

The Effect of Halal Tourism and Behavioural Intention on Revisit Intention

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Abstract

This study aims to determine the effect of halal tourism and behaviour intention on revisit intention with tourism satisfaction variable as a mediating variable. The population in this study were tourists visiting Surakarta City while the sample was 200 respondents with the sampling technique, namely non-probability sampling using purposive sampling and data collection methods using online questionnaire distribution with the help of google form facilities. The results of data analysis obtained halal tourism variables have a positive and significant effect on revisit intention. The results of behavioural intention variables have a significant effect on revisit intention. The results of halal tourism variables have a positive and significant effect on tourist satisfaction. The results of behavioural intention variables have a positive and significant effect on tourist satisfaction. Mediation results show that tourist satisfaction can mediate positively and significantly between halal tourism and revisit intention. The mediation results show that tourist satisfaction can mediate positively and significantly between behavioural intention and revisit intention..

Keywords: *Halal Tourism, Behavioral Intention, Revisit Intention, Tourist Satisfaction*

Informasi Artikel

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INTRODUCTION

According to the meaning of the word, tourism comes from Sanskrit which consists of two words, namely the word "pari" meaning full, all, or all and the word "travel" which means travel. One of the human needs as a way to relieve fatigue, boredom and even stress caused by busyness and busy working hours is refreshing. The purpose of refreshing is to temporarily divert attention from a routine atmosphere to another atmosphere so as to get a refreshing atmosphere that will have an impact on optimal work continuity. The existence of less than optimal efforts in terms of promoting a tour will cause tourism potential to be able to develop optimally. There needs to be awareness from all aspects involved in developing the tourism sector. In order to maximize potential, the tourism industry needs a number of methods with a well-planned or structured tourism growth pattern (Mardiyono, 2013).

Halal tourism is a tourist visit activity with the aim of destinations and tourism industries that provide various facilities regarding products, services, and tourism management that fulfil sharia elements. Halal tourism is a new tourism concept that has a promising market share for many countries in the world, including Indonesia. With the development of this in Indonesia, in the future it will have better economic prospects in the national tourism industry, which aims to provide material and psychological aspects for tourists and contribute to increasing aspects of government revenue. In terms of industry, the halal tourism sector will be a complement to conventional tourism operations. Therefore, halal tourism must continue to be developed while still prioritising the culture and values of Islamic sharia but without overriding the distinctiveness and originality of the value of a culture in the area that is a tourist destination (Destiana & Astuti, 2019).

Behavioural Intention is a person's desire when they want to do something they want, in this context regarding the desire to do tourism activities (Sukmadilaga & Yuliafitri, 2020).. The intention of tourist behaviour is formed based on the rational choice and decision-making process in a person's mind. The desire to travel is exhibited within the context of trip planning behavior, which is regarded as a complex combination of attitudes, behaviors, and decision-making processes. There will be a lot of variables, things to think about, and linked parts in this process. Numerous decision-making procedures aim to influence the desire to travel, as well as personal and social factors of travel behavior (socioeconomic status, personality traits, social influences, attitudes, and values), as well as external factors (self-confidence, destination perception, prior travel experiences, objective vs. subjective risk assessment, and time and budgetary constraints) (Ahmad et al., 2021).

Tourist Satisfaction is considered very important for several parties because this is used as a benchmark in the development of tourist destinations. Tourist satisfaction has an influence on the perception of the quality of tourist destinations that tourists get during and after visiting a tourist destination. By knowing tourists' perceptions of the image and quality of tourist destinations, it will have an impact on behaviour arising from a person's desire to visit again and even provide recommendations to other tourists (Azhar & Iskandarsyah, 2019). The main principle of tourist satisfaction is about the comparison between what a person expects and the level of performance felt by tourists, with satisfaction in tourist activities during the trip, it will create a positive picture of the tourism (Kawatu et al., 2020).

(Pujiyati & Sukaatmadja, 2020) say that revisit intention in spiritual tourism is the interest of tourists in making a return visit to a tourism destination based on inner peace or

individual experience. Revisit intention of tourists can arise due to several factors, (Azman & Elsandra, 2020) stating the push and pull factors for tourists to play, the natural environment, and the attractiveness of the weather. Attributes regarding halal tourism are an important element in determining the satisfaction of tourists who want to find halal tourism and can generate interest in visiting again. When a halal tourist destination pays attention to various criteria for halal tourism attributes, it will foster a sense of security and comfort for tourists while visiting and tend to make repeat visits (Puspitasari, 2021).

Based on the background description of the problems that occur above, the authors are interested in examining "The Effect of Halal Tourism and Behavioural Intention on Revisit Intention Through Tourist Satisfaction as a mediating variable".

RESEARCH METHOD

This research is quantitative research which contains research methods used as a tool to examine certain populations and samples, sampling is done with a non-probability sampling strategy, then analysed quantitatively or statistically with the aim of testing predetermined hypotheses. This study uses data collection research methods in the form of questionnaires. This study uses one type of using hypothesis testing to explain the nature of certain relationships or provide differences between the freedom of two or more factors in a situation. This study aims to examine the effect of Halal Tourism and Behavioural Intention on Revisit Intention with Tourist satisfaction as a mediating variable.

The population taken from this research is tourists who visit Surakarta City. The sample is part of the population that represents the entire population under study. According to (Sugiyono, 2019) the sample is part of the number and characteristics of the population. Because the population of members is not known with certainty, the sample size is calculated by the Cochran formula (Sugiyono, 2019). Based on these calculations, the minimum sample size that must be used in the study is 97 respondents.

The sampling technique in this study used non-probability sampling techniques. Non-probability sampling is a sampling technique that does not provide equal opportunities or opportunities for each member of the population when they are selected as samples (Sugiyono, 2018: 136). The approach used in determining sampling is using purposive sampling. Purposive sampling is sampling using certain considerations in accordance with the desired criteria to determine the number of samples to be studied (Sugiyono, 2019). The criteria are:

1. Tourists who visit Surakarta City
2. Aged 18 - 45 years old
3. Willing to be a respondent
4. Visit Surakarta City at least 3 times.
5. Travellers who stay overnight in Surakarta City

The data source used in this study is primary data. Primary data is data obtained directly from research respondents through distributing questionnaires. Primary data sources are data sources that directly provide data to data collectors (Sugiyono, 2019). The data collection method used in this study was the distribution of online questionnaires. The following method uses the help of the Google Form facility to distribute questionnaires to obtain the required data. The questionnaire was made using a Likert scale format with a scale that is often used in preparing questionnaires is an Interval scale. PLS-SEM analysis is used as a tool to predict and find complex patterns with less stringent data requirements

(Bougie & Sekaran, 2017). The data analysis technique in this study uses Partial Least Square (PLS) with the help of SmartPLS software. The advantage of using least squares is that the number of samples required for analysis is relatively small, SmartPLS can test SEM models with different scale forms such as scales, Likert and other scale models (Yusnara & Soepatini, 2023) PLS-SEM analysis includes two models, namely the outer model and the inner model.

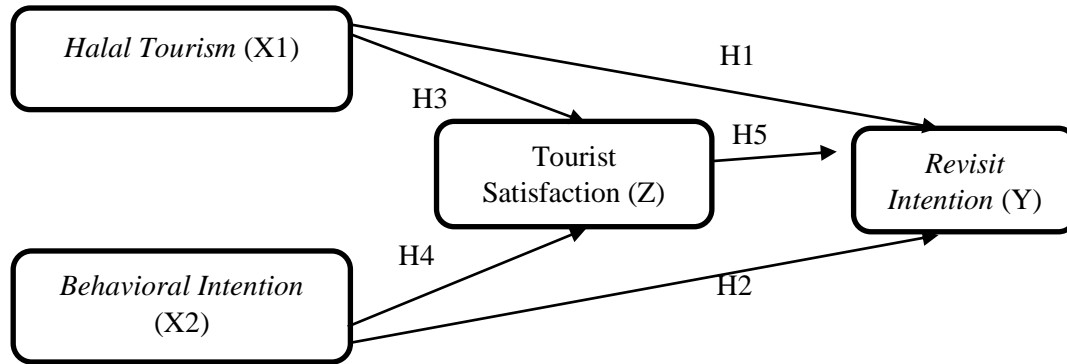


Figure 1 Framework of Thought

The Effect of Halal Tourism on Revisit Intention

Revisit Intention can be formed due to influences arising from several aspects that can affect it, one of which is the availability of halal tourism. Halal Tourism is an activity in which it provides various facilities both in terms of products, services, and management. Halal Tourism is considered capable of making a good contribution to the development of the tourism industry by carrying out a structured and integrated management system. This hypothesis is formed on the basis of the results of research (Safitri et al., 2022) which found that Halal Tourism has a positive and significant effect on Revisit Intention. So from this description, the following hypothesis can be concluded:

H1 : Halal Tourism has an effect on Revisit Intention.

The Effect of Behavioural Intention on Revisit Intention

Intention is a motivational factor that encourages someone to do something. Revisit intention emphasises tourists to revisit a tourist destination within a certain period of time. The intention to revisit is based on the experience that tourists feel during a certain time so that it creates an impression of a destination and influences behaviour and final decisions. Tourists before visiting tourist attractions will first look for information related to the place they want to visit. This information can be obtained from social media and recommendations from people who have visited the tourist attractions. One of the things that can foster interest in visiting which will have an impact on the decision to visit a tourist spot is the influence of people around them who communicate the quality of certain tourist attractions. This hypothesis is formed on the basis of the results of research (Kharisma & Giantari, 2021) which found that Behavioural Intention has a positive and significant effect on Revisit Intention. So from this description, the following hypothesis can be concluded:

H2 : Behavioural Intention has an effect on Revisit Intention.

The Effect of Halal Tourism on Tourist Satisfaction

Halal tourism attributes are very important in providing the needs of Muslim visitors when they travel. Halal tourism attributes can also be interpreted as the availability of Islamic norms and practices that are relevant to the tour visited. Success in the tourism business is most easily observed is the increasing number of tourist arrivals. The increase in the number of tourists can be realised if tourists who have visited are satisfied. This hypothesis is formed on the basis of the results of research (Fikiya, 2021) which found that Halal Tourism has a positive and significant effect on Tourist Satisfaction. So from this description, the following hypothesis can be concluded:

H3 : Halal Tourism has an effect on Tourist Satisfaction.

The Effect of Behavioural Intention on Tourist Satisfaction

Behavioural intention is the extent to which tourists consciously formulate plans to do or not do some predetermined future behaviour. Behavioural intention is the likelihood of tourists revisiting a destination at a later time, saying positive things, and recommending it to others. In addition, behavioural intentions are related to individual efforts in achieving goals, which can predict tourist behaviour. With the attitude or behaviour obtained during the activity or activity expressing a good response in oneself, it will trigger the satisfaction that will arise after doing tourist activities. This hypothesis is formed on the basis of the results of research (Khakim & Murtiasri, 2009) and (Wajdi et al., 2012) which found that Behavioural Intention has a positive and significant effect on Tourist Satisfaction.

H4 : Behavioural Intention affects Tourist Satisfaction.

The Effect of Tourist Satisfaction on Revisit Intention

Tourist satisfaction can be defined as a customer evaluation of a product or service that meets customer needs and consumer expectations. Failure to meet consumer needs and expectations is assumed to be dissatisfaction with product or service services. Basically, consumer satisfaction and dissatisfaction with a product or service will affect subsequent behaviour patterns. If tourists are satisfied, they will show a high probability of returning for the same visit or service. Satisfied customers also tend to provide good references for the products or services they have used to others during their destination. This hypothesis is formed on the basis of the results of research (Cahyanti, 2018) which found that Tourist Satisfaction has a positive and significant effect on Revisit Intention. So from this description, the following hypothesis can be concluded:

H5 : Tourist Satisfaction affects Revisit Intention.

The Effect of Halal Tourism and Behavioural Intention on Revisit Intention Mediated by Tourist Satisfaction.

Halal tourism is a good sector to develop in the future. This sector has a fairly central role in the value of development progress in Indonesia. This sector must be managed properly so that an area can become more developed and add a new identity to a place or region. Of course, the attitude of wanting to develop needs to be based on the attitude and behaviour of all elements involved in it. All elements must be able to contribute to each other in terms of marketers and core consumers of a tourist activity. With the development of a good and managed tour, it will be easier for tourists to be able to have thoughts of being able to visit again because it has previously been based on the value of

satisfaction obtained during tourism activities carried out. This hypothesis is formed on the basis of research which finds that Halal Tourism and Behavioural intention have a positive and significant effect on Revisit Intention mediated by Tourist Satisfaction. So from this description, the following hypothesis can be concluded:

H6 : Halal Tourism and Behavioural Intention affect Revisit Intention Mediated by Tourist Satisfaction.

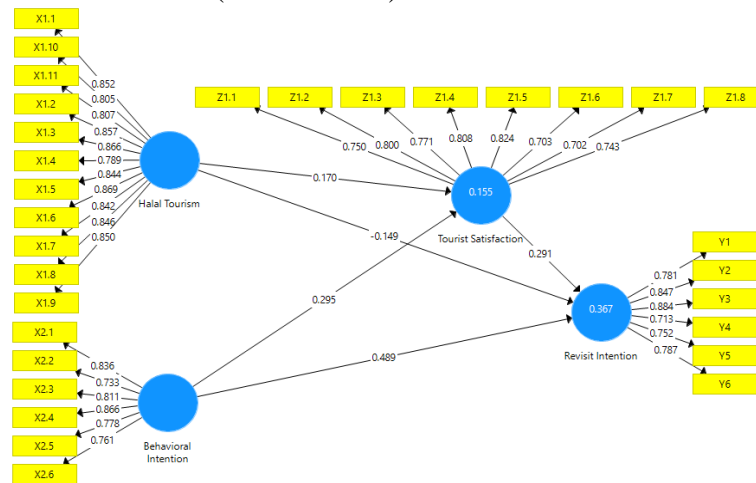
RESULTS AND DISCUSSION

Result

Data Analysis

1. Data Instrument Test

Evaluation of Measurement Model (Outer Model)



Source: Primary data processed, 2023

Figure 2. Outer Model

The outer model shows how manifest or observed variables represent latent variables to be measured. In this model analysis specifies the relationship between latent variables and their indicators.

1) Validity Test Analysis

Convergent Validity

Convergent Validity value is the factor loading value on the latent variable with its indicators. Used to test the validity of each indicator in a variable, individual reflexive measures are said to be high if they correlate > 0.7 with the construct to be measured, meaning that the indicator is valid measuring the construct created. However, for the development stage of the measurement scale, a loading value of > 0.5 is considered sufficient, which means that it meets the requirements.

The findings in Table 1, show that the 4 variables used in this study such as Halal Tourist, Behavioural Intention, Tourist Satisfaction and Revisit Intention in each statement representing each variable have a loading factor value > 0.6 , so it can be stated that the statements representing each variable are eligible for research.

Table 1 Convergent Validity Analysis Results

	Behavioral Intention	Halal Tourism	Revisit Intention	Tourist Satisfaction
X1.1		0,852		
X1.2		0,857		
X1.3		0,866		
X1.4		0,789		
X1.5		0,844		
X1.6		0,869		
X1.7		0,842		
X1.8		0,846		
X1.9		0,850		
X1.10		0,805		
X1.11		0,807		
X2.1	0,836			
X2.2	0,733			
X2.3	0,811			
X2.4	0,866			
X2.5	0,778			
X2.6	0,761			
Y1			0,781	
Y2			0,847	
Y3			0,884	
Y4			0,713	
Y5			0,752	
Y6			0,787	
Z1.1				0,750
Z1.2				0,800
Z1.3				0,771
Z1.4				0,808
Z1.5				0,824
Z1.6				0,703
Z1.7				0,702
Z1.8				0,743

Source: Primary data processed, 2023

Discriminant Validity

Measurement of discriminant validity using the cross loading value and the average variance extracted (AVE) value. The findings of this test with the average variance extracted (AVE) show that the AVE value generated by each variable used is > 0.5, so it can be said to meet the requirements presented in table 2 and also reinforced in the form of figure 2.

Table 2 Average Variance Extruted (AVE) Analysis Results

Variabel	Average Variance Extracted (AVE)
Behavioral Intention	0,638
Halal Tourism	0,704
Revisit Intention	0,634
Tourist Satisfaction	0,584

Source: Primary data processed, 2023

Based on the presentation of Table 2, it can be seen that the AVE value of the Halal Tourism variable > 0.5 or 0.704, for the value of the Behavioural Intention variable > 0.5 or 0.638, for the value of the Tourist Satisfaction variable > 0.5 or 0.584, for the value of the Revisit Intention variable > 0.5 or 0.634. This shows that each variable has good discriminant validity.

Table 3 Cross Loading Analysis Results

	Behavioral Intention	Halal Tourism	Revisit Intention	Tourist Satisfaction
X1.1	0,378	0,852	0,125	0,221
X1.2	0,336	0,857	0,142	0,285
X1.3	0,394	0,866	0,135	0,236
X1.4	0,289	0,789	0,047	0,281
X1.5	0,304	0,844	0,057	0,197
X1.6	0,340	0,869	0,090	0,213
X1.7	0,308	0,842	0,097	0,237
X1.8	0,352	0,846	0,141	0,283
X1.9	0,373	0,850	0,103	0,243
X1.10	0,211	0,805	0,044	0,203
X1.11	0,288	0,807	0,142	0,185
X2.1	0,836	0,384	0,359	0,399
X2.2	0,733	0,347	0,252	0,196
X2.3	0,811	0,369	0,268	0,280
X2.4	0,866	0,326	0,453	0,271
X2.5	0,778	0,230	0,496	0,259
X2.6	0,761	0,267	0,586	0,292
Y1	0,444	0,159	0,781	0,273
Y2	0,478	0,028	0,847	0,303
Y3	0,513	0,098	0,884	0,284
Y4	0,316	0,070	0,713	0,173
Y5	0,307	0,100	0,752	0,437
Y6	0,452	0,141	0,787	0,502
Z1.1	0,350	0,162	0,253	0,750
Z1.2	0,117	0,224	0,272	0,800
Z1.3	0,210	0,198	0,372	0,771
Z1.4	0,291	0,296	0,341	0,808
Z1.5	0,301	0,206	0,309	0,824

Z1.6	0,309	0,181	0,356	0,703
Z1.7	0,363	0,200	0,361	0,702
Z1.8	0,197	0,270	0,291	0,743

Source: Primary data processed, 2023

The results that have been obtained from Table 3, show that the value of each statement item both halal tourism, behavioural intention, tourist satisfaction and revisit intention produces a cross loading value > than others in comparing between variables on the statements used to represent them.

2) Reliability Test Analysis

Composite Reliability

Composite reliability is the part used to test the reliability value of variable indicators, a construct is said to be reliable if the composite reliability value > 0.7 has high reliability even though 0.6 is still acceptable according to table 4. below and to strengthen using figure 2 as follows:

Table 4 Composite Reliability Analysis Results

Variable	Composite Reliability
<i>Behavioral Intention</i>	0,913
<i>Halal Tourism</i>	0,963
<i>Revisit Intention</i>	0,912
<i>Tourist Satisfaction</i>	0,918

Source: Primary data processed, 2023

Based on Table 4, the composite reliability value generated on each halal tourism variable, behavioural intention, tourist satisfaction and revisit intention > 0.7 where the Composite Reliability value of the halal tourism variable > 0.7 is 0.963, behavioural intention > 0.7 is 0.913, tourist satisfaction > 0.7 is 0.918 and revisit intention > 0.7 is 0.912. Judging from the Composite Reliability value for each variable which is > 0.7, it shows that the four variables are reliable.

Cronbach's Alpha

Reliability test with composite reliability can be strengthened by using Cronbach's Alpha value. The variable assessment criteria if the Cronbach's alpha value for each variable is > 0.7, it is said to be reliable. The following is a presentation of table 4.9 which is reinforced by figure 4.1 of the Cronbach's alpha value of each variable:

Table 5 Cronbach's Alpha

Variable	Cronbach's Alpha
<i>Behavioral Intention</i>	0.888
<i>Halal Tourism</i>	0.958
<i>Revisit Intention</i>	0.884
<i>Tourist Satisfaction</i>	0.898

Source: Primary data processed, 2023

Based on Table 5, the results of Cronbach's Alpha halal tourism variable > 0.7 , which is 0.958, behavioural intention > 0.7 , which is 0.888, Tourist Satisfaction > 0.7 , which is 0.898 and Revisit Intention > 0.7 , which is 0.884. Thus these results can show that each research variable has met the requirements of the Cronbach's Alpha value, so it can be concluded that all variables have a high level of reliability.

3) Multicollinearity Test Analysis

This test is to see whether each independent variable has a correlation between independent variables or not. The applicable criteria in the multicollinearity test are if the VIF value is $< 3.5-5$. The results of the multicollinearity test are presented in Table 6.

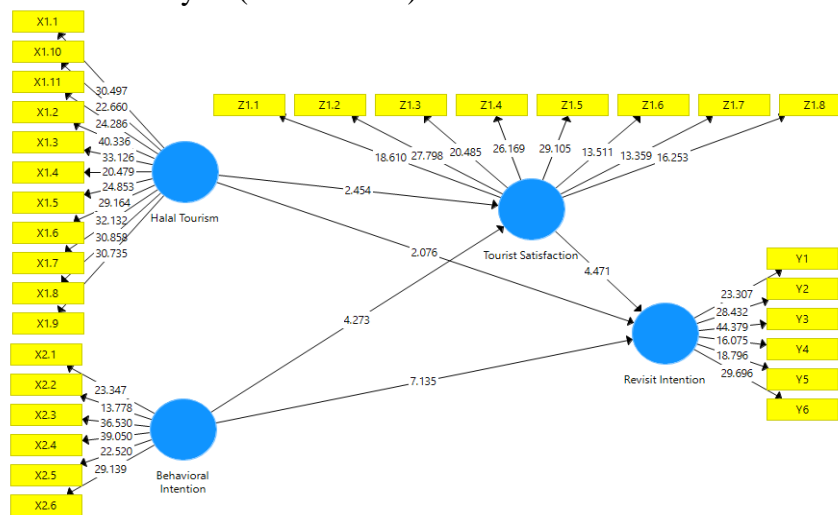
Table 6. Multicollinearity Analysis Results (VIF)

	Behavioral Intention	Halal Tourism	Revisit Intention	Tourist Satisfaction
<i>Behavioral Intention</i>			1,284	1,181
<i>Halal Tourism</i>			1,215	1,181
<i>Revisit Intention</i>				1,183
<i>Tourist Satisfaction</i>				

Source: Primary data processed, 2023

Based on Table 6, the results of Collinierity Statistics (VIF) to see the multicolinierity test with the results of the inner value of the halal tourism variable on tourist satisfaction of 1.181, the halal tourism variable on revisit intention of 1.215, the behavioural intention variable on tourist satisfaction of 1.181, the behavioural intention variable on revisit intention of 1.284 and the tourist satisfaction variable on revisit intention of 1.183. From each variable $VIF < 5$, it does not violate the multicollinearity assumption test in smart PLS $< 3.5-5$, it can be said that it is very clear that there is no correlation between variables.

a. Structural Model Analysis (Inner Model)



Source: Primary data processed, 2023

Figure 3 Inner Model

The inner model shows the strength of the estimate between latent variables or constructs. This study will explain the results of the path coefficient test, goodness of fit test and hypothesis testing. In assessing the structural model with PLS in several ways:

Goodness of Fit

This test is to determine whether the model formed is feasible to study or not by looking at the results of the research conducted:

Table 7 R Square Results

Model	R Square	R Square Adjusted
Satisfaction	0,367	0,357
Loyalty	0,155	0,146

Source: Primary data processed, 2023

The R-Square table above is used to see the influence of halal tourism and behavioural intention variables on tourist satisfaction and the influence of halal tourism and behavioural intention on revisit intention. Based on the data in the table above, it is known that the influence of halal tourism and behavioural intention variables on tourist satisfaction is 0.146 or 14.6% and the influence of halal tourism and behavioural intention variables on revisit intention is 0.357 or 35.7%.

Then the goodness of fit assessment uses Q-square with the calculation:

$$\begin{aligned}
 Q \text{ square} &= 1 - [(1-R^2_1) \times (1-R^2_2)] \\
 &= 1 - [(1-0,357) \times (1-0,146)] \\
 &= 1 - (0,643 \times 0,854) \\
 &= 1 - 0,549122 \\
 &= 0,451
 \end{aligned}$$

This means that the results of this analysis show that the Q square value is 0.451, meaning that the level of model diversity shown by the independent variables in explaining the dependent variable is 0.451 or 45.1% and the remaining 54.9% is still influenced by other factors. Thus, from these results, this research model can be stated to have good goodness of fit.

Table 8 Normed Fit Index Model (NFI) Analysis Results

	Saturated Model	Estimated Model
SRMR	0,084	0,084
d_ULS	3,471	3,471
d_G	2,941	2,941
Chi-Square	2371,719	2371,719
NFI	0,622	0,622

Source: Primary data processed, 2023

Based on the analysis results in Table 8, the model fit indicator shows that the NFI value > 0.1 or higher, the model can be said to be much better.

1) Hypothesis Test Analysis

Based on the data analysed, the results can be used to answer the hypothesis of this study. To see the results of the hypothesis test in this study, it can be done by looking at the results of the t Statistic and P Values. This hypothesis can be said to be accepted if the P

Values <0.05. This study also has direct and indirect effects on each variable because there are independent variables, dependent variables, and intervening variables. For the results of direct influence hypothesis processing, it can be seen in the path coefficient table in SmartPLS bootstrapping. The test results can be seen through the bootstrapping test table as follows:

a) **Direct Effect**

This path coefficient test will show how strong the influence of the independent variable is on the dependent variable. Based on the inner model scheme that has been displayed in Figure 3, and also in the path coefficient table, it can explain the largest to smallest influence.

Table 9 Direct Effect Test Results

Model	Original Sample (O)	T Statistics (O/STDEV)	P Values
Behavioral Intention -> Revisit Intention	0,489	7,135	0,000
Behavioral Intention -> Tourist Satisfaction	0,295	4,273	0,000
Halal Tourism -> Revisit Intention	0,149	2,076	0,038
Halal Tourism -> Tourist Satisfaction	0,170	2,454	0,014
Tourist Satisfaction -> Revisit Intention	0,291	4,471	0,000

Source: Primary data processed, 2023

It can be explained that the greatest influence is shown in the influence of behavioural intention variables on revisit intention with a value of 7.135. Then the second largest influence is the influence of the tourist satisfaction variable on revisit intention with a value of 4.471. The third largest influence is the influence of behavioural intention variables on tourist satisfaction of 4.273. The fourth largest influence is the halal tourism variable on tourist satisfaction of 2.454. The fifth largest influence is the halal tourism variable on revisit intention of 2.076. Based on the results of this description, it can be concluded that the entire model in this variable has a positive Path Coefficient value. It can be known because the greater the Path Coefficient value, the stronger the influence or relationship between the independent variable and the dependent variable.

To determine whether or not it is significant in Table 9, it is seen by p Value where the analysis results obtained are: t table value 1.96 according to Ghozali (2019).

Model 1 (Effect of Halal Tourism Variables, Behavioural Intention on Tourist Satisfaction)

a Partially the value generated on the halal tourism variable on revisit intention with t statistics 2.454 which p value 0.014 can be explained t statistical value $2.454 > t$ table 1.96 or p value 0.014 <0.05 then statistically H_0 is rejected or H_a is accepted meaning that the halal tourism variable has a significant effect on revisit intention.

b Partially the value generated on the behavioural intention variable on tourist satisfaction with a t statistic of 4.273 whose p value is 0.000 can be explained by the t statistical value of $4.273 > t$ table 1.96 or p value 0.000 <0.05, so statistically H_0 is rejected or H_a is accepted, meaning that the behavioural intention variable has a significant effect on revisit intention.

Model 2 (Effect of Halal Tourism and Behavioural Intention Variables on Revisit Intention)

a The resulting value on the halal tourism variable on revisit intention with a t statistic of 2.076 which p value of 0.038 can be explained by the t statistical value of $2.076 > t$ table

1.96 or p value 0.038 <0.05, so statistically Ho is rejected or Ha is accepted, meaning that the halal tourism variable has a significant effect on revisit intention.\

b The resulting value on the behavioural intention variable on revisit intention with a t statistic of 7.135 whose p value is 0.000 can be explained by the t statistical value of 7.135 > t table 1.96 or p value 0.000 <0.05, so statistically Ho is rejected or Ha is accepted, meaning that the behavioural intention variable has a significant effect on revisit intention.

c Partially the value generated on the tourist satisfaction variable on revisit intention with t statistics 4.471 which p value 0.000 can be explained by the t statistical value of 4.471 > t table 1.96 or p value 0.000 <0.05, so statistically Ho is rejected or Ha is accepted, meaning that the tourist satisfaction variable has a significant effect on revisit intention.

b) **Indirect Effect**

This analysis is more to explain the results of significant effects indirectly or using mediation. The analysis results obtained are:

Table 10 Indirect Effect Analysis Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Behavioral Intention - > Tourist Satisfaction -> Revisit Intention	0,086	0,088	0,026	3,239	0,001
Halal Tourism -> Tourist Satisfaction -> Revisit Intention	0,049	0,051	0,025	2,014	0,045

Source: Primary data processed, 2023

The results of Table 10, above show that the t statistical value of 2.014 and p value 0.045 and with a coefficient of 0.049 on Tourist Satisfaction mediates between Halal Tourism on Revisit Intention has a statistical t value of 2.014 > t table 1.96 or p value 0.045 <0.05 and the coefficient shows a positive direction of 0.049 meaning that Tourist Satisfaction mediates positively and significantly between Halal Tourism on Revisit Intention.

The t statistical value of 3.239 and p value 0.001 and with a coefficient of 0.086 on behavioural intention to revisit intention through tourist satisfaction, it turns out that the t statistical value is 3.239 > t table 1.96 or p value 0.001 <0.05 and the coefficient shows a positive direction of 0.086, meaning that tourist satisfaction can mediate positively and significantly between behavioural intention and revisit intention.

Discussion

The results of this study discuss the results of the Effect of Halal Tourism and Behavioural Intention on Revisit Intention through Tourist Satisfaction as an Intervening Variable (Case Study of Tourists in Surakarta City). The results of this study based on hypothesis testing, the results of the analysis are as follows:

Halal Tourism affects Revisit Intention

Based on the results show that halal tourism has a positive and significant effect on revisit intention. This is in accordance with the results of hypothesis testing which shows greater than the t table (1.96) which is 2.076 with a magnitude of influence of 0.149 and P

Values <0.05 of 0.038. So it can be concluded that halal tourism has a positive and significant effect on revisit intention. This is due to the increasing understanding of tourists about the importance of halal tourism in each city, so that Muslims are no longer worried about their obligations and needs as a Muslim. The results of this study support research (Irdiana & Ariyono, 2021) halal tourism has a positive and significant effect on revisit intention.

Behavioural Intention affects Revisit Intention

Based on the results show that behavioural intention has a positive and significant effect on revisit intention. This is in accordance with the results of hypothesis testing which shows that it is greater than the t table (1.96), which is 7.135 with an effect of 0.489 and P Values <0.05 amounting to 0.000. So it can be concluded that behavioural intention has a positive and significant effect on revisit intention. This is due to a person's willingness to carry out positive behaviour to recommend the services received to others. The results of this study support the research of Adnan, (Kharisma & Giantari, 2021) which state that product quality affects customer satisfaction.

Halal Tourism affects Tourist Satisfaction

The results show that halal tourism has a positive and significant effect on tourist satisfaction. This is in accordance with the results of hypothesis testing which shows greater than the t table (1.96) which is 2.454 with an effect of 0.170 and P Values <0.05 of 0.014. So it can be concluded that halal tourism has a positive and significant effect on tourist satisfaction. This is because the form of satisfaction carried out by the government and the community towards tourists is satisfaction with tourists including adequate facilities to change, separate facilities between men and women, cleanliness of the food offered and Islamic entertainment venues during travel which will make consumers satisfied with the service. The results of this study support the research of Irdiana, (Fikiya, 2021) which states that halal tourism affects tourist satisfaction.

Behavioural Intention affects Tourist Satisfaction

The results show that behavioural intention has a positive and significant effect on tourist satisfaction. This is in accordance with the results of the hypothesis test which shows that it is greater than the t table (1.96), which is 4.273 with an effect of 0.295 and P Values <0.05 of 0.000. So it can be concluded that behavioural intention has a positive and significant effect on tourist satisfaction. This shows that the behaviour shown by consumers, the higher the behavioural intention, the higher the level of satisfaction will encourage tourists to visit. The results of this study support (Khakim & Murtiasri, 2009) and (Wajdi et al., 2012) which states that behavioural intention affects tourist satisfaction.

Tourist Satisfaction affects Revisit Intention

Based on the results show that tourist satisfaction has a positive and significant effect on revisit intention. This is in accordance with the results of hypothesis testing which shows greater than the t table (1.96) which is 4.471 with an effect of 0.291 and P Values <0.05 of 0.000. So it can be concluded that tourist satisfaction has a positive and significant effect on revisit intention. Thus the level of tourist satisfaction felt by customers is getting

higher, the level of revisit intention is achieved. The results of this study support (Cahyanti, 2018) research which states that tourist satisfaction affects revisit intention.

Tourist Satisfaction mediates the relationship between Halal Tourism on Revisit Intention

Based on the results of the hypothesis test, it shows that Tourist Satisfaction mediates the relationship between Halal Tourism and Revisit Intention with a statistical t value of 2.014 or > 1.96 and a P Value of 0.045 or < 0.05 , which means that there is a positive and significant effect of halal tourism on revisit intention mediated by tourist satisfaction. Based on the results it is known that there is a mediator analysis of the effect of halal tourism on revisit intention through tourist satisfaction, where the independent variable is able to directly significantly influence the dependent variable so that it must involve or through its mediator (Partial mediation). This research supports the research of (Cahyanti, 2018) And (Tapar et al., 2017).

Tourist Satisfaction mediates the relationship between Behavioural Intention and Revisit Intention.

Based on the results of the hypothesis test, it shows that Tourist Satisfaction mediates the relationship between behavioural intention and Revisit Intention with a statistical t value of 3.239 or > 1.96 and a P Value of 0.001 or < 0.05 , which means that there is a positive and significant effect of behavioural intention on revisit intention mediated by tourist satisfaction. Based on the results it is known that there is a mediator analysis of the effect of behavioural intention on revisit intention through tourist satisfaction, where the independent variable is able to directly significantly influence the dependent variable so that it must involve or through its mediator (Partial mediation). This research supports the research of (Tapar et al., 2017).

CONCLUSIONS AND SUGGESTIONS

Based on the research results of the Effect of Halal Tourism and Behavioural Intention on Revisit Intention Through Tourist Satisfaction as an Intervening Variable (Case Study of Tourists in Surakarta City), it can be concluded:

The results of halal tourism variables have a positive and significant effect on revisit intention. So that the first hypothesis can be stated as accepted. The results of behavioural intention variables have a significant effect on revisit intention. So that the second hypothesis can be stated as accepted.

The results of halal tourism variables have a positive and significant effect on tourist satisfaction. So that the third hypothesis can be stated as accepted. The results of the behavioural intention variable have a positive and significant effect on tourist satisfaction. So that the fourth hypothesis can be stated as accepted.

The mediation results show that tourist satisfaction can mediate positively and significantly between halal tourism and revisit intention as evidenced by the t statistical value. So that the eighth hypothesis can be stated as accepted. The mediation results show that tourist satisfaction can positively and significantly mediate between behavioural intention and revisit intention. So that the ninth hypothesis can be stated as accepted.

This research then provides several suggestions based on the results and conclusions that have been described. First, it is hoped that in the future tourists from outside the region and country will have high satisfaction so that revisit intention is achieved by returning tourists to the city of Solo. Second, this study recommends further research because there are still variables that have no effect on customer loyalty, so that it will get a better model and is expected to fully explain the factors.

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