

Antecedents of Revisiting Intention for Natural Tourism Destinations in the Context of Muslim Societies

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Abstract

The collaboration of nature tourism with religiosity is currently one thing that needs to be considered in sufficient detail. This can be seen by the development of halal tourism, but so far research that discusses halal tourism from the point of view of natural tourism destinations still has inconsistent results, so further research is needed with the aim of answering the inconsistency of these results. This study focuses on discussing natural tourism destinations from the point of view of halal tourism by placing the variables destination image, destination trust, service quality, destination attractiveness, towards revisit intention. This research is a survey research with respondents as many as 115 people who have visited natural tourist destinations in Banyumas, Central Java, Indonesia in the last 6 months. The results showed that destination image and destination trust proved to have a positive effect on revisit intention. However, destination trust and service quality have no effect on revisit intention.

A. INTRODUCTION

Religiosity is defined as ideas about a way of life that are reflected in people's values and attitudes (Fam et al., 2004). Religion is a social institution that influences values, attitudes and behavior for both an individual and a group (Mokhlis, 2009). Various kinds of previous research have discussed the relationship between religiosity and tourism in various points of view (Afnarius et al., 2020; Battour et al., 2011; Eid & El-Gohary, 2015; Jafari & Scott, 2014). According to (Wall and Mathieson, 2006) religion has become a motivating factor for people to travel. Sharia affects travel activities and encourages tourism (El-Gohary, 2016).

Halal tourism is not just religious tourism, but includes all tourist activities that are carried out without violating things that are prohibited according to Islamic teachings. Halal

tourism can develop through the formation of ecosystems such as the availability of halal products and services and government support through effective regulation (Rahtomo, 2018). Halal tourism is not just religious tourism, but includes all tourist activities that are carried out without violating things that are prohibited according to Islamic teachings. Halal tourism can develop through the formation of ecosystems such as the availability of halal products and services and government support through effective regulation (El-Gohary, 2016). The tourism sector is included in the leading sector in Indonesia which is still being developed. This can be seen from the Global Muslim Travel Index Report (GMTI) 2021, Indonesia's halal tourism rose two ranks from last year which was previously in fourth position to occupy the second position after Malaysia (Dinar Standard & Salam Gateway, 2022).

Banyumas Regency is one of the regions in Central Java that has great potential in the development of natural tourism objects that offer a natural atmosphere (eco-tourism), because Banyumas Regency is an area consisting of the Serayu River valley, highlands / mountains, and Mount Slamet Tropical Forest (Bambang, 2019). The wealth of Banyumas Regency which has a variety of natural tourism (ecotourism) has great potential. The growth of natural tourism is the fastest, with a projected growth of 10-15%, becoming one of the largest industries in tourism (Scheyvens, 1999). According to (Goodwin, 1996) the profits created by nature tourism could reach \$50 billion and \$300 billion by 2000. Tourist attractions in Banyumas Regency include Curug Cipendok, Telaga Sunyi, Pancuran Tiga, Pancuran Seven, Baturraden Campground, Lokawisata Baturraden, Kalibacin, Wanawisata Baturraden, Curug Gede, Curug Ceheng, and Dream Land Park (BPS, 2018).

In general, the number of tourist visitors in Banyumas Regency in 2016 – 2018 has decreased significantly, except for the tourist destinations of Baturraden, Kalibacin, and Curug Ceheng which have increased (BPS, 2018). The phenomenon of low visitor increase indicates that there is a problem in the image of Banyumas Regency tourist destinations. (Coban, 2012; Tasci, 2017) stated that the low destination image will affect the decision of tourists to return to visit. There are several studies that state a positive relationship between

destination image and revisit intention (T. H. Cham et al., 2020; Gannon et al., 2017), but research (van der Veen and Song, 2014) states that there is no relationship between the two. Although destination image is believed to be a determining factor for revisiting, the fact is that there are still contradictions from the results of existing research, so further research is needed by involving halal tourism values as elements in independent variables. Thus, this study focuses on the influence of tourist image, service quality, tourist attraction, and destination trust by placing halal tourism values in it on the interest in returning tourists.

B. LITERATURE REVIEW

Destination Image

Destination image or destination image is an individual's psychological representation of knowledge, feelings, and global impressions of a destination (Baloglu, 1999). The destination image has several basic attributes including cognitive image, overall image, affective image, competitive affective combined image, and self-conformity image (Zhang et al., 2014). Zhang et al. (2014) also explained that there are two aspects of imagery that are often used by researchers, namely cognitive imagery based on the quality of services, infrastructure, and performance. In addition, affective imagery is based on the emotional experiences of tourists. In line with the above opinion, (Sirgy and Su, 2000) Stating that people buy branded products according to their consumption views, consumers have an image of purpose based on the feelings of people who go to the same location. Travelers will choose destinations as well as branded products, they choose destinations as a form of expression of their self-identity and differentiation from others (Berger & Heath, 2007). In contrast to the Islamic view, the image is formed on the perception of the destination's ability to follow rules such as the availability of halal products (Battour et al., 2011) and built on the availability of Muslim places of worship (Eid, 2015), Attitude towards alcoholic beverages, gambling (Henderson, 2003), sexual tolerance, and clothing (Zamani-Farahani & Henderson, 2010).

Based on research conducted by Harun et al. (2018), He divided destination imagery into four dimensions including entertainment and events, natural attractions, travel environment, and perceived risk, finding that entertainment and events and natural attractions can enhance destination image, but travel environment and risk are opposites. Other studies that have been conducted have found that the image of purpose can influence consumer behavior to return (Assaker & Hallak, 2013; T.-H. Cham et al., 2021; Gannon et al., 2017) and positively influence through profit value (Cheng & Lu, 2013).

In this study, researchers refer to the attributes of the image of the goal as well as the statements of scholars, namely the availability of halal products, places of worship, free of alcoholic beverages, free from sexual deviation, and clothing that covers the aurat. Looking at the research that has been done by experts, it can be concluded that the image of the destination has a relationship with the interest of tourists to return to visit.

Destination Trust

Trust is a consumer's confidence in the product of the company, that they prepare the best steps in providing products to consumers (Chang et al., 2013). Destination trust or consumer destination trust is believed to be the key in maintaining the relationship between the company and customers (Chiu et al., 2012). Many organizations have recognized that in addition to providing satisfactory products and services, companies also receive the benefits of building and maintaining ongoing customer relationships (Oh, 2002). When it comes to business relationships, trust is seen as a vital asset in them (Andersen & Kumar, 2006), and the long-term success of any business activity is determined by existing trust (Kennedy et al., 2001). Thus, goal trust is the belief of consumers about the products provided by the company, so that it always provides the best from every purchase.

(Al-Ansi and Han, 2019) It found that among the variables of satisfaction, trust, and intention of Muslim customers in the hospitality of a hotel had a significant relationship. In line with this, consumer confidence about Muslim-friendly hotels can increase their interest in returning to visit similar hotels (Jeaheng et al., 2020). Research conducted by (Su, Hsu and Marshall, 2014; Nadarajah and Ramalu, 2018; Chitthanom, 2020) Proving that destination

trust has an effect on customers' interest in revisiting. Customer trust has an important role in building loyalty for customers. This study applies the value of customer trust as one of the variables to be studied.

Service Quality

Perceived quality is the result of consumer perception and assessment of the excellence of a service or product (Parasuraman et al., 1988). Quality service is an important task in tourism (Wyllie, 2000). The perceived quality of consumers integrates customer service expectations and perceptions of the company that owns the service (Parasuraman et al., 1988). In the service industry, the function of the company in order to measure quality will use service quality variables (Armstrong et al., 1997; Hsieh et al., 2008), So that benchmarks are needed in service quality or service quality of a destination .

The value perceived by customers is an important factor that will affect customer satisfaction and behavioral intentions (Sadat & Chang, 2016). In line with this (Bigne, Sanchez and Sanchez, 2001) argues that perceived quality will result in overall customer satisfaction and behavior. If a company maintains a level of quality in service then, they will provide satisfaction to customers (Wu et al., 2018). Thus, service quality is a form of quality measurement perceived by consumers on the comparison of advantages and disadvantages of services provided by the organization to achieve certain satisfaction limits.

Research conducted by (Sadat and Chang, 2016) Finding that quality perceived by customers can increase interest in revisiting and based on research (Quintal and Polczynski, 2010) It can also be through the satisfaction factor. (Canming and Jianjun, 2011; Shen, Xiao and Wang, 2016) Finding that the quality of service provided to an organization will make customers one day come back. (Wantara and Irawati, 2021) In his research on sharia tourist destinations, he found the same thing that the quality of service provided will increase visitors to come back again. Thus, the results of studies that have been conducted in previous research show that there is a positive influence between the quality of service and the perceived quality of a product or destination including sharia destinations.

Destination Attractiveness

Destination attractiveness is a permanent strength found in a region, this strength is represented through a variety of infrastructures that can provide places for education, entertainment, interests, and activities for consumers (de Ávila, 2011). Attraction is not only realized by its natural beauty and scenery but can also be created through human management to develop and build strategies that can attract consumers (Lemes et al., 2014). According to (Chien, 2016) Attractiveness indicates that an object is interested in a piece of certain information from the subject so that it will give rise to the intention and need to fulfill satisfaction. Thus, attractiveness can be concluded as a set of information both physical and abstract that can generate interest and satisfaction of needs to consumers.

Consumer revisit interest is proven to be influenced by the attractiveness of a destination (Basiya & Rozak, 2012; Chien, 2016; Nafis & Sutrisno, 2019; Sopyan & Widiyanto, 2015) and the environment positively influences consumer behavior (Cheng et al., 2013). (Ramseook-Munhurrun, Seebaluck and Naidoo, 2015) found that the attractiveness and image of a destination can indirectly increase consumer loyalty through perceived satisfaction. There have been many previous studies that show that there is a positive relationship between the attractiveness of destinations and the interest of returning tourists.

Revisit Intention

Interest in visiting again is the intention and desire of a consumer to visit more often (Baker, 2000). Lu and Stepchenkova (2012) state that the interest in returning visits is the willingness of consumers to return to the same destination with the influence of factors such as intensity, on-site transportation, travel experience, entertainment, economy, politics, price level, hospitality, satisfaction, and service products. (Kang et al., 2012) argues that visitors have the behavior to consider their intention to return, destination selection, and judgment after traveling. Thus, the intention to visit again is a form of customer assessment response to the factors involved in a destination, thus raising the willingness of consumers to come back to the same destination.

Based on the explanation above regarding the variable's destination image, destination trust, service quality, and destination attractiveness, revisit intention can be formulated several hypotheses including:

H1: Destination image positively affects revisit intention.

H2: Destination trust has a positive effect on revisit intention.

H3: Service quality has a positive effect on revisit intention.

H4: Destination attractiveness positively affects revisit intention

C. METHOD

This research is a survey type aimed at visitors to tourist destinations in Banyumas, Central Java, Indonesia. Banyumas is the choice in this study because Banyumas has a variety of types of tourist destinations that are varied and spread in various regions. The sampling technique in this study used purposive sampling with a sample size of 115 respondents who had visited tourist destinations located in Banyumas Regency in the last 6 months, data was collected through questionnaires distributed online using various social media applications (WhatsApp, Instagram, Line, and Telegram).

All measurements are adopted from the literature, to measure destination image using two dimensions adopted from (Baloglu, 1999), to measure destination trust using eight items adopted from (Abubakar et al., 2017), to measure service quality using five items from (Parasuraman et al., 1988), Meanwhile, to measure destination attractiveness using five items from (Raimkulov et al., 2021). The measurement uses the Likert scale which consists of a range of 1 to 5 where the value 1 strongly disagrees and 5 states strongly agree. According to (Bahrin et al., 2017), Likert scale is used to measure the attitude, opinion, or perception of a person regarding a social phenomenon that occurs.

This research uses Structural Equation Modeling (SEM), because it can be a solution to a research model that has a small sample with a variety of constructs in it (J. F. Hair et al., 2014). Hipotesis hubungan antar konstruks diuji dengan Partial Least Square (PLS) bootstrapping technique (Chin et al., 1998). PLS models are analyzed and interpreted in two

stages, namely testing of measurement and testing of the structural model (Hulland, 1999). Convergent validity tests to determine internal validity can use loading factors and average variance extracted (AVE) (J. Hair et al., 2010) and in the discriminant validity test using cross loading. Cronbach's Alpha is applied to internal consistency analysis (Cronbach, 1951) and composite reliability (CR) (Fornell & Larcker, 1981).

D. RESULTS and DISCUSSION

Respondent Profile

Based on the results of the distribution of questionnaires that have been carried out, 116 respondents were obtained who responded to their tourism activities for the last 6 months. Respondent profiles needed in a study (Rachmawati et al., 2022). The profile of respondents who have been obtained is presented in Table 1 below:

Table 1 Respondent Profile

Respondent Profile	Information	Total	Percentage
Gender	Man	33	28%
	Woman	83	72%
	Total	116	100%
Age	< 24 years old	105	91%
	24-39 years old	7	6%
	40-55 years	4	3%
	>55 years old	0	0%
	Total	116	100%
Visit Intensity	Never	29	25%
	1 Time	45	39%
	2-3 Times	30	26%
	≥4 Times	12	10%
	Total	116	100%

Education Level	No School	0	0%
	SD	2	2%
	SMP	0	0%
	SMA	73	63%
	College	41	35%
Total		116	100%
Profession	Student	101	87%
	State Civil Apparatus	1	1%
	Self-employed	7	6%
	Pensioner	0	0%
	Other	7	6%
Total		116	100%

Test Validity and Reliability

Internal validity in this research applies loading factor, cross loading, and Cronbach's Alpha. While composite reliability and average variance extract (AVE) are applied to internal reliability tests. The results of the internal validity and reliability test are shown in Table 2 below:

Table 2 Validity and Reliability Test

Variable	Indicator	Loading Factor	Cross Loading	Cronbach Alpha	Composite Reliability	AVE
Destination Image	DI_1	0,739	0,792	0,801	0,870	0,628
	DI_2	0,742				
	DI_3	0,886				
	DI_4	0,793				
Destination Trust	DT_1	0,807	0,805	0,820	0,880	0,648
	DT_2	0,816				
	DT_3	0,875				

Variable	Indicator	Loading Factor	Cross Loading	Cronbach Alpha	Composite Reliability	AVE
	DT_4	0,712				
Service Quality	SQ_2	0,816	0,827	0,884	0,915	0,683
	SQ_3	0,774				
	SQ_4	0,848				
	SQ_5	0,862				
	SQ_6	0,832				
Destination Attractiveness	DA_2	0,897	0,860	0,828	0,894	0,739
	DA_3	0,887				
	DA_4	0,792				
Revisit Intention	RI_1	0,951	0,951	0,894	0,950	0,904
	RI_2	0,951				

All variables can be said to be valid, because the loading factor value is greater than 0.5 and the cross loading value is greater than 0.7 (Joseph F Hair et al. 2010). Cronbach's Alpha value of all variables is greater than 0.6 and variable consistency can be proven by a composite reliability value greater than 0.7 (Joseph F Hair et al. 2010)

When using Q-Square Predictive Relevance, a Goodness of Fit Model test is required (Chin 1998). To determine the accuracy of the observed value received, it is measured using Q-Square. The resulting Q-Square value of 0,458 is shown in Table 3 below:

Table 3 R Square, R Adjusted, and Q Square

Variable	R Squares	R Adjusted	Q Square
Revisit Intention	0,688	0,677	0,458

Meanwhile, to determine the magnitude of the causality value between variables in this study using SEM- PLS and obtained the results shown in the figure below:

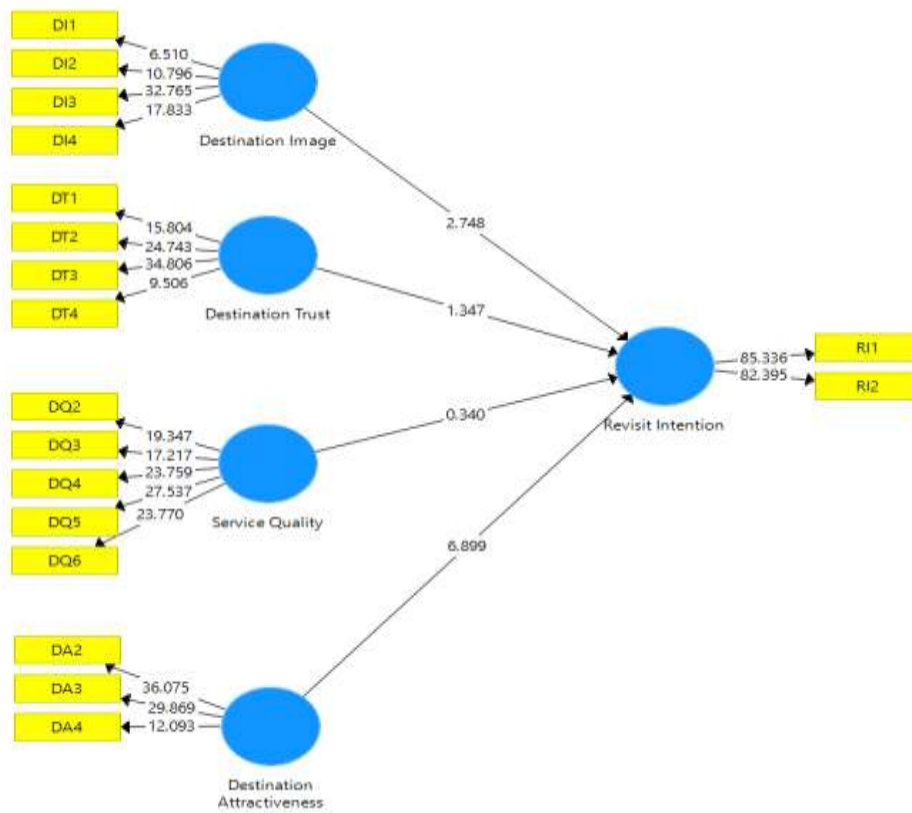


Figure 1 Model Result

This study used PLS bootstrapping technique test. In the test, the value of coefficient in the original sample, t-statistic value, and p-value was obtained. These results are shown in Table 4 below:

Table 4 Hypotheses Result Test

Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Destination Attractiveness -> Revisit Intention	0,513	0,504	0,074	6,899	0,000
Destination Image -> Revisit Intention	0,243	0,248	0,088	2,748	0,006
Destination Trust -> Revisit Intention	0,141	0,139	0,104	1,347	0,178
Service Quality -> Revisit Intention	0,031	0,037	0,091	0,340	0,734

After testing the hypothesis with PLS bootstrapping technique, it was found that destination attractiveness ($\beta=0.513$; $t=6.899$; $p=0.000$) and destination image ($\beta=0.243$; $t=2.748$; $p=0.006$) had a positive effect on revisit intention, because the value of $p < 0.05$ while the value of destination trust ($\beta = 0.141$; $t = 1.347$; $p = 0.178$) and service quality ($\beta=0.031$; $t=0.340$; $p=0.734$) had no effect on revisit intention, as the value of $p > 0.05$.

Based on the results of testing against four hypotheses with the result that two hypotheses were accepted and the other two hypotheses were rejected. In H1, it is stated that destination image is proven to have a positive influence on revisit intention, this is in line with research (Assaker and Hallak, 2013; Gannon et al., 2017; Cham et al., 2021) which states destination image can increase visitor revisit intention. This means that in the context of halal tourism also has the same implication that destination images that have halal tourism values can increase revisit intention.

H2 testing has no effect on revisit intention, contradictory to the results of the study (Su, Hsu and Marshall, 2014; Nadarajah and Ramalu, 2018; Chitthanom, 2020; Jeaheng, Al-Ansi and Han, 2020) Finding that destination trust is a key factor for visitors interested in visiting again, so it can be known that there are differences in the results of research that has been carried out today in the context of natural tourist destinations.

The results of H3 testing proved to have no effect on revisit intention, these results are different from research (Canming and Jianjun, 2011; Shen, Xiao and Wang, 2016; Wantara and Irawati, 2021) The study found that service quality can increase the interest of visitors to return to the destination that has been visited, but this is different from the findings in this study which found that the quality of service has no influence on visitor interest to return.

Recent testing on H4 found that the results aligned with studies conducted by (Basiya and Rozak, 2012; Sopyan and Widiyanto, 2015; Chien, 2016; Nafis and Sutrisno, 2019) Thus, the variable of destination attractiveness in the discussion of halal tourism can affect the interest of visitors to return to natural tourism destinations.

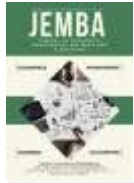
E. Conclusion

Based on the results of the analysis that has been done and the existing findings, it can be seen that destination image and destination attractiveness affect revisit intention, but destination trust and service quality do not affect revisit intention. This happens to halal tourism in natural tourism destinations where there are differences in results with previous studies.

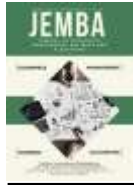
This research is still dominated by respondents who are teenagers, so the results obtained are centered on the opinions of adolescents with student professions, so testing is needed with the acquisition of respondents' opinions that are more varied both from age and educational background. In addition, researchers suggest that future research can discuss halal tourism in the discussion of geotourism because it is still rarely done and the aspects in it are quite complex.

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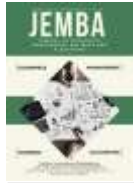
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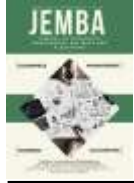
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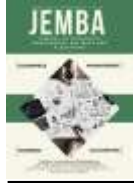
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