

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/381111565>

# Impact of Islamic attributes and destination image on tourist satisfaction and revisit intentions in halal tourism: A study in Banda Aceh

Article in International Journal of ADVANCED AND APPLIED SCIENCES · May 2024

DOI: 10.21833/ijaas.2024.04.014

CITATION

1

READS

190

2 authors:



**Indra Martian Permana**  
Ibn Khaldun University Bogor Indonesia

19 PUBLICATIONS 23 CITATIONS

SEE PROFILE



**Fadzli Adam**  
Sultan Zainal Abidin University

53 PUBLICATIONS 128 CITATIONS

SEE PROFILE

## Impact of Islamic attributes and destination image on tourist satisfaction and revisit intentions in halal tourism: A study in Banda Aceh



Indra Martian Permana<sup>1,\*</sup>, Fadzli Adam<sup>2</sup>

<sup>1</sup>Master in Islamic Broadcasting and Communication, Postgraduate Program, Universitas Ibn Khaldun, Bogor 16162, Indonesia

<sup>2</sup>Institut Penyelidikan Produk and Ketamadunan Melayu Islam, Universiti Sultan Zainal Abidin (UniSZA), Gongbadak 21300, Malaysia

### ARTICLE INFO

#### Article history:

Received 18 November 2023

Received in revised form

12 March 2024

Accepted 2 April 2024

#### Keywords:

Halal tourism

Tourist satisfaction

Revisit intentions

Islamic attributes

Destination image

### ABSTRACT

This research aims to investigate how Islamic characteristics, the image of the destination, and tourists' experiences affect their intentions to return, looking specifically at their satisfaction with halal tourism in Banda Aceh. Using a survey of 100 people selected through non-random sampling, the study analyzes the data using Path Analysis and the SMART PLS version 3 software to test hypotheses. The results show that Islamic attributes, how tourists perceive the destination, and their experiences all play a role in determining their satisfaction with halal tourism in Banda Aceh. When it comes to planning another visit, the Islamic qualities of the destination and its image are important factors, while tourists' experiences and overall satisfaction don't significantly influence their decision to return. This research contributes to our understanding of what makes halal tourism in Banda Aceh appealing, especially in terms of what drives tourist satisfaction and the desire to revisit. Additionally, the study found that the influence of Islamic attributes, destination image, and tourist experiences on the desire to return, mediated by tourist satisfaction, is not significant in the context of halal tourism in Banda Aceh. These findings have implications for both academics studying tourist behavior at halal destinations in Banda Aceh and for professionals developing tourism strategies for these areas.

© 2024 The Authors. Published by IASE. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

### 1. Introduction

Presently, the landscape of Indonesian tourism is poised for future growth, as the country boasts a remarkable array of tourist attractions that encompass diverse natural wonders, cultural richness, and a tapestry of its people's heritage. This wealth of diversity holds immense potential, positioning Indonesia as an enticing destination for both domestic and international travelers (Hidayat et al., 2023; Napitupulu et al., 2022). Ratnawati's (2013) research underscores the high likelihood of significant development in the tourism sector, where tourism emerges as a pivotal asset contributing to increased state revenues. Indonesia is actively cultivating a positive image, leveraging its tourism sector to establish itself as a sought-after destination for both domestic and international tourists

(Susilawati, 2023; Syamsurrijal et al., 2023). The sustained growth in tourist visits, both domestically and globally, spanning the years 2016 to 2019, is detailed in Table 1. This strategic emphasis on tourism holds the promise of not only enhancing Indonesia's economic landscape but also solidifying its standing as a premier global travel destination (Suseno et al., 2023).

Based on the data provided in Table 1, tourist visits in Indonesia have consistently shown an upward trajectory over the years. However, a notable exception occurred in 2018 when the number of tourists decreased to 973,906 visitors, marking a decline from the previous year's total of 1,250,012 in 2017. This fluctuation indicates a momentary deviation in the otherwise upward trend. The tourism sector in Indonesia is undergoing significant transformations, transitioning from conventional forms, such as mass tourism, entertainment-focused tourism, and sightseeing, to catering to diverse and evolving lifestyles. A noteworthy trend in this evolution is the rise of kosher tours, reflecting the fulfillment of contemporary lifestyles, and it has become a rapidly expanding force in global tourism. Banda Aceh has

\* Corresponding Author.

Email Address: [indramartian@uika-bogor.ac.id](mailto:indramartian@uika-bogor.ac.id) (I. M. Permana)

<https://doi.org/10.21833/ijaas.2024.04.014>

Corresponding author's ORCID profile:

<https://orcid.org/0009-0007-8853-7206>

2313-626X/© 2024 The Authors. Published by IASE.

This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/4.0/>)

prominently emerged as a hub for ethical tourism. Acknowledged by the Ministry of Tourism as an exemplary Muslim tourist destination, it earned the prestigious title of World Islamic Tourism in 2014. Banda Aceh continues its evolution, actively working to strengthen its brand image as a leading destination for conscientious travelers. To ensure sustainability, there is a pressing need for the

innovation of existing tourist products. The growth in the number of tourists visiting from 2017 to 2019 is outlined in detail in [Table 2](#). This data reflects the ongoing efforts to position Banda Aceh as a sustainable and appealing destination, especially for those seeking ethically conscious and culturally rich travel experiences.

**Table 1:** Data on tourist visits to Indonesia 2016-2019

Years	Indonesian tourists/people	Foreign tourists/people	Total/people
2016	256.425.632	10.417.450	266.843.082
2017	263.346.992	12.759.121	276.106.113
2018	262.986.437	12.145.770	275.132.207

**Table 2:** Data of visitors to Banda Aceh

Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total people
2017	8.555	6.145	8.382	10.023	33.105
2018	9.808	6.683	9.471	7.825	33.787
2019	6.785	6.532	8.178	12.966	34.461

Halal tourism is seen as a novel approach to developing Indonesian tourism, promoting Islamic culture and values. The concept of kosher tourism involves integrating tribal values into all aspects of tourist activities ([Cheng and Lu, 2013](#); [Hidayat et al., 2022](#)). With Islam's Shariah as a fundamental belief embraced by Muslims, it serves as the basis for constructing tourism activities. The concept of kosher tourism accredits a value-based approach, wherein clean and halal values serve as major benchmarks ([Chookaew et al., 2015](#)). This implies that all aspects of tourist activities are subject to clean certification, which should serve as a guide for every tourist. [Jaelani \(2017\)](#) explored the halal tourism industry in Indonesia and its alignment with Islamic legal practices. This study revealed that the halal tourism sector is closely linked to the religious practices of the majority of Indonesian Muslims. It also highlighted that this industry not only supports the local economy but also enhances tourist sites, showcasing the beauty and hospitality of the region to both Muslim and non-Muslim visitors. [Suharko et al. \(2018\)](#) discussed the institutional conformity of the Halal Certification Organization (HCO) in relation to the development of the Halal Tourism Industry (HTI). Their study aims to comprehend how the HCO, responsible for providing Halal certification for a diverse range of products in the tourism industry, adapts institutionally to changes in its surrounding environment. [Katuk et al. \(2021\)](#) investigated the attributes of food operators and their attitudes towards halal certification in Indonesia. The study suggested that food operators with halal certification can be characterized by factors such as the number of branches the businesses have, knowledge of halal tourism, and understanding of the market segment. [Huda et al. \(2022\)](#) contributed to the development of halal tourism in Indonesia by examining three critical aspects: the government, community, and hotel facilities (including hoteliers, travel services, and halal food). Their findings revealed that the primary challenge in developing halal tourism in Indonesia is related to infrastructure issues. The suggested solution involves addressing

infrastructure problems, such as building adequate road networks, repairing damaged roads, and providing clear directions to halal tourism locations in every region of Indonesia.

Numerous studies have delved into the intricate relationships among Islamic attributes, tourist experience, destination image, tourist satisfaction, and revisit intention ([Pramod and Nayak, 2018](#)). For example, [Ichsan and Chan \(2020\)](#) conducted research involving 150 respondents who had visited Banda Aceh, utilizing the SEM AMOS method. Their findings illuminated that Islamic attributes exert a positive and significant influence on tourist satisfaction. Furthermore, in the context of Banda Aceh, these Islamic attributes play a pivotal role in positively shaping tourist loyalty through the conduit of satisfaction. In a parallel study, [Pramod and Nayak \(2018\)](#) engaged with 345 domestic tourists, employing confirmatory factor analysis and a structural equation model. Their research uncovered that the overall image of a destination significantly influences tourist satisfaction. Moreover, both the overall destination image and satisfaction collectively wield influence over the inclination of tourists to revisit the destination. Similarly, [Battour et al. \(2014\)](#), in their research involving 551 respondents, utilized confirmatory factor analysis and SEM AMOS. Their findings underscored a positive relationship between the Islamic attributes of a destination and overall tourist satisfaction. This emphasizes the pivotal role played by Islamic attributes in shaping the overall satisfaction levels of tourists. In another study, [Sitepu and Rismawati \(2021\)](#) investigated these dynamics with 400 respondents, employing the structural equation model method with SEM AMOS. Their research contributed the insight that tourist satisfaction acts as a crucial mediator in the relationship between an unforgettable tourist experience and the intention to revisit a destination. This highlights the significance of satisfaction as a key factor influencing revisit intentions in the context of memorable experiences. Collectively, these studies provide valuable insights into the

intricate connections among Islamic attributes, tourist experience, destination image, tourist satisfaction, and revisit intention, contributing to a more nuanced understanding of these dynamics in the tourism context.

The government of Banda Aceh has initiated an earnest travel concept by implementing policies that encourage various tourist destinations to prioritize Muslim facilities. This strategic approach has resulted in a noticeable upswing in tourist numbers, with those who have already visited expressing markedly positive experiences associated with Banda Aceh's reputation as a kosher tourist destination. Consequently, tourists are experiencing a heightened sense of satisfaction as their specific needs are met by the dedicated efforts of Banda Aceh, particularly in catering to the Muslim community. This satisfaction, in turn, establishes a strong foundation for the likelihood of tourists repeating visits to Banda Aceh.

The main contribution and novelty of this work can be summarized as follows:

- a. The study concentrates on halal tourism in Banda Aceh, suggesting a specialized focus on a particular geographical area and its unique characteristics. This context-specific approach allows for a deeper understanding of the dynamics of halal tourism in this region.
- b. The inclusion of Islamic attributes as a factor influencing tourist satisfaction and revisit intentions is noteworthy. This emphasizes the significance of religious and cultural elements in the context of halal tourism, which may not have been extensively explored in previous studies.
- c. The use of Path Analysis as the analytical tool provides a systematic way to understand the relationships between variables. This method allows for a comprehensive examination of how Islamic attributes, destination image, and tourist experience collectively influence tourist satisfaction and revisit intentions.
- d. The study presents findings on the direct testing of revisit intentions, highlighting the positive and significant effects of Islamic attributes and destination image on tourists' intentions to revisit halal tourism in Banda Aceh. These specific insights into revisit intentions contribute to the existing literature on halal tourism.
- e. The study contributes to understanding the behavior patterns of tourists visiting halal tourist destinations in Banda Aceh. This insight can be valuable for both academics and practitioners involved in designing strategies and experiences tailored to the preferences and expectations of halal tourists in this region.

## 2. Literature survey

### 2.1. Shari'ah tour

Shari'ah tours encompass more than just religious travel; they represent a tour grounded in

the Shari'ah values of Islam. The World Tourism Organization (WTO) advocates that Shari'ah travel consumers include not only Muslims but also non-Muslims seeking to appreciate and enjoy local wisdom (Sitepu and Rismawati, 2021). The overarching criteria for Shari'ah tourism include:

- Orientation to Public Prosperity: Shari'ah Tours are designed with a focus on contributing to the overall well-being and prosperity of the public.
- Enlightenment, Refreshment, and Serenity: These tours aim to provide participants with experiences that enlighten, refresh, and bring a sense of serenity.
- Avoiding Fragmentation: Shari'ah Tours steer clear of promoting division or fragmentation, emphasizing inclusivity and unity.
- Avoiding Corruption: There is a commitment to ethical practices, with a clear stance against any form of corruption.
- Maintaining Safety and Comfort: Ensuring the safety and comfort of participants is a paramount consideration in Shari'ah Tours.
- Safeguarding the Neighborhood: These tours actively contribute to the protection and preservation of the local community and its surroundings.
- Respecting Local Cultural and Cultural Values and Wisdom: Shari'ah Tours prioritize the respect and appreciation of local cultural values and wisdom, fostering a harmonious interaction between visitors and the host community.

In essence, Shari'ah Tours embody a holistic approach to travel, promoting ethical, inclusive, and culturally respectful tourism experiences for both Muslim and non-Muslim participants.

### 2.2. Islamic attributes

According to Battour et al. (2014), adhering to Islamic teachings is a significant aspect for Muslim tourists, influencing their decisions regarding the significance and opportunities associated with travel. When considering the impact of religion on Muslim tourist destinations, it becomes crucial to ensure that the principles of Islam are integrated into the tourist services provided. This alignment with Islamic requirements can contribute significantly to the satisfaction of tourists (Johansyah et al., 2022). Tourists who have experienced and appreciated Islamic attributes, as highlighted by Battour et al. (2014), tend to derive contentment from their travel experiences. This contentment, in turn, becomes a compelling incentive for these visitors to consider revisiting the tourist site or even embarking on another trip to the destination. Battour et al. (2014) outlined four dimensions of Islamic attributes, which include the availability of places of worship, the completeness of these places of worship, the availability of halal food and clean beverages, and the provision of a direction for prayer or Mecca. In essence, catering to these

dimensions not only aligns with Islamic principles but also enhances the overall satisfaction of Muslim tourists, creating a positive and inviting environment for them to revisit and continue their tourism experiences in the destination.

**H1:** Islamic attributes have a significantly positive effect on tourist satisfaction

**H4:** Islamic attributes have a significantly positive effect on revisit intention

**H8:** Islamic attributes have a significantly positive effect on revisit intention through

### 2.3. Destination image

Destination image holds a pivotal role in numerous conceptual frameworks elucidating the decision-making processes of tourists (Jordanova, 2017). The mental image individuals possess of a particular place often serves as a key determinant influencing their choices and decisions related to travel and tourism. In the research conducted by Pramod and Nayak (2018), three indicator elements for measuring destination images were identified:

- Cognitive component: This involves the assessment of a destination based on conviction and related knowledge. It reflects the evaluation of perceived attributes of the destination, forming a cognitive understanding of the place.
- Affective component: This component represents the emotional response or assessment of the traveler's purpose. It delves into the emotional connection that individuals establish with a destination, influencing their overall perception.
- Cumulative component: Describe the active consideration of the tourist toward a place as a potential destination. This component involves envisioning the desired future circumstances that tourists would like to experience. It encompasses the anticipation and expectations associated with the destination.

The hypotheses for this study are based on the detailed aspects of destination image, which include cognitive, affective, and overall components. By studying these components, we can gain a deeper understanding of how tourists perceive and assess potential travel destinations. This understanding is crucial for analyzing how tourists make decisions in the field of travel and tourism.

**H2:** Destination image has a significantly positive effect on tourist satisfaction

**H5:** Destination image has a significantly positive effect on revisit intention

**H9:** Destination image has a significantly positive effect on revisit intention through

### 2.4. Tourist experience

The customer's experience is a product of a series of interactions between the customer and a product,

a company, or a part of the organization, eliciting a specific reaction (Gentile et al., 2007). These experiences emerge from interactions or evaluations of what customers perceive from a destination, engaging their senses, shaping their feelings, thoughts, and actions after visiting destinations. In summary, the hypotheses proposed for this study encompass understanding and exploring the intricate dimensions of customer experiences. This involves examining the sensory, emotional, cognitive, and behavioral aspects that collectively contribute to shaping the overall customer experience in the context of destination visits.

**H3:** Tourist experience has a significantly positive effect on tourist satisfaction

**H6:** Tourist experience has a significantly positive effect on revisit intention

**H10:** Tourist experience has a significantly positive effect on revisit intention

### 2.5. Tourist satisfaction

Tourist satisfaction is the result of comparing the performance of the tour instrument offered with the perceived performance by the tourist (Kozak, 2002). This comparison forms the basis for the tourist's assessment of the overall tour experience. On the other hand, customer satisfaction is the evaluation of a product or service by consumers, indicating whether it has met their needs and expectations. Zeithaml et al. (2017) further identified three indicators of tourist satisfaction: Fulfillment, Pleasure, and Ambivalence. These indicators provide a nuanced understanding of the components that contribute to tourists' overall satisfaction with their travel experiences.

In summary, the hypotheses proposed for this study center around evaluating and understanding the dimensions of tourist satisfaction, incorporating the aspects of fulfillment, pleasure, and ambivalence as identified by Zeithaml et al. (2017). This approach aims to capture the multifaceted nature of tourist satisfaction and its intricate relationship with the performance of the tour instrument in meeting the expectations and needs of the tourists.

**H7:** Tourist Satisfaction has a significantly positive effect on Revisit Intention

### 3. Methodology

The research in this study is conducted in Banda Aceh, with the research subjects being individuals who have previously visited Banda Aceh for a tour. Primary data sources are employed, utilizing information gathered directly from respondents through questionnaires and interviews conducted by researchers with informants. Additionally, secondary data, referring to information collected by other individuals, is also considered.

The population for this study comprises consumers who have visited Banda Aceh for a tour at

least once, while the sample selection is facilitated through non-probability sampling, specifically purposive sampling. In this technique, respondents are chosen based on specific conditions, ensuring they meet the criteria of having visited Banda Aceh for a tour at least once and being willing to participate as research respondents.

As the exact population size is unknown, the researchers have employed the Population Sampling formula to determine the appropriate sample size. This approach allows for a systematic and targeted selection of respondents, ensuring that the sample adequately represents individuals with relevant experiences in Banda Aceh tourism.

$$n = \frac{Z^2}{4\mu^2} \tag{1}$$

Based on Eq. 1 and aiming for a 95% confidence level, determined that a random sample of 100 individuals would be appropriate. The calculated sample size, 96.04, was rounded up to 100 to ensure a robust representation of the population with a margin of error less than 0.05. For the analysis of data in this study, the researchers have opted to use the SMART-PLS version 3 software application. This sophisticated tool is employed for Structural Equation Modeling (SEM) analysis, allowing for a comprehensive examination of the relationships and interactions among various variables in the research model. The use of SMART-PLS in data analysis enhances the precision and depth of understanding in investigating the factors influencing tourist satisfaction and revisit intentions in the context of Banda Aceh tourism.

In this study, the author employs quantitative methods, and the chosen data analysis technique is path analysis. This method is used to describe and test the cause-and-effect relationships within the model, focusing on non-interactive relationships between variables. To process and analyze the gathered data and extract the desired information, the researcher utilizes SMARTPLS as a data processing tool. SMARTPLS is employed to test the

outer model, assess indicators, test the overall model, and evaluate hypotheses (inner model). Additionally, panel data regression analysis is applied to examine the influence of existing variables.

The data analysis technique in this study employs statistics, specifically a component or variance-based Structural Equation Modeling (SEM) causality analysis known as Partial Least Squares (PLS). This method is chosen for its effectiveness in causal predictive analysis. SEM, particularly PLS, is suitable for this analysis as it can effectively describe models involving latent variables (variables not directly measurable) through indicators (manifest variables). SEM, with its capacity for path analysis involving latent variables, is particularly well-suited to explore the relationships outlined in the conceptual model presented in Fig. 1. This approach enhances the study's ability to understand the complex interactions and dependencies among variables in the context of the research framework.

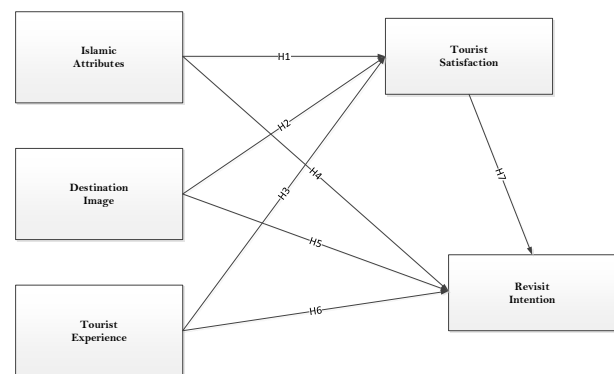


Fig. 1: Framework model

## 4. Results and discussion

### 4.1. Characteristics of respondents

The characteristics of the respondents were processed using Microsoft Excel, and the results are presented in Table 3.

Table 3: Characteristics of respondents

Characteristics of respondents		Amount	Percentage
Gender	Male	44	44%
	Female	56	56%
Age	< 20 years	21	21%
	21-25 years	42	42%
	26-30 years	21	21%
	31 years over	16	16%
Type of work	Businessman	12	10%
	Private sector employee	13	13%
	Housewife	15	15%
	Civil servant	20	20%
	Student	40	40%

### 4.2. Evaluation of the outer model

The measurement model, also known as the outer model, serves to assess the validity and reliability of the research model. The validity test is conducted to evaluate the instruments' ability to accurately measure the concepts under investigation. The data

analysis in this phase carried out using SmartPLS software, focuses on convergent validity, discriminant validity, and composite reliability. Convergent validity in the measurement model, particularly for reflective indicators, is evaluated based on the loading factor of indicators measuring each construct. Typically, a rule of thumb is applied

to assess convergent validity: the loading factor value should exceed 0.7 for confirmatory research, and a loading factor value between 0.6 and 0.7 is considered acceptable for exploratory research. Additionally, the average variance extracted (AVE) value is assessed, and it should be greater than 0.5 to establish convergent validity. These assessments

contribute to ensuring the reliability and validity of the measurement model, enhancing the robustness of the subsequent analyses. The results of these evaluations will be presented in Fig. 2, providing a visual representation of the convergent validity assessment in the context of the research framework.

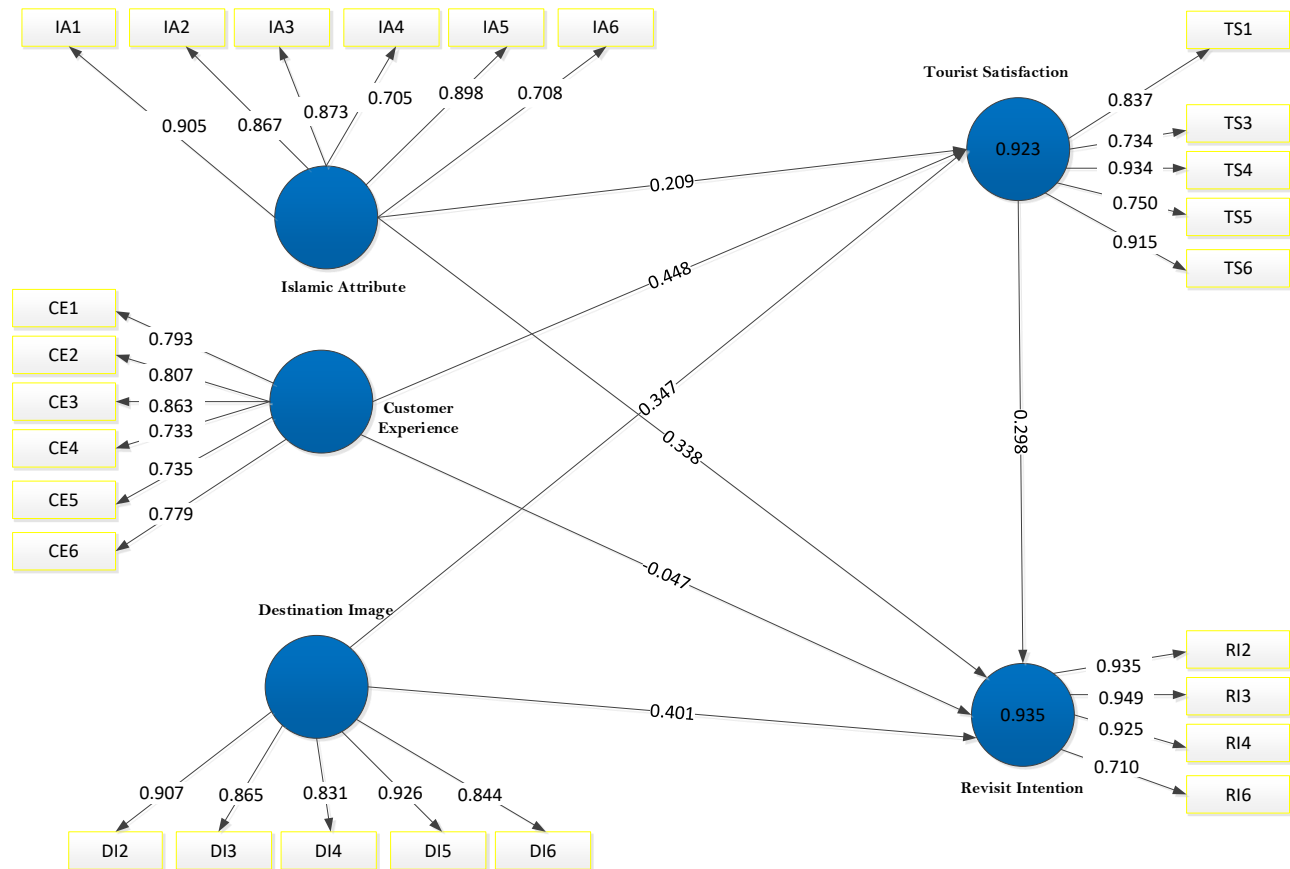


Fig. 2: Outer model

Based on Fig. 2, it can be stated that the measurement model already has adequate convergent validity by looking at the factor weight coefficients, which are all greater than 0.50.

#### 4.2.1. Convergent validity

Convergent validity, evaluated through reflective indicators, relies on the loading factors of the indicators measuring each construct. In this study, five variables are considered, encompassing a total of 25 indicators. Specifically, there are five indicators for brand image, five for product quality, five for brand experience, five for customer loyalty, and five for repurchase intention, as outlined in Table 4. The loading factors for these indicators play a crucial role in assessing convergent validity. For confirmatory research, it is typically considered acceptable for loading factor values to exceed 0.7, while values between 0.6 and 0.7 are deemed acceptable for exploratory research. The loading factors provide insights into how well each indicator contributes to the measurement of its respective construct, ensuring the validity and reliability of the measurement model. These results will contribute to

a comprehensive understanding of the convergent validity of the study's constructs.

Table 4: AVE

Construct	AVE
Tourist experience	0.618
Destination image	0.766
Islamic attributes	0.689
Revisit intention	0.783
Tourist satisfaction	0.703

Table 4 presents the results from the testing of the measurement model:

- The tourist experience construct, measured using indicators CE1-CE6, shows all indicators with a loading factor above 0.5. The AVE is 0.618, exceeding the minimum threshold of 0.5.
- The destination image construct, assessed by indicators DI2-DI6, has all indicators with a loading factor above 0.5. The AVE is 0.766, which is greater than 0.5.
- The Islamic attributes construct, evaluated with indicators IA1-IA6, also demonstrates all indicators with loading factors above 0.5. The AVE for this construct is 0.689, above the 0.5 benchmark.

- The revisit intention construct, measured by indicators RI2-RI4 and RI6, reveals all indicators with loading factors above 0.5. The AVE here is 0.783, well above the 0.5 standard.
- The tourist satisfaction construct, assessed using indicators TS1 and TS3-TS6, shows all indicators with a loading factor above 0.5. The AVE for this construct is 0.703, also surpassing 0.5.

To further analyze the data measurement, the Discriminant Validity test will be employed.

#### 4.2.2. Discriminant validity

The measurement of discriminant validity is assessed based on cross-loading measurements with the construct or by comparing the roots of AVE presented in Table 5. In Table 5, the test results of the measurement model indicate that the square root values of AVE for each construct (0.786 for

brand image, 0.875 for product quality, 0.830 for brand experience, 0.885 for customer loyalty, and 0.838 for repurchase intention) are greater than the correlation coefficients with other constructs. This suggests that the constructs are well-discriminated, meeting the criteria for discriminant validity. After testing the validity of the statement items using the AVE and Discriminant Validity tables, the results demonstrate that all statement items are deemed "Valid." In other words, the research measuring instrument is considered reliable and suitable for use in further research. Moving forward, the analysis of data measurement will include a reliability test, which will further validate the consistency and dependability of the research instrument. This comprehensive approach to validity and reliability testing enhances the robustness of the measurement model and instills confidence in the subsequent data analysis.

**Table 5: Discriminant validity**

	Tourist experience	Destination image	Customer loyalty	Quality product	Repurchase intention
Tourist experience	0.786				
Destination image	0.850	0.875			
Islamic attributes	0.860	0.920	0.830		
Revisit intention	0.860	0.946	0.939	0.885	
Tourist satisfaction	0.923	0.920	0.913	0.933	0.838

#### 4.2.3. Reliability test

Reliability testing is a crucial step undertaken by researchers to assess the consistency and dependability of a data instrument. In Partial Least Squares (PLS) analysis, researchers commonly employ two methods for reliability testing: Cronbach's alpha and Composite reliability. The reliability test involves evaluating the values of Cronbach's alpha and Composite reliability coefficients. A value of 0.6 is generally considered poor reliability but can still be utilized for further analysis. If the coefficients fall within the range of 0.6 to 0.7, the reliability is deemed acceptable. However, a value of 0.8 or higher is indicative of good reliability. The results of these reliability tests, presented in Table 6, provide insights into the internal consistency of the measuring instrument. This assessment ensures that the research instrument is reliable and can be confidently used for further analyses in the study.

**Table 6: Cronbach alpha value and composite reliability**

Construct	Cronbach alpha	Composite reliability
Tourist experience	0.878	0.906
Destination image	0.923	0.942
Islamic attributes	0.908	0.929
Revisit intention	0.904	0.934
Tourist satisfaction	0.894	0.921

In Table 6, the results of the measurement model's reliability test, specifically the Cronbach's alpha and Composite reliability values for each variable, indicate that all values are 0.8. This suggests that the reliability of each variable is considered good. The consistency and dependability

of the measuring instrument are affirmed by these high-reliability values. Furthermore, after conducting the reliability test on the statement items from all variables, the results show that all items are declared "Reliable." In other words, each item demonstrates a high degree of internal consistency and can be considered dependable for use in further research. These findings strengthen the overall robustness of the measurement model, affirming that the research instrument is reliable and well-suited for subsequent analyses and interpretation in the study.

#### 4.3. Inner model evaluation

In partial least squares (PLS) analysis, the evaluation of structural capital involves using R-square ( $R^2$ ) to assess how much the dependent variable is explained by the independent variable. Table 7 likely presents the R-Square values for the structural model, providing insights into the variance or proportion of variability in the dependent variables that can be accounted for by the independent variables. Typically, R-Square values range from 0 to 1, with a higher R-Square indicating a stronger explanatory power of the model. In the context of structural capital evaluation, these values help researchers understand the effectiveness of the independent variables in explaining the variations observed in the dependent variables. The specific values in Table 7 will offer a clearer picture of how well the model performs in terms of structural capital, providing valuable information for the interpretation and implications of the study.

**Table 7:** R square value

Construct	R-square
Revisit intention	0.935
Tourist satisfaction	0.923

In **Table 7**, the R-square ( $R^2$ ) values indicate the explanatory power of the model for the variables under consideration. Specifically, for tourist satisfaction, the  $R^2$  value is 0.923, suggesting that Islamic attributes, destination image, and tourist experience collectively explain 92.3% of the variance in tourist satisfaction. The remaining 7.7% of the variance may be attributed to other unobserved or external factors. Similarly, for revisit intention, the  $R^2$  value is 0.923. This implies that Islamic attributes, destination image, tourist experience, and tourist satisfaction jointly account for 93.5% of the variance in revisit intention. The remaining 6.5% of the

variance may be influenced by other variables not considered in the model. These  $R^2$  values provide insights into the effectiveness of the included variables in explaining the observed variations in tourist satisfaction and revisit intention. It's important to interpret these values in the context of the study and consider potential factors contributing to the unexplained variance.

**4.4. Hypothesis test**

For the dependent variable and the coefficient value on the path ( $\beta$ ) for the independent variable, the significant value is then assessed based on the t-statistic value of each path. The structural model or inner model is presented in **Table 8**.

**Table 8:** Hypothesis testing results

Construct	Original sample	t-statistics	P value	Conclusion
Tourist experience -> Revisit intention	-0.047	0.405	0.685	Not significant
Tourist experience -> Tourist satisfaction	0.448	7.477	0.000	Significant
Destination image -> Revisit intention	0.401	3.508	0.000	Significant
Destination image -> Tourist satisfaction	0.347	3.523	0.000	Significant
Islamic attributes -> Revisit intention	0.338	3.358	0.001	Significant
Islamic attributes -> Tourist satisfaction	0.209	2.308	0.021	Significant
Tourist satisfaction -> Revisit intention	0.298	1.925	0.055	Not significant

Based on **Table 8**, the results from testing the hypotheses are as follows:

- Effect of islamic attributes on tourist satisfaction: The hypothesis testing results show a beta coefficient of 0.021 and a t-value of 2.308, indicating a positive and significant impact of Islamic attributes on tourist satisfaction in halal tourism in Banda Aceh.
- Effect of destination image on tourist satisfaction: The testing shows a beta coefficient of 0.000 and a t-value of 3.523, demonstrating a positive and significant influence of destination image on tourist satisfaction in Banda Aceh's halal tourism sector.
- Influence of tourist experience on tourist satisfaction: The results reveal a beta coefficient of 0.000 and a t-value of 7.477, indicating that tourist experience positively and significantly affects tourist satisfaction in Banda Aceh's halal tourism.
- Effect of islamic attributes on revisit intention: The results indicate a beta coefficient of 0.001 and a t-

value of 3.358, showing that Islamic attributes positively and significantly influence revisit intention in Banda Aceh's halal tourism.

- Effect of destination image on revisit intention: The results display a beta coefficient of 0.000 and a t-value of 3.508, suggesting that destination image has a positive and significant impact on revisit intention in Banda Aceh's halal tourism.
- Effect of tourist experience on revisit intention: The hypothesis test shows a beta coefficient of 0.685 and a t-value of 0.405, indicating a negative effect of tourist experience on revisit intention in halal tourism at Banda Aceh.
- Effect of tourist satisfaction on revisit intention: The results indicate a beta coefficient of 0.055 and a t-value of 1.925, suggesting a negative impact of tourist satisfaction on revisit intention in halal tourism at Banda Aceh.

For indirect hypothesis testing, the analysis will be conducted using the structural or inner model presented in **Table 9**.

**Table 9:** Indirect effect test results

Construct	Original sample	t-statistics	P value	Conclusion
Tourist experience -> Tourist satisfaction -> Revisit intention	0.103	1.533	0.126	Not significant
Destination image -> Tourist satisfaction -> Revisit intention	0.134	1.737	0.083	Not significant
Islamic attributes -> Tourist satisfaction -> Revisit intention	0.062	1.798	0.073	Not significant

Based on **Table 9**, the results of testing the data analysis of hypothesis testing, the following explanation is obtained:

- The influence of Islamic attributes on revisit intention through tourist satisfaction

The results of the hypothesis test show that the path between Islamic attributes, revisit intention,

and tourist satisfaction has a beta coefficient value of 0.073 and a t-value of 1.798. This shows that Islamic attributes have a negative effect on revisit intention through tourist satisfaction with halal tourism at Banda Aceh.

- The influence of destination image on revisit intention through tourist satisfaction

The results of the hypothesis test show that the path between destination image, revisit intention, and tourist satisfaction has a beta coefficient value of 0.083 and a t-value of 1.737. This shows that destination image has a negative effect on revisit intention through tourist satisfaction with halal tourism at Banda Aceh.

- The influence of tourist experience on revisit intention through tourist satisfaction

The results of the hypothesis test show that the path between tourist experience, revisit intention, and tourist satisfaction has a beta coefficient value of 0.126 and a t-value of 1.533. This shows that tourist experience has a negative effect on revisit intention through tourist satisfaction on halal tourism at Banda Aceh.

## 5. Conclusions

Based on the findings of this research, the following conclusions can be drawn:

- Simultaneous impact on revisit intention: Islamic attributes, destination image, tourist experience, and tourist satisfaction collectively exert a significant influence on revisit intention, explaining 93.5% of the variance. The remaining 6.5% may be influenced by other variables not considered in this study.
- Direct effects on tourist satisfaction: Islamic attributes, destination image, and tourist experience significantly and positively affect tourist satisfaction. The Banda Aceh government's efforts in developing halal tourism, as reflected in Islamic attributes, destination image, and tourist experience, contribute positively to tourist satisfaction in halal tourism in Banda Aceh.
- Direct effects on revisit intention: Islamic attributes and destination image significantly and positively affect revisit intention. However, tourist experience and tourist satisfaction have a negative impact on revisit intention. This suggests that efforts to enhance Islamic attributes and destination image can positively influence tourists' intentions to revisit halal tourism in Banda Aceh.
- Indirect effects on revisit intention through tourist satisfaction: Islamic attributes, destination image, and tourist experience have a negative effect on revisit intention through tourist satisfaction. This implies that the mediating role of tourist satisfaction in influencing revisit intention is not as strong for these variables in the context of halal tourism in Banda Aceh. Tourist satisfaction seems to have a smaller impact on the revisit intention of tourists in this study.

These conclusions provide valuable insights for policymakers and stakeholders involved in the development and promotion of halal tourism in Banda Aceh. Understanding the factors influencing tourist satisfaction and revisit intention can guide

strategic efforts to enhance the overall tourism experience and encourage repeat visits.

## Compliance with ethical standards

## Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

## References

- Battour M, Battor M, and Bhatti MA (2014). Islamic attributes of destination: Construct development and measurement validation, and their impact on tourist satisfaction. *International Journal of Tourism Research*, 16(6): 556-564. <https://doi.org/10.1002/jtr.1947>
- Cheng TM and Lu CC (2013). Destination image, novelty, hedonics, perceived value, and revisiting behavioral intention for island tourism. *Asia Pacific Journal of Tourism Research*, 18(7): 766-783. <https://doi.org/10.1080/10941665.2012.697906>
- Chookaew S, Chanin O, Charatarawat J, Sriprasert P, and Nimpaya S (2015). Increasing halal tourism potential at Andaman Gulf in Thailand for Muslim country. *Journal of Economics, Business and Management*, 3(7): 739-741. <https://doi.org/10.7763/JOEBM.2015.V3.277>
- Gentile C, Spiller N, and Noci G (2007). How to sustain the customer experience: An overview of experience components that co-create value with the customer. *European Management Journal*, 25(5): 395-410. <https://doi.org/10.1016/j.emj.2007.08.005>
- Hidayat M, Pinariya JM, Yulianti W, and Maarif S (2023). Crisis communication management in building tourism resilience in Bali Province during the pandemic of COVID-19. *International Journal of Professional Business Review*, 8(7): e02568. <https://doi.org/10.26668/businessreview/2023.v8i7.1966>
- Hidayat Y, Sukono, Subartini B, Khairunnisa N, Sambas A, and Purwandari T (2022). An estimated analysis of willingness to wait time to pay rice agricultural insurance premiums using Cox's proportional hazards model. *Mathematics*, 10(21): 3935. <https://doi.org/10.3390/math10213935>
- Huda N, Rini N, Muslikh M, Hidayat S, Takidah E, Sari DP, and Husniyah A (2022). Strategic model for halal tourism development in Indonesia: A preliminary research. *Indonesian Journal of Halal Research*, 4(2): 53-64. <https://doi.org/10.15575/ijhar.v4i2.11849>
- Ichsan R and Chan S (2020). Analysis of factors affecting the tourist loyalty on tourism destination in Aceh. *International Journal of Business Management and Economic Review*, 3(5): 16-33. <https://doi.org/10.35409/IJBMER.2020.3198>
- Iordanova E (2017). Tourism destination image as an antecedent of destination loyalty: The case of Linz, Austria. *European Journal of Tourism Research*, 16: 214-232. <https://doi.org/10.54055/ejtr.v16i.286>
- Jaelani A (2017). Halal tourism industry in Indonesia: Potential and prospects. *International Review of Management and Marketing*, 7(3): 25-34. <https://doi.org/10.2139/ssrn.2899864>
- Johansyah MD, Sambas A, Mobayen S, Vaseghi B, Al-Azzawi SF, Sukono, and Sulaiman IM (2022). Dynamical analysis and adaptive finite-time sliding mode control approach of the financial fractional-order chaotic system. *Mathematics*, 11(1): 100. <https://doi.org/10.3390/math11010100>
- Katuk N, Ku-Mahamud KR, Kayat K, Abdul Hamid MN, Zakaria NH, and Purbasari A (2021). Halal certification for tourism marketing: The attributes and attitudes of food operators in

- Indonesia. *Journal of Islamic Marketing*, 12(5): 1043-1062.  
<https://doi.org/10.1108/JIMA-03-2020-0068>
- Kozak M (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23(3): 221-232. [https://doi.org/10.1016/S0261-5177\(01\)00090-5](https://doi.org/10.1016/S0261-5177(01)00090-5)
- Napitupulu H, Sambas A, Murniati A, and Kusumaningtyas VA (2022). Artificial neural network-based machine learning approach to stock market prediction model on the Indonesia stock exchange during the COVID-19. *Engineering Letters*, 30(3): 988-1000.
- Pramod S and Nayak JK (2018). Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: A case of wellness tourism. *Tourism Management Perspectives*, 28: 41-52.  
<https://doi.org/10.1016/j.tmp.2018.07.004>
- Ratnawati S (2013). Pengaruh word of mouth dan brand awareness terhadap intensi mengunjungi tempat wisata ziarah makam Sunan Kalijaga Demak. *Jurnal Ilmiah Komunikasi Makna*, 4(2): 137-148.  
<https://doi.org/10.30659/jikm.4.2.137-148>
- Sitepu ES and Rismawati R (2021). The influence of service quality, destination image, and memorable experience on revisit intention with intervening variables of tourist satisfaction. *International Journal of Applied Sciences in Tourism and Events*, 5(1): 77-87.  
<https://doi.org/10.31940/ijaste.v5i1.2097>
- Suharko S, Khoiriati SD, Krisnajaya I, and Dinarto D (2018). Institutional conformance of Halal certification organisation in Halal tourism industry: The cases of Indonesia and Thailand. *Tourism: An International Interdisciplinary Journal*, 66(3): 334-348. <https://doi.org/10.18502/kss.v3i5.2352>
- Suseno B, Sutisna S, Hidayat S, and Basrowi B (2023). Halal supply chain and halal tourism industry in forming economic growth. *Uncertain Supply Chain Management*, 11(4): 1433-1440.  
<https://doi.org/10.5267/j.uscm.2023.8.003>
- Susilawati C (2023). Identification and effectiveness of Halal tourism laws in Indonesia. *Journal of Islamic Economic Laws*, 6(2): 110-132.
- Syamsurrijal M, Nurmandi A, Jubba H, Hidayati M, Qodir Z, and Abdulloh I (2023). From decision making to practice: Economic growth on Halal tourism policies based on Sharia regulation in Lombok, Indonesia. *Journal of Environmental Management and Tourism*, 14(4): 2127-2139.  
[https://doi.org/10.14505/jemt.v14.4\(68\).24](https://doi.org/10.14505/jemt.v14.4(68).24)
- Zeithaml VA, Bitner MJ, and Gremler DD (2017). *Service marketing: Integrating customer focus across the firm*. McGraw-Hill US Higher Ed USE, New York, USA.