

Impact of halal destination image, value, experience, contact on revisit intentions of Haul Sekumpul attendees

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Abstract

This empirical study explores the factors influencing Muslim travelers' satisfaction and their intentions to revisit in the context of halal tourism, focusing on the Haul Sekumpul event. Using Purposive Sampling, 313 participants aged 17 and above from various cities and educational backgrounds across Indonesia were engaged, providing a comprehensive perspective. The findings highlight that Tourism Experience and Perceived Value significantly impact both Satisfaction and Revisit Intentions, making them primary drivers for tourists' decisions to return. Conversely, Satisfaction, while crucial for immediate experience, did not determine Revisit Intentions, suggesting that contentment with the event does not ensure reattendance. Additionally, Halal Destination Image and Cultural Contact enhance Satisfaction but do not influence Revisit Intentions, indicating these elements alone are insufficient to compel repeat visits. Indirect effects of Halal Destination Image, Cultural Contact, Perceived Value, and Tourism Experience on revisit intentions, mediated by Satisfaction, showed no substantial predictive power. The study recommends that destination managers and marketers focus on enhancing perceived value and the richness of the tourism experience to drive repeat visitations, ensuring sustained engagement and loyalty within the halal tourism sector.

Keywords: *halal destination image, perceived value, tourism experiences, satisfaction, cultural contact revisit intention, haul sekumpul*

Introduction

Attracting and retaining visitors is a primary goal for destinations (Rahayu & Candra, 2023). To achieve this, destinations must understand the factors influencing tourists' revisit intentions. They need to identify the key elements that shape tourists' perceptions and experiences and how these factors ultimately affect their intention to revisit Lasarte (2020). One important factor influencing tourists' revisit intentions is the destination's Halal image. Al-Ansi and Han (2019) Destinations that are perceived as Halal-friendly can attract Muslim travellers who seek destinations that cater to their religious and cultural needs (Isa et al, 2018). The perceived value of a destination also plays a crucial role in influencing tourists' revisit intentions (Al-Ansi & Han, 2019). Tourists evaluate the worth of their experiences based on the overall value they receive in return for their time and money (Zulaikhah et al., 2023). Additionally, the tourism experience and cultural contact at a destination significantly impact visitors' intentions to revisit (Eid, 2013). A positive and enriching experience, combined with meaningful cultural interactions, can create a deep sense of connection and attachment to the destination (Som & Badarneh, 2011).

One of the key religious events in South Kalimantan is the Haul Sekumpul, commemorating the death of K.H. Muhammad Zaini bin Abdul Ghani, or Guru Sekumpul, a revered Islamic scholar in the Banjar community (Nasih et al., 2019). This event draws numerous attendees from within and outside South Kalimantan, emphasizing its importance as a major religious

and cultural occasion (Nasih et al., 2019). The Haul Sekumpul features communal prayers, religious lectures, and other Islamic activities, enriching the spiritual atmosphere. It significantly boosts the Halal destination image of Martapura by attracting Muslim pilgrims, offering Halal food, prayer facilities, and gender-segregated areas. This adherence to Islamic values helps attract Muslim tourists who seek destinations that respect their religious practices (Prawira et al., 2023).

Held on the 5th of Rajab, Haul Guru Sekumpul commemorates Tuan Guru Muhammad Zaini Abdul Ghani Al Banjari, who passed away in 2005 (Fallahnda & Putsanra, 2024). This event celebrates his legacy as a prominent Banjar scholar and descendant of Maulana Syekh Muhammad Arsyad bin Abdullah Al Banjari. His works, such as *Risalah Mubaraqah* and *Nubdzatun fi Manaqibil Imamil Masyhur bil Ustadzil A'zham Muhammad bin Ali Ba'alawy*, continue to influence many. The event, held near his final resting place at Musala Ar-Raudah, draws millions for prayers and social activities organized by his sons, Muhammad Amin Badali and Ahmad Hafi Badali. Haul Guru Sekumpul highlights the lasting impact of Abah Guru Sekumpul on the Muslim community (Fallahnda & Putsanra, 2024).

Understanding the interplay between which kind of factor is essential for destinations to effectively strategize and enhance visitor retention (Susanti, 2021). Therefore, this study aims to investigate the impact of Halal destination image, perceived value, tourism experience, and cultural contact on the revisit intentions of Haul Sekumpul attendees. By gaining insights into these factors, destinations can tailor their offerings to meet the specific needs and desires of their target audience, ultimately fostering long-term relationships with visitors (Rahman et al., 2020).

The Halal destination image has a significant effect on tourists' revisit intentions. Muslim travelers are more likely to revisit destinations that are perceived as Halal-friendly, as it allows them to comfortably practice their religious and cultural traditions (Rohim et al., 2022). The perception of a destination as accommodating to their needs creates a sense of trust and satisfaction, leading to a higher likelihood of revisiting. Furthermore, a positive tourism experience that aligns with their cultural values and meaningful cultural contact further strengthens the intention to revisit (Rohim et al., 2022). These factors combined contribute to the overall satisfaction and emotional attachment to the destination, ultimately influencing the decision to revisit Haul Sekumpul and similar events. Several studies have examined the impact of Halal Destination Image on revisit intention. Chrismardani and Arief (2022) found that a positive Halal Destination Image positively influences tourists' intention to revisit Fadiryana and Chan (2020) reported no significant effect of Halal Destination Image on revisit intention. Additionally, another research have studied the effect of Halal Destination Image into Revisit Intention with mediated effect by Satisfaction such as Khansa and Farida (2016), as well as Kadi and Purwanto (2021) Their findings indicate that Halal Destination Image significantly and positively affects revisit intention when mediated by satisfaction.

H1: Halal Destination Image has a significant positive effect on the Revisit Intention of Haul Sekumpul attendees

H2: Halal Destination Image has a significant positive effect on the Revisit Intention of Haul Sekumpul attendees mediated by Satisfaction

When considering the impact of a Halal destination image on revisit intentions, it is essential to recognize the significant influence it holds (Ratnasari et al., 2020). The perception of a destination as Halal-friendly creates a sense of trust and satisfaction among Muslim travelers, leading to a higher likelihood of revisiting (Faulina et al., 2020). Moreover, when this perception is coupled with a positive tourism experience that resonates with their cultural

values and meaningful cultural contact, it further strengthens their intention to revisit (Eid, 2013). The emotional attachment and satisfaction derived from a Halal-friendly destination contribute significantly to the overall revisit intentions of attendees, ultimately shaping long-term relationships with these visitors. By catering to the specific needs and desires of Muslim travelers, destinations can effectively enhance visitor retention and ensure a positive and enduring connection with their target audience (Bazazo et al., 2017). Further research by Damanik and Yusuf (2022) demonstrated a positive relationship between Perceived Value and Revisit Intention, indicating that higher perceived value increases the likelihood of revisiting. Conversely, Libre et al., (2022) concluded that Perceived Value had no significant effect on Revisit Intention, suggesting that other factors may play a more critical role in influencing the decision to revisit. Meanwhile, research by Anggraini and Wulansari (2024); Chotimah and Wahyudi (2017) demonstrated that Perceived Value has a significant positive effect on Revisit Intention, with Satisfaction serving as a mediating factor.

H3: Perceived Value has a significant positive effect on the Revisit Intention of Haul Sekumpul attendee

H4: Perceived Value has a significant positive effect on the Revisit Intention of Haul Sekumpul mediated by Satisfaction

Tourism experience plays a crucial role in the intention to revisit a destination. A positive and enriching tourism experience can create a deep sense of connection and attachment to the destination, leading to a higher likelihood of revisiting (Som & Badarneh, 2011). When tourists have memorable and fulfilling experiences during their visit, they are more likely to develop a sense of loyalty and emotional attachment to the destination (Anshori et al., 2021). Research conducted by Atmari and Putri (2021); Johari and Anuar (2020) has identified that Tourism Experience significantly enhances the revisit intentions of Haul Sekumpul attendees. Additionally, studies by Nurfa, Sadat, and Sari (2022), Indriani (2022), Fadiryana and Chan (2020), have indicated that Tourism Experience positively influences Revisit Intention, with satisfaction acting as a mediating factor.

H5: Tourism Experience has a significant positive effect on the Revisit Intention of Haul Sekumpul attendees

H6: Tourism Experience has a significant positive effect on the Revisit Intention of Haul Sekumpul attendees mediated by Satisfaction

Cultural contact also significantly influences tourists' intentions to revisit a destination. Meaningful interactions with the local culture and community can create a profound impact on visitors, fostering a sense of connection and understanding (H. Chen & Rahman, 2018). When tourists engage in cultural activities, participate in local traditions, and interact with residents, it enhances their overall experience and creates a lasting impression. This cultural contact can lead to a deeper emotional attachment to the destination and a heightened desire to revisit in order to further engage with the local culture (Abbasi et al., 2021). Additionally, Viet and Dang (2020) has demonstrated that Cultural Contact has a significant positive effect on the revisit intentions of Haul Sekumpul attendees and positively influences revisit intentions with Satisfaction as a mediating factor.

H7: Cultural Contact has a significant positive effect on the Revisit Intention of Haul Sekumpul attendees

H8: Cultural Contact has a significant positive effect on the Revisit Intention of Haul Sekumpul attendees mediated by Satisfaction

Satisfaction plays a crucial role as a mediator variable in understanding the impact of Halal destination image, perceived value, tourism experience, and cultural contact on revisit

intentions. It acts as a bridge between these factors and the ultimate decision to revisit the destination (Faulina et al., 2020). When tourists' perceptions of a destination as Halal-friendly, the value they receive, their tourism experiences, and cultural interactions lead to a high level of satisfaction, it significantly increases their likelihood of revisiting (Ratnasari et al., 2020).

The Halal destination image, perceived value, tourism experience, and cultural contact contribute to the overall satisfaction of attendees. Muslim travelers, in particular, find satisfaction in destinations that cater to their religious and cultural needs (Gannon et al., 2017). This satisfaction enhances their trust in and attachment to the destination, ultimately influencing their decision to revisit (Al-Ansi & Han, 2019). Additionally, a positive perception of the destination's value, coupled with enriching tourism experiences and meaningful cultural interactions, creates a high level of satisfaction among visitors, reinforcing their intention to revisit (Agusmal & Wardi, 2020).

H9: Halal Destination Image has a significant positive effect on the Satisfaction of Haul Sekumpul attendees

H10: Perceived Value has a significant positive effect on the Satisfaction of Haul Sekumpul attendees

H11: Tourism Experience has a significant positive effect on the Satisfaction of Haul Sekumpul attendees

H12: Cultural Contact a significant positive effect on the Satisfaction of Haul Sekumpul attendees

H13: Satisfaction has a significant positive effect on the Revisit Intention of Haul Sekumpul attendees

This research aims to enhance the literature on Halal tourism by focusing on annual religious events, specifically analyzing the factors that influence visitors' intentions to revisit the Haul Sekumpul event. Previous studies have primarily explored the Halal tourism potential of cities, often neglecting annual religious events and the motivations for repeat visits. Addressing this gap, this study examines Haul Sekumpul, an event attracting millions annually but under-researched from a tourism perspective. The novelty lies in its focus on Haul Sekumpul's impact on tourism, aiming to fill the literature gap on the significant yet under-explored role of annual religious events in attracting return visitors. Despite its large yearly attendance, the religious activities and tourism dynamics of Haul Sekumpul remain remarkably understudied.

Literature Review

Halal tourism represents a culturally-oriented industry that prioritizes Islamic principles and local wisdom without sacrificing the uniqueness and legitimacy of cultural heritage as a tourist destination. According to Akyol and Kiliç (2014), halal tourism is based on high-quality standards and adherence to Islamic law, aiming to address the challenges posed by technology and information. The process of forming a destination's image involves four stages: vague and unrealistic image, where initial perceptions are shaped by media, advertisements, and word-of-mouth before the actual visit; distortion of the image, where the reality of the destination starts to surface during the visit; improved image, where experiences reinforce the true nature of the destination; and resulting image, the final stage reflecting the accumulated tourism experiences (Tocquer & Zins, 2004). Lopes (2011) identifies two indicators of destination image: the cognitive dimension, which includes the practical benefits of tourist attributes such as attractions, basic facilities, accessibility, and natural environment; and the affective dimension, which encompasses the emotions and feelings associated with the destination, including pleasure, safety, and suitability.

Pitana and Diarta (2009) describe the image of a tourism destination as the belief that tourists have about the products or services they purchase, aligned with halal standards. This image can serve as a powerful motivator for travel, formed not only through direct experience or factual information but also through perceived expectations. Coban (2012) further elaborates that destination image comprises cognitive and affective evaluations—rational assessments of the destination's attributes and emotional responses to the destination, respectively. Thus, the image of a halal tourism destination is shaped by a blend of rational and emotional judgments, significantly influencing tourists' motivations and travel decisions.

Tourism experience, defined as the subjective personal reactions and feelings associated with travel activities, plays a crucial role in enhancing visitors' intentions to revisit a destination (Chen & Chen, 2010). This experience encompasses an individual's subjective assessment of events related to tourism activities, beginning from the pre-visit phase, continuing through the visit, and extending to post-visit reflections (Tung & Ritchie, 2011). An impactful tourism experience, one that leaves a lasting impression, indicates that the visit has been successful from the perspective of the visitor.

To create memorable tourism experiences, managers should focus on several key indicators: hedonism (pleasure), novelty (new experiences), local culture, meaningfulness, involvement, and knowledge (Verinita, 2016). These factors contribute to a comprehensive and fulfilling experience for visitors, enhancing their overall satisfaction and increasing the likelihood of return visits. By integrating these elements into the tourism offerings, destinations can ensure that visitors have enriching and memorable experiences that foster a strong desire to revisit.

Gnoth and Zins (2013) define culture as a collection of values, symbolic capital, and a set of integrated processes and rituals that include artifacts, physical manifestations, and behaviors governed by a unique worldview. Based on this, cultural contact can be understood as direct interactions among individuals who do not share the same cultural background (Schortman & Urban, 1998). This interaction often occurs when a group engages with outsiders or when tourists spend time in a particular cultural destination (Chen & Rahman, 2018). Given that no culture exists in complete isolation, all cultural forms must connect with others, making cultural contact a fundamental aspect of human interaction (Gosden, 2004).

Cultural contact involves habits, behaviors, rites, customs, cultural expressions, and the ways people utilize natural and economic resources (Steiner & Reisinger, 2004). It is an emerging concept in the tourism industry that assesses the depth and purpose of the experiences that tourists seek when traveling to immerse themselves in different cultures (Gnoth & Zins, 2013). This includes prolonged and direct exchanges among members of social groups with different identities Schortman and Urban (1998), driven by the human need for diversity, patterns, and exchange, and the desire to manage these interactions. Understanding cultural contact is essential for enriching the cultural aspects of tourism experiences, significantly enhancing the overall experience for travelers.

Perceived Value is a comprehensive evaluation by visitors regarding the use of a product or a tourism destination, based on their perceptions of what is given and what is received (Zeithaml, 1988). It can be described as the trade-off between visitors' or customers' perceptions of the benefits and the costs incurred (Kusumawati & Saifudin, 2020). This concept suggests that visitors tend to maximize value within the constraints of search costs, knowledge, mobility, and income. Visitors will estimate which offerings can make them act on these considerations, thus the appropriateness of an offer will influence visitor satisfaction and their intention to revisit the destination.

There are four different indicators of perceived value: quality value, emotional value, price value, and social value. These dimensions can be used to understand the perceived value of visitors, either before or after visiting a tourism destination (Yuliansyah & Handoko, 2019). By evaluating these dimensions, destination managers can better comprehend what drives visitor satisfaction and loyalty, thereby tailoring their offerings to enhance the overall visitor experience and encourage repeat visits.

When visitors travel to a destination, they carry certain expectations about their experience (Sumarwan, 2014). Visitor satisfaction is the response resulting from the comparison between these expectations and the actual experience at the destination (Sangadji, 2013). If the actual experience meets or exceeds their expectations, visitors will feel highly satisfied. This satisfaction is typically realized after visitors have engaged with and enjoyed the destination.

According to Maharani (2019), there are several indicators of satisfaction: overall satisfaction, comparison with the ideal situation, and confirmation of expectations. Overall satisfaction refers to the general contentment with the experience. Comparison with the ideal situation involves evaluating the actual experience against the visitor's ideal standards. Confirmation of expectations assesses how well the actual experience aligns with what the visitor anticipated. Understanding these indicators helps destination managers enhance the quality of the visitor experience, thereby increasing satisfaction and encouraging repeat visits.

Revisit intention is defined as a visitor's willingness to return to the same destination (Huang, 2015). It represents an internal drive that emerges after experiencing a tourism site, motivating the visitor to consider returning (Prastiwi, 2021). The process of selecting a tourism destination involves making decisions based on certain benchmarks across two or more potential options. Choosing to revisit a destination requires careful consideration, weighing future expectations against available choices to predict and plan for future visits.

Chan (2018) identifies several indicators that contribute to this intention: Willingness to visit again, Willingness to invite others, Willingness to share positive experiences, and Willingness to prioritize the destination for future visits. These indicators reflect a visitor's overall satisfaction and their likelihood of recommending and prioritizing the destination, thereby influencing their intention to revisit. Understanding these factors helps destination managers develop strategies to enhance visitor satisfaction and encourage repeat visits.

Research Methods

The study focused on participants of Haul Sekumpul as its focus, using a survey to gather information about their views regarding the Halal destination image, perceived value, tourism experience, cultural interaction, satisfaction, and their likelihood to visit again. Lopes (2011) describes indicators of the Halal Destination Image using two key aspects: cognitive and affective. The cognitive aspect involves the practical advantages offered by each tourist feature like attractions, amenities, accessibility and natural surroundings. Conversely, the affective aspect refers to emotions towards the destination including pleasure experienced, safety conditions and overall suitability of the tourist spot. These dimensions emphasize how a visitor's motivation significantly affects their emotional responses toward the destination illustrating how closely linked these components are in influencing revisit intentions for tourists' experiences with halal destination.

Sweeney and Soutar (2001) identify the indicators of Perceived Value as quality value, emotional value. Kim and Ritchie (2014) define the indicator of Tourism Experience as pleasure, stimulation, relaxation. Lai et al. (2021) identified that the indicator of Cultural Contact are Two-way interaction and Cultural Experience. Corte et al., (2015) identify the

indicators of Satisfaction to encompass Cleanliness, Ease of Access, Road Quality, and Information Accessibility.

Chan (2018) identifies the indicators of Revisit Intention as encompassing a visitor's Willingness to Visit Again, Willingness to Invite Others, Willingness to Share Positive Stories, and Willingness to Prioritize the Destination for Future Visits. These indicators collectively gauge a tourist's intent to not only return to the destination themselves but also to recommend it actively to others. The Fig. 1 shows the research design.

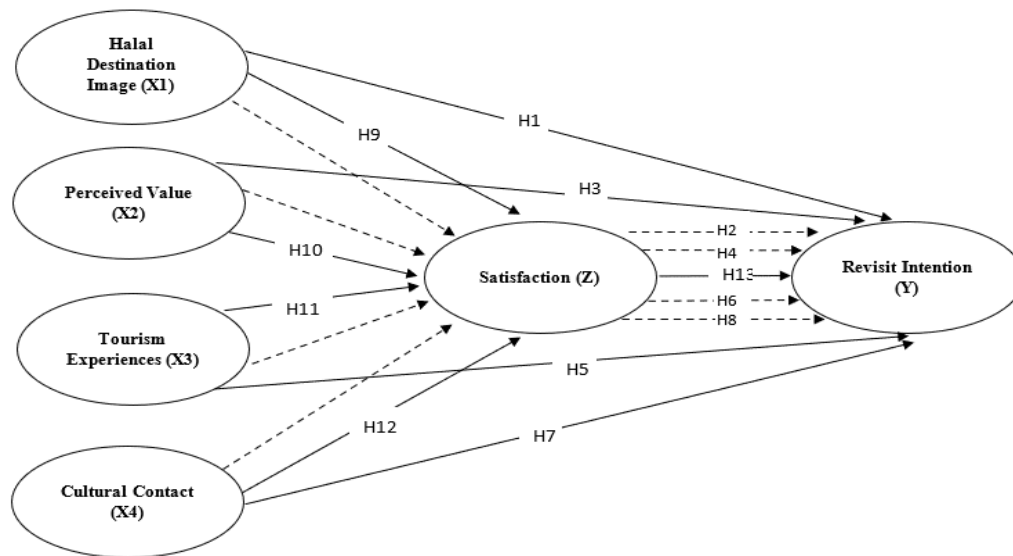


Figure 1. Conceptual Framework

The data analysis technique employed the Partial Least Square (PLS) approach, consisting of several test stages. These stages included: 1) descriptive analysis, 2) outer model tests, which encompassed validity tests (convergent validity, discriminant validity through cross loading, Fornell-Larcker criterion, and HTMT) and reliability tests, and 3) inner model tests, which involved evaluating the r-square, q-square, f-square, goodness of fit, hypothesis testing, and mediation. The research model utilized SmartPLS software version 4.0 for statistical testing.

In the current research, Purposive Sampling was meticulously employed to select participants based on specific criteria, ensuring the inclusion of individuals who are 17 years or older and who attended Haul Sekumpul in 2024. This age criterion was established to guarantee that respondents possess the necessary maturity and independence to provide insightful and credible feedback about their experiences. By focusing on these particular attendees of the 2024 Haul Sekumpul, the study aimed to gain a profound understanding of the perspectives and behaviors of participants, who are likely to have a comprehensive grasp of the factors influencing their satisfaction and their intentions to return in the future.

The participant pool consisted of 313 individuals, with women forming the majority at 186, while men counted for 127. The respondents hailed from a multitude of geographical locations, including provinces such as Kalimantan Selatan, Kalimantan Tengah, Kalimantan Timur, DKI Jakarta, Jawa Timur, Sumatera Barat, Banten, and Jawa Tengah, offering a rich tapestry of regional experiences and viewpoints. Moreover, the participants originated from a wide range of cities, demonstrating the event's broad appeal and the study's extensive reach. These cities included Banjarmasin, Palangkaraya, Banjarbaru, Martapura, and many others, spanning

across Indonesia from urban centers to remote areas. Such diversity in the respondents' origins contributed to the comprehensive understanding of the event's impact and the satisfaction levels across different demographics.

The study further categorized the respondents based on their occupations and educational backgrounds, which provided additional dimensions to their profiles. Among the respondents, 162 were students, signifying a youthful demographic that likely brings a fresh perspective to the event's dynamics. There were also 38 private sector or state-owned enterprise employees, 30 freelancers, and 25 students, contributing to the representation of various employment sectors. Additionally, 22 entrepreneurs, 16 unemployed individuals, 13 homemakers, and 7 military or government personnel (TNI/PNS/Polri) were part of the participant group, reflecting a wide socio-economic spectrum. When it comes to educational attainment, the majority of the last 220 respondents reported having a high school level education, while 58 held a bachelor's degree (S1), 17 had completed a diploma (D3), 9 were middle school graduates (SMP), 4 had a master's degree (S2), 3 had completed a higher diploma (D4), and 1 held a doctoral degree (S3). This educational diversity ensures a varied understanding of the event, as it is viewed through the lens of individuals with different levels of formal education.

Result and Discussions

Outer loading is a coefficient that measures the extent to which measurement indicators (observable variables) represent the related latent variables (constructs) in partial path analysis. It illustrates the strength of the relationship between the indicators and the measured latent variables. Outer loading is calculated as the regression coefficient between the indicator and the latent variable, with its values ranging from 0 to 1. A higher value indicates that an indicator contributes more significantly to measuring the latent variable. Outer loadings are considered good if they are above 0.7. Consequently, indicators with outer loading values below 0.7 should be removed from the research model framework, as suggested by (Hair et al., 2017).

The table provided outlines the outer loading values of each indicator in the study, classifying them based on their validity. It is presented in two columns, each listing indicators along with their respective outer loading values and their validity status. All indicators listed have outer loading values ranging from 0.748 to 0.910, and all are deemed valid, indicating a strong representation of the latent variables by these indicators. Specifically, the indicators are labeled from X1_1 to X4_2 and Y_1 to Z_4, with each showing strong association and validity in the context of the study.

Construct validity measures the extent to which the indicators used accurately represent the intended constructs in an analysis, reflecting how well the measurements truly mirror the concept or nature of the latent variables being measured. It plays a crucial role in ensuring that the resultant model accurately reflects the latent variables in accordance with the utilized theory (Hair et al., 2017). Meanwhile, reliability refers to the consistency of measurement results from the same indicators when measuring the same construct. High reliability in an indicator means that its measurement results are likely to be consistent when repeated measurements are made on the same population (Hair et al., 2017). In SmartPLS, construct validity and reliability can be assessed through Cronbach's Alpha. Cronbach's alpha in SmartPLS is a coefficient used to measure the internal reliability or consistency of indicators measured to describe a construct or latent variable in partial path analysis. Cronbach's alpha values typically range between 0 and 1, where higher values indicate better reliability. It is

utilized to test whether the indicators measuring a construct have adequate consistency.

Table 1. Outer Loading

Variable	Item	Indicator	Outer Loading	Cronbach's Alpha	Status
Halal Destination Image	Admiration for Guru Sekumpul	X1_1	0.820	0.844	Valid
	Friendly community	X1_2	0.836		Valid
	Enjoy the religious activities	X1_3	0.862		Valid
	Interesting event to visit	X1_4	0.781		Valid
Perceived Value	Well-maintained facilities	X2_1	0.878	0,741	Valid
	Comfortable and welcoming atmosphere	X2_2	0.903		Valid
Tourism Experience	Spiritual satisfaction	X3_1	0.898	0.864	Valid
	New and interesting experiences	X3_2	0.853		Valid
	Inner peace	X3_3	0.910		Valid
Cultural Contact	Open and informative locals	X4_1	0.856	0.706	Valid
	Enriched knowledge of local Islamic culture	X4_2	0.900		Valid
Revisit Intention	Willingness to revisit	Y_1	0.772	0.830	Valid
	Inviting family to attend	Y_2	0.846		Valid
	Sharing experiences with others	Y_3	0.831		Valid
	Prioritizing religious tourism over other types	Y_4	0.872		Valid
Satisfaction	Feeling of safety	Z_1	0.845	0.850	Valid
	Cleanliness of the area	Z_2	0.859		Valid
	Easy access for visitors	Z_3	0.804		Valid
	Comfortable roads to the event	Z_4	0.748		Valid

A higher alpha value suggests that the indicators are more uniform in measuring the same construct. Cronbach's alpha is a common method in quantitative analysis for measuring the reliability of a questionnaire or measurement instrument (Hair et al., 2017). Decisions related to the Cronbach's Alpha test are made by examining the alpha value itself; if it exceeds 0.7, the variable is considered to meet the reliability test requirements and can be used in the ongoing research.

This method calculates the ratio of the correlation among variables with other variables to the correlation of a variable with itself, known as the heterotrait-monotrait (HTMT) ratio. If this ratio is below 0.90, which is the threshold value used, then discriminant validity is

achieved (Garson, 2016). The HTMT approach involves determining the discriminant validity by examining the ratio of the inter-variable correlations to the correlation of a variable with itself. Specifically, it assesses how distinct a variable is from others by comparing the strength of its relationships with other variables against its self-correlation. Achieving a HTMT ratio lower than 0.90 indicates that the variables are sufficiently distinct from each other, thus confirming discriminant validity.

Table 2. HTMT Table

	Halal Destination Image	Perceived Value	Tourism Experience	Cultural Contact	Revisit Intention
Halal Destination Image	0.845				
Perceived Value	0.895	0.846			
Tourism Experience	0.848	0.766	0.846		
Cultural Contact	0.593	0.893	0.680	0.583	
Revisit Intention	0.865	0.820	0.896	0.846	0.629

Based on the table above, each variable's HTMT values are below 0.9, indicating that every variable meets the HTMT prerequisite and satisfies discriminant validity.

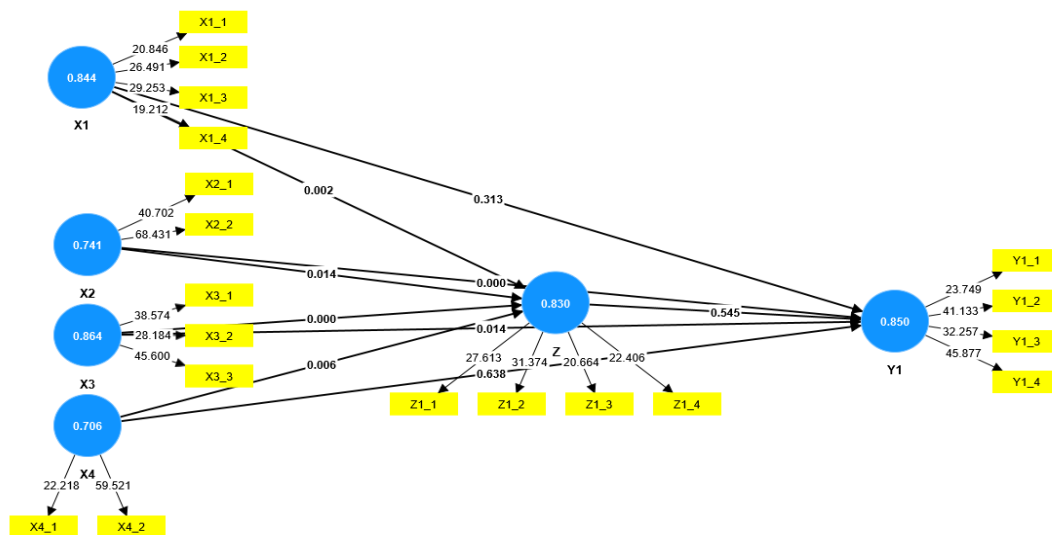


Figure 2. Structural Analysis Model

Table 3. Summary of Path Analysis Result

Path	T statistics	P values
Halal Destination Image -> Revisit Intention	0.935	0.350
Halal Destination Image -> Satisfaction	3.141	0.002
Perceived Value -> Revisit Intention	8.333	0.000
Perceived Value -> Satisfaction	2.451	0.014
Tourism Experience -> Revisit Intention	2.771	0.006
Tourism Experience -> Satisfaction	4.618	0.000
Cultural Contact -> Revisit Intention	0.564	0.573
Cultural Contact -> Satisfaction	2.744	0.006
Satisfaction -> Revisit Intention	0.605	0.545

The provided table presents the results of a path analysis investigating various factors influencing tourist satisfaction and their intention to revisit a halal destination. The analysis has yielded T statistics and P values for each path considered. The table indicates that the path from Halal Destination Image to Satisfaction is statistically significant with a T statistic of 3.141 and a P value of 0.002, suggesting that tourists' perception of the destination's image has a considerable effect on their overall satisfaction. Similarly, the path from Perceived Value to Revisit Intention is highly significant, with the highest T statistic of 8.333 and a P value of 0.000, indicating a strong relationship between the value tourists perceive and their intention to revisit. Tourism Experience also shows significant paths to both Revisit Intention and Satisfaction, with T statistics of 2.771 and 4.618, respectively, and P values of 0.006 and 0.000, respectively. This signifies that the experience tourists have plays a crucial role in both their satisfaction and their likelihood to return. Cultural Contact is significantly associated with Satisfaction, evidenced by a T statistic of 2.744 and a P value of 0.006, whereas its path to Revisit Intention is insignificant.

Conversely, certain paths in the analysis did not reach statistical significance. The Halal Destination Image's effect on Revisit Intention and the effect of Satisfaction on Revisit Intention show T statistics of 0.935 and 0.605 with P values of 0.350 and 0.545, respectively. Similarly, Cultural Contact's influence on Revisit Intention, with a T statistic of 0.564 and a P value of 0.573, suggests that these factors do not have a strong predictive value on tourists' intention to return to the destination. These results suggest that while certain aspects of a tourist's experience, such as the perceived value and overall experience, are critical in determining their satisfaction and likelihood to revisit, other factors like the initial image of the destination and cultural contact might not be as influential in shaping their intentions to return.

Table 4. Summary of Indirect Influence Results (Indirect Effects)

Path	T statistics	P values
Halal Destination Image -> Satisfaction -> Revisit Intention	0.586	0.558
Cultural Contact -> Satisfaction -> Revisit Intention	0.560	0.576
Perceived Value -> Satisfaction -> Revisit Intention	0.514	0.607
Tourism Experience -> Satisfaction -> Revisit Intention	0.575	0.565

The analysis presented in Table 5 highlights the indirect relationships between various factors and tourists' intention to revisit a halal destination, mediated by satisfaction. The findings indicate that none of the indirect paths from Halal Destination Image, Cultural Contact, Perceived Value, or Tourism Experience through Satisfaction to Revisit Intention are statistically significant. This is evidenced by T statistics ranging from 0.514 to 0.586 and corresponding P values all above the commonly accepted threshold of 0.05 (ranging from 0.558 to 0.607). These high P values suggest a lack of strong evidence to support the notion that tourists' images of the destination, cultural interactions, perceived value, or tourism experiences significantly influence their intention to revisit when considering satisfaction as a mediating variable. This implies that while these factors may individually impact satisfaction, satisfaction alone does not sufficiently mediate the relationship between these factors and the intention to revisit a destination.

These findings extend our understanding of the dynamics in halal tourism by indicating that the direct impact of factors such as Halal Destination Image, Cultural Contact, Perceived Value, and Tourism Experience on revisit intentions may be more critical than their indirect effects

through satisfaction. The lack of significant mediation by satisfaction suggests that other elements, possibly including direct emotional connections or immediate benefits perceived by tourists, could play a more substantial role in influencing revisit intentions. Therefore, destination managers should not overly rely on satisfaction as a mediator but rather focus on enhancing the direct aspects of tourists' experiences. For instance, improving the tangible elements of the Halal Destination Image and enriching direct cultural interactions may yield more effective results in encouraging repeat visits.

Conclusion

In conclusion, this study provides valuable insights into the factors that drive tourist satisfaction and their intentions to revisit a halal destination. Key findings reveal that tourists' perceptions of the Halal Destination Image significantly contribute to their satisfaction. This highlights the importance of creating and maintaining a positive and culturally respectful image for halal destinations, as it fosters trust and comfort among Muslim travelers. By ensuring that the destination aligns with their religious and cultural values, managers can enhance tourists' overall experience and satisfaction. Additionally, Perceived Value emerges as a crucial determinant in fostering both a desire to return and satisfaction with the experience. Tourists place significant importance on the perceived benefits they receive in relation to the cost and effort involved in visiting. Enhancing the perceived value can therefore be a strategic approach for destination managers to encourage repeat visitations. This could involve improving the quality of services, offering competitive pricing, and creating unique and memorable experiences that add value to the tourists' visit. The study also finds that Tourism Experience has a strong influence on revisit intentions and satisfaction, underscoring the essential role of the quality of tourists' experiences. A rich and fulfilling tourism experience can create lasting positive impressions and emotional connections with the destination. This suggests that investments in improving the overall tourist experience, such as providing excellent customer service, maintaining clean and accessible facilities, and offering engaging activities, can significantly boost the likelihood of tourists returning.

However, the relationship between Cultural Contact and Revisit Intention is less clear-cut. While Cultural Contact positively impacts satisfaction, it does not appear to significantly influence the desire to return. This suggests that while cultural interactions enrich the immediate experience and contribute to satisfaction, they may not be the primary drivers of repeat visitations. This could be due to the fact that cultural interactions, while enriching, may be seen as a one-time experience rather than a recurring attraction. These insights are instructive for destination managers and marketers within the halal tourism industry. They underscore the importance of enhancing perceived value and ensuring high-quality tourist experiences to encourage repeat visitations. The findings also suggest that while cultural elements are important for immediate satisfaction, they should be complemented by other factors that directly inspire tourists to return. Therefore, strategic planning should not rely solely on satisfaction as a metric for predicting revisitation but rather focus on the holistic enhancement of the value and experience provided to the tourists. This study contributes to the existing body of knowledge by offering empirical evidence on the relative importance of different factors influencing tourist satisfaction and revisit intentions, informing targeted strategies for destination management.

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