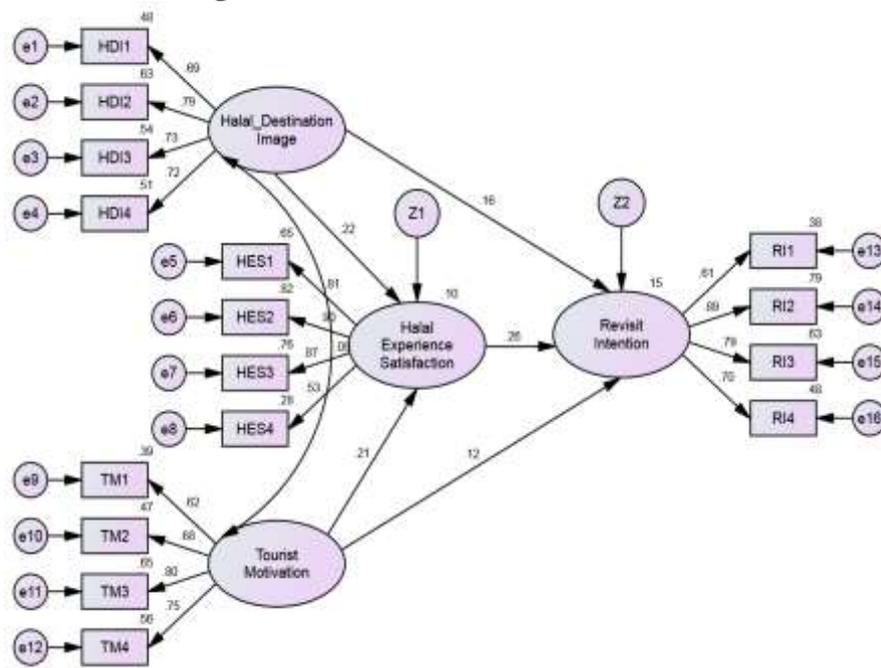
Data processing in this study used SEM software tools to verify hypotheses and applied AMOS 20 to obtain empirical test results. Table 3 presents the results of the empirical test of the structural research model, with a probability value in this analysis above the significance limit of 0.05. The figure shows that the null hypothesis stating that there is no difference between the sample covariance matrix and the estimated population covariance cannot be rejected and therefore the null hypothesis is accepted. These results provide strong reasons why the existing constructs in the model are acceptable. The processing results show that each indicator or dimension that measures each latent variable gives good results, namely the critical ratio value (CR - which is identical to the t-count value) above 1.96.

Table 2. Standardized path coefficients for the structural model

			Estimate	S.E.	C.R.	Hypothesis Test
Halal_Experience_Satisfaction	<---	Halal_Destination_Image	.224	.089	2.530	Supported
Halal_Experience_Satisfaction	<---	Tourist_Motivation	.198	.082	2.401	Supported
Revisit_Intention	<---	Halal_Destination_Image	.156	.083	1.881	Not Supported
Revisit_Intention	<---	Halal_Experience_Satisfaction	.245	.088	2.791	Supported
Revisit_Intention	<---	Tourist_Motivation	.103	.077	1.345	Not Supported

Not all of the predicted correlation paths have a significant effect, and the hypotheses in this study namely H1, H2, and H4 are accepted while H3 and H5 are rejected. We found that halal destination image and tourist motivation had an effect on halal experience satisfaction and halal experience satisfaction accelerated visit intention. However, Halal destination image and tourist motivation could not directly accelerate tourists' visit intention. Based on the results of the research above, we suggest that Lombok as a halal tourism destination should increase halal experience satisfaction by referring to the implementation of halal destinations in accordance, particularly with West Nusa Tenggara Governor regulation no. 51 of 2015 which interprets 14 halal standards so that the tourist experience is very memorable. Therefore, they will visit again. Figure 3 explains the significant effect of each variable to affect revisit intention at the Lombok halal destination.

Figure 3. The results of the Model Test



This research aims to empirically test the effect of halal destination image and tourist motivation on revisit intention mediated by halal experience satisfaction. Overall, the empirical test results for the 5 hypotheses of this study are 3 accepted hypotheses and 2 other hypotheses rejected. This research contributes to the existing marketing literature and empirical models proposed to build a tourist destination strategy to increase tourist visits which will ultimately achieve sustainable tourism.

The results of the data analysis yielded some very interesting findings. Hypothesis 1 (H1) states that the better the halal destination image, the higher the halal experiences satisfaction, and the results

are supported by this study. This study confirms that the better the image of a halal destination which is illustrated by the support of halal facilities that are in accordance with Muslim-friendly tourism activities, the more satisfying the tourist experience will be for tourists. These results are supported by previous studies which found that one of the fundamental factors that support the successful development of tourist destinations is the positive image that has been formed. The image of a tourist destination has a widespread effect on both the local community and visiting tourists. Akroush et al., (2016) state that the perception that is formed of a tourist destination image can have an effect on tourist satisfaction which will ultimately increase interest in revisiting. The satisfaction that is built in tourists is inseparable from the ability of a tourist destination to provide good experience value. Hypothesis 2 (H2) states that the better the halal destination image, the quicker the decision to revisit, and this finding is not supported in this study. The findings of this study are not in line with previous research which emphasizes that a positive destination image will certainly provide stability for tourists to make return visits to a tourism destination. Having good imagery at a tourism destination will attract tourists ([Al-Ansi & Han, 2019](#)).

Furthermore, hypothesis 3 (H3) proposes that the stronger the tourist motivation, the higher the perceived halal experience satisfaction, and the results of the hypothesis testing are supported. This study found that understanding tourist motivation is very important because it can help develop better tourism products, marketing strategies, and service delivery. [Hassani & Moghavvemi, \(2020\)](#) state that tourist motivation has a positive effect on tourist satisfaction from their experience of good and comfortable tourist conditions for fun or relaxation so that a pleasant impression is formed on the minds of visitors. Hypothesis 4 (H4) states that the stronger the tourist motivation, the quicker the decision to return, and the test results are not supported in this study. The results of this study are not in line with research conducted by [Sarvari \(2012\)](#) explaining that the stronger the tourist motivation of a tourist, the quicker the decision to revisit to a tourist destination.

Finally, hypothesis 5 (H5) states that the higher the halal experiences satisfaction, the stronger the decision to revisit, and the test results support this hypothesis. This study found that the tourist experience can accelerate tourists' revisit decisions. Satisfying experiences will provide cognitive, emotional, and behavioral responses to consumers and leave consumers with memories of the experience before and after visiting the destination. This finding is in line with the idea of previous researchers which stated that the higher the satisfaction of the tourist experience with the services received, the greater their intention to engage in behavior that benefits the service provider and the less intention to switch to alternative service providers ([Henderson, 2016](#)). Consumer experience is the experience gained by consumers, both directly and indirectly, regarding the service process, company, facilities, and how a consumer interacts with the company and with other consumers ([Samori & Sabtu, 2014](#)).

This research provides several implications for managers and the community in halal destinations in Lombok island to develop and implement image reinforcement of halal destinations and tourist motivation development to travel halal through appropriate marketing strategies to affect tourists to get a satisfying halal travel experience and willingness to accelerate interest in revisiting. First, destinations can be active as part of the steps to develop the main halal destination in Indonesia, with more focus on demonstrating a commitment to developing supporting facilities and halal attractions by involving the local community. They can develop a halal culture that has been carried out as a form of local wisdom which is regularly scheduled through strengthening the image of halal destinations as a way to offer the concept of friendly tourism so that it is in accordance with the expectations of tourists to enjoy the natural beauty and also comfort in traveling. Second, internal and external motivation possessed by tourists and the desire to have a satisfying and unforgettable experience as a form of fulfilling cognitive aspects is an important issue for current managers of halal destinations. Building an image as a halal destination is a long-term business strategy that aims not only to gain profit for tourism business people and infact for the welfare of the community

5. Conclusion

Based on the research findings, researchers can conclude that first, a systematic and planned scheme is needed to increase the halal image of a halal destination and also to increase tourist motivation related to tourist motivation to visit halal destinations. Halal destination management strategies must be implemented so that these destinations will be able to build a strong image to form the image of a halal destinations and achieve good halal destination performance. The regional promotion agency at the tourism office must stimulate tourists who have visited by making them a customer database that is always provided with information about the development of halal destinations through good marketing and customer management strategies. The continuous development of halal destinations by fulfilling the needs and desires of tourists during halal travel will create a positive image of the destination and build a competitive advantage over the competition.

Second, the findings of this study reveal that halal experience satisfaction at halal tourist destinations plays the most important role in affecting revisit intention. Since a satisfying experience is the ultimate goal of every business, including tourist destinations, it potentially impacts revisiting behavior and profits (Razzaq et al., 2016). Basically, satisfaction and dissatisfaction among consumers of products or services will affect subsequent behavior patterns (M. Rahman et al., 2019). If consumers are satisfied, they will show the high probability of buying the same product or service again. Satisfied customers also tend to provide good references for the products or services they have used to others. Third, motivation is very basic in the study of tourists and tourism. Motivation is also a significant factor for potential tourists in making decisions about the tourist destinations to be visited. The results of this study indicate that the intention of returning tourists to Lombok halal destinations is quite strong because their motivation is strengthened by a satisfying halal travel experience in Lombok. Meanwhile, tourists are optimistic about responding to the halal destination image that is created in the halal destinations of Lombok Island.

This research is not without some limitations. The limitation of this study is that the sample used is respondents obtained apart from tourists who are visiting Halal destinations in Lombok are also from social media, so the general perception about the positioning of the halal destination image in Lombok Island cannot be known. It was expected to cover tourists from all over Indonesia and the world. Future research must include push and pull strategies to increase motivation to travel so that tourists immediately decide to revisit.

Author contribution statement

The first author contributed in compiling the research background, theoretical review, and research methods, while the second author contributed in processing and interpreting data and quotations into a style according to the journal's requests using Mendeley tools. while the third author collected data.

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