

The Mediating Role of Tourist Satisfaction in the Influence of Islamic Destination Attributes on Revisit Decisions to Halal Tourism Destinations in Indonesia

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ABSTRACT

The endless tourist attraction is able to encourage the development of the tourism sector so that currently tourism plays an important role as a source of foreign exchange income for a country. Seeing that the tourism sector in Indonesia is an opportunity to boost economic growth, it is necessary to determine the right strategy to increase tourists' decisions to revisit tourist objects they have previously visited. The factor that most determines the decision of tourists to revisit tourist objects that have previously been visited is the feeling of satisfaction that tourists feel when visiting certain tourist destinations. This study aims to determine the relationship between Worship Facilities, Halalness, and General Islamic Morality on the decision to revisit 10 leading halal tourist destinations in Indonesia with satisfaction as a mediating variable. The sample of this research is 200 respondents. The data analysis technique used is Partial Least Square (PLS). Hypothesis testing in this study uses path coefficient analysis to determine the relationship between research variables. Based on the results of the analysis and discussion of the mediating role of tourist satisfaction on the influence of Islamic destination attributes on the decision to revisit halal tourist destinations in Indonesia, it can be concluded that there is a relationship between the Worship Facilities, Halalness, and General Islamic Morality variables on Customer Satisfaction. Furthermore, there is a relationship between the Worship Facilities, Halalness, and General Islamic Morality variables on the Revisiting Decision. There is a relationship between Customer Satisfaction and Revisiting Decision. Furthermore, Customer Satisfaction is able to mediate the relationship between E-Worship Facilities, Halalness, and General Islamic Morality on Revisiting Decisions.

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INTRODUCTION

The endless appeal of tourism drives the development of the sector, making tourism a significant contributor to a country's foreign exchange revenue (Agwa et al., 2017; Khalifa & Abou-Shouk, 2014; Khalifa & Fawzy, 2017). Several countries have proven that tourism can be a reliable sector for building national economic strength (Khalifa & Abou-Shouk, 2014). According to the 5th edition of the Global Muslim Travel Index (GMTI) 2019, Indonesia ranked first for the first time since the index's inception (Mastercard & CrescentRating, 2019). This achievement reflects Indonesia's extensive efforts to explore its halal tourism potential.

The same ACES measurement criteria used in GMTI were adopted in the Indonesia Muslim Travel Index (IMTI). IMTI 2019 evaluates four strategic areas for each region: Access, Communication, Environment, and Services, collectively referred to as the ACES model. These areas represent critical components that destinations must focus on to enhance and become more Muslim-friendly. With this index, Indonesia can strategize to maximize its halal tourism potential. Based on the IMTI 2019 weights and criteria, Indonesia's top 10 halal destinations include Yogyakarta, Central Java, West Java, East Java, Jakarta, Riau and Riau Islands, Lombok, Aceh, West Sumatra, and South Sulawesi (Mastercard-CrescentRating, 2019).

Indonesia has become a favorite destination for Islamic tourism due to its many Muslim-friendly aspects and concepts, such as prayer facilities at airports, halal-certified restaurants, and sharia-compliant hotels. Islamic tourism is deemed capable of developing Indonesia's tourism sector while upholding Islamic values and culture.

The Global Islamic Economy Indicator 2018/2019 reports that Muslim-friendly tourism contributes 10.40% to global GDP. The rapid growth of this sector has encouraged many countries, including Indonesia, to innovate by creating attractive tourism packages. The Ministry of Tourism has designated top-tier Muslim-friendly destinations as part of its initiative to develop Muslim-friendly tourism.

Given Indonesia's tourism sector's potential to drive economic growth, it is essential to determine appropriate strategies to increase tourists' decisions to revisit destinations. Tourist satisfaction is the key factor influencing their decision to revisit destinations they have previously visited.

Tourist satisfaction plays a crucial role in revisit decisions. Studies by Irfan et al. (2020), Listyowati & Zakky (2018) service quality, and marketing mix on tourist satisfaction and its impact on revisiting tourist attractions in Bone Regency, South Sulawesi Province. The research approach used in this research is explanatory, with an associative research method. Respondents sampled visited tourist objects and made repeat visits more than two times, with a total sample of 394 people at six tourist destinations in Bone Regency. Questionnaires were distributed to respondents following the established criteria. Hypothesis testing in this study was carried out using structural equation modeling (SEM, dan Saputro et al. (2020), support the notion that satisfaction positively influences tourists' intentions to revisit. However

Irawan (2017) found that tourist satisfaction does not impact the decision to revisit previous destinations.

Menurut Qu & Ping (1999), highlighted a significant relationship between tourist satisfaction and travel needs. Tourism stakeholders must recognize that Muslim travelers have specific needs aligned with Islamic rules and obligations, which must be fulfilled even during travel. In addition to generic destination attributes, Muslim tourists prioritize Islamic attributes that cater to their unique requirements (Fajriyati et al., 2020). Muslim tourists, for instance, avoid destinations lacking Islamic attributes (Battour et al., 2011a).

Islamic attributes, such as prayer facilities, halal food and beverages, gambling-free and alcohol-free environments, and Islamic morality, are crucial considerations for Muslim travelers (Battour & Ismail, 2014) (Shafaei & Mohamed, 2015).

This study aims to examine the influence of Islamic destination attributes on revisit decisions to Indonesia's top 10 halal tourism destinations, mediated by tourist satisfaction. This research replicates the findings of Irfan et al. (2020) service quality, and marketing mix on tourist satisfaction and its impact on revisiting tourist attractions in Bone Regency, South Sulawesi Province. The research approach used in this research is explanatory, with an associative research method. Respondents sampled visited tourist objects and made repeat visits more than two times, with a total sample of 394 people at six tourist destinations in Bone Regency. Questionnaires were distributed to respondents following the established criteria. Hypothesis testing in this study was carried out using structural equation modeling (SEM) who observed that tourist satisfaction impacts revisit intention. Additionally Devesa et al. (2010), indicated that destination attributes affect tourist satisfaction, while Žabkar et al. (2010), found that destination attributes influence the perceived quality of tourism offerings, which positively correlates with satisfaction Chi & Qu (2008) also demonstrated a positive relationship between satisfaction and destination attributes, contributing to overall tourist satisfaction.

The novelty of this study lies in its focus on Indonesia's top 10 halal tourism destinations, evaluating the relationships between Worship Facilities, Halalness, and General Islamic Morality as key attributes influencing revisit decisions through tourist satisfaction as a mediating variable.

LITERATURE REVIEW

Halal Tourism

Tourism is a multifaceted concept that encompasses various considerations, including economic, political, cultural, social, and environmental aspects (Azhar & Jufrizen, 2017). Halal tourism can be defined as any activity, travel, experience, or event conducted in accordance with Islamic standards. It is not limited to visiting religious sites but emphasizes the implementation of halal standards, such as the availability of halal food and beverages, entertainment that adheres to Islamic principles, and prayer facilities at tourist locations. The concept of halal tourism prioritizes Islamic values and practices, making it accessible not only to Muslim

travelers but also to non-Muslim tourists who can enjoy it as well (Battour & Ismail, 2016; Mansouri, 2014).

Menurut Hamzah & Yudiana (2015), the concept of halal can be viewed from two perspectives: religious and industrial. From a religious perspective, it pertains to food and beverages permissible for consumption by Muslims based on their beliefs. From an industrial perspective, for food producers, the halal concept represents a business opportunity. For producers targeting predominantly Muslim consumers, ensuring halal certification adds an intangible value to their products. For instance, displaying a halal label on packaging can make products more appealing to Muslim consumer.

Revisiting Decision

The concept of tourists' decisions to revisit a destination is reflected in their willingness to return and recommend the destination to others. This indicates that satisfied tourists are likely to express a desire to revisit a previously visited destination and recommend it to family, relatives, or friends. (AB, 2018).

In this study, the dimension of revisit intention is a positive reputation among tourists. The indicators used for the revisit decision variable are:

- a. Returning to a previously visited destination.
- b. Recommending the destination to friends, relatives, or close acquaintances.
- c. Inviting friends, relatives, or close acquaintances to visit the previously visited destination.

Tourist Decision

Tourist satisfaction is an essential factor for tourism organizers to enhance the number of visitors. Improving tourist satisfaction is critical as it can influence the decision to revisit a destination (Irfan et al., 2020) service quality, and marketing mix on tourist satisfaction and its impact on revisiting tourist attractions in Bone Regency, South Sulawesi Province. The research approach used in this research is explanatory, with an associative research method. Respondents sampled visited tourist objects and made repeat visits more than two times, with a total sample of 394 people at six tourist destinations in Bone Regency. Questionnaires were distributed to respondents following the established criteria. Hypothesis testing in this study was carried out using structural equation modeling (SEM).

In general, satisfaction is defined as the comparison between the service or outcome received and the expectations desired. The service or outcome received must meet or exceed these expectations. According to Kotler & Keller (2009), satisfaction refers to a person's feelings of pleasure or disappointment after comparing the perceived performance of a product with their expectations.

Simamora (2008), describes satisfaction as the result of one's experience with a particular product. It reflects a person's sentiment after comparing their expectations with the actual performance of the product.

Islamic Destination Attributes

Islamic attributes are critical factors that must be fulfilled to meet the needs of Muslim tourists. These include the provision of halal food, availability of prayer facilities (Battour et al., 2011b; O.A, 2001), modest clothing that covers the body appropriately (Zamani-Farahani & Henderson, 2010), and restrictions on alcohol and gambling (Din, 1989).

The indicators of halal tourism used in this study include:

a. Worship Facilities

Easy access to mosques and prayer rooms (musholla) in tourist areas, public places, shopping centers, hotels, parks, etc. The call to prayer (adhan) is audible in many areas, Qibla direction indicators are available in hotel rooms, and Ample clean water is available in public toilets.

b. Halalnes

Availability of halal food in tourist area, Separate halal-certified kitchens in hotels or restaurants, Women-only swimming pools (segregated) in hotels, Restrictions on adult content in entertainment facilities within hotels.

c. General Islamic Morality

Avoidance of locations associated with prostitution, Gender segregation, especially in swimming areas, Promotion of attire that aligns with Islamic guidelines (Battour et al, 2011; Batrawy, 2015).

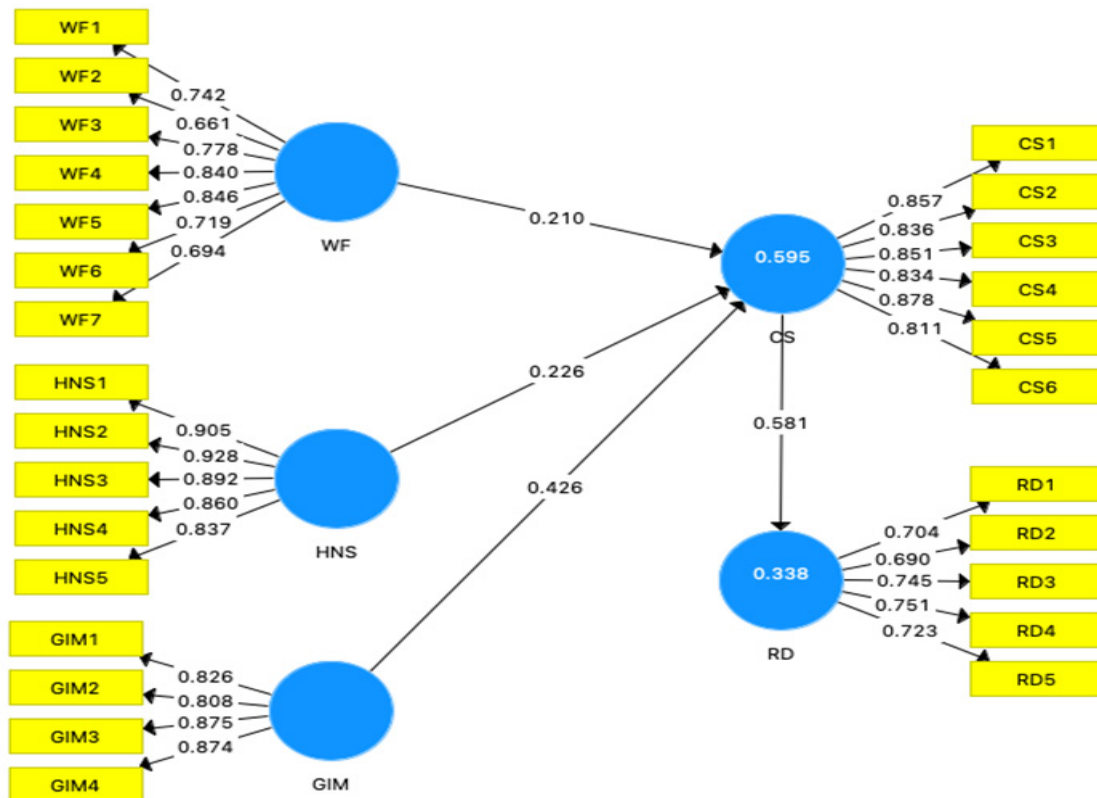
METHOD

The subjects of this study are Muslim tourists who have visited at least two of the top 10 halal tourism destinations in Indonesia. The research was conducted in Yogyakarta, Central Java, West Java, East Java, Jakarta, Riau and Riau Islands, Lombok, Aceh, West Sumatra, and South Sulawesi. This study adopts a quantitative descriptive research design and is categorized as explanatory research, which aims to explain the relationships and positions of the variables being studied (Sugiyono, 2016).

The population in this study is classified as infinite, meaning the number of subjects is variable and unlimited (Nazir, 2013). The population comprises Muslim tourists who have visited at least two of Indonesia's top 10 halal tourism destinations and are willing to complete an online questionnaire. Since the number of individuals fitting this criterion is indefinite, the population is considered infinite. The sample size was determined using the maximum likelihood estimation technique, which recommends a sample size of 100–200 respondents (Wijaya, 2009). Based on these considerations, this study used a sample of 200 respondents.

The data analysis method employed in this study is Partial Least Squares (PLS), a model of Structural Equation Modeling (SEM) using a variance/component-based approach. The rationale for choosing PLS-SEM lies in its ability to: Estimate causal relationships among all latent constructs simultaneously, Handle measurement errors within the structural model (Farooq & Radovic-Markovic, 2016; Hair Jr et al., 2016).

RESULT



It can be concluded that the convergent validity test for the five reflective constructs has been fulfilled, as the indicators for each construct are highly correlated, with factor loadings above 0.5.

Table 1 Nilai Composite Reliability dan Cronbach Alpha

	Composite Reliability	Cronbachs Alpha
Worship Facilities	0.903	0.874
Halalness	0.947	0.931
General Islamic Morality	0.910	0.868
Customer Satisfaction	0.937	0.920
Revisiting Decision	0.845	0.786

(Source : Processed Data, 2022)

As shown in Table 1, the reliability test is met because the Composite Reliability and Cronbach's Alpha values are both greater than 0.7. In this study, Composite Reliability was used to assess reliability, as it is considered more effective in estimating the internal consistency of a construct.

Table 2 Nilai R Square

	R Square
Worship Facilities	
Halalness	
General Islamic Morality	
Customer Satisfaction	0.595
Revisiting Decision	0.338

(Source :Processed Data, 2020)

According to Table 2 The R-Square value for the Customer Satisfaction variable falls under the medium or moderate category, at 0.595. This indicates that the variability of Customer Satisfaction is explained by the variables Worship Facilities, Halalness, and General Islamic Morality by 59.5%, while the remaining variability is influenced by other variables not included in the model. The R-Square value for the Revisiting Decision variable is also categorized as medium or moderate, at 0.338. This means that 33.8% of the variability in Revisiting Decision is explained by Worship Facilities, Halalness, General Islamic Morality, and Customer Satisfaction, while the remaining 66.2% is influenced by other variables outside the model

Hypothesis testing was conducted by comparing the p-value with the critical t-table value. The results of the Path Coefficients and significance tests are as follows

Table 3. NilaiPath Coefficients (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	T Statistics (O/STDEV)	P Values	Conclusion
CS -> RD	0,581	0,595	9,004	0,000	Influential
GIM -> CS	0,426	0,428	5,051	0,000	Influential
GIM -> RD	0,248	0,255	4,027	0,000	Influential
HNS -> CS	0,226	0,234	2,968	0,003	Influential
HNS -> RD	0,132	0,138	2,869	0,004	Influential
WF -> CS	0,210	0,203	2,518	0,012	Influential
WF -> RD	0,122	0,121	2,363	0,019	Influential
GIM -> CS -> RD	0,248	0,255	4,027	0,000	Able to Moderate
HNS -> CS -> RD	0,132	0,138	2,869	0,004	Able to Moderate
WF -> CS -> RD	0,122	0,121	2,363	0,019	Able to Moderate

DISCUSSION

The Relationship Between Worship Facilities And Customer Satisfaction

The test results indicate that the path between Worship Facilities and Customer Satisfaction has a beta coefficient of 0.210 and a p-value of 0.012 (< 0.05). The original sample estimate is positive, at 0.210, demonstrating a positive relationship. This indicates that Worship Facilities have a significant positive effect on Customer Satisfaction. Prayer facilities, such as easily accessible mosques or prayer rooms,

play an important role in increasing Muslim traveler satisfaction. This is in line with previous research which shows that the presence of adequate worship facilities can enhance the spiritual experience of Muslim tourists during their trip (Battour et al., 2011a). Good facilities provide a sense of comfort and reduce barriers for tourists to worship, which increases their satisfaction with the destination. For reference, Battour & Ismail (2014) showed that widely available worship facilities contribute to Muslim travelers' satisfaction, as this is one of their basic needs while traveling.

Worship facilities are a key element in halal tourism destinations that contribute directly to customer satisfaction. In Islam, performing worship is an obligation that cannot be abandoned, so Muslim tourists will feel more comfortable if they can perform worship easily while traveling. The study by Battour et al., (2011a) confirms that complete and easily accessible worship facilities increase the comfort and satisfaction of Muslim tourists. Research by Shafaei & Mohamed (2015) shows that when destinations provide places of worship that are clean, well-maintained, and meet the needs of Muslim travelers, they feel more valued and have a more positive experience. Worship facilities also increase tourists' perception of the destination as a Muslim-friendly destination, which in turn contributes to the destination's positive image and tourist satisfaction.

From a destination management perspective, it is important for tourism managers to ensure that worship facilities are available not only in tourist attractions, but also in shopping malls, hotels, restaurants, and public transportation. This will increase the competitiveness of halal tourism destinations at the global level, especially considering the increasing number of Muslim travelers around the world.

The Relationship Between Halalness And Customer Satisfaction

The path between Halalness and Customer Satisfaction has a beta coefficient of 0.226 and a p-value of 0.003 (< 0.05). The original sample estimate is positive, at 0.226, indicating a positive relationship. This shows that Halalness has a significant positive effect on Customer Satisfaction. Halalness, which includes the availability of halal food, alcohol-free areas, and facilities that support Islamic lifestyles, has a major impact on Muslim traveler satisfaction. In the context of halal tourism, tourist satisfaction is strongly influenced by the extent to which destinations meet halal standards in the provision of food, accommodation, and other services (Battour & Ismail 2016). Research by Shafaei & Mohamed (2015) also confirmed that the conformity of services with halal principles is very important to create a satisfying travel experience for Muslim tourists.

The concept of halalness covers various aspects, including halal food, accommodation, and services that comply with Islamic principles. The study by Battour & Ismail (2016) emphasized that Muslim tourists tend to choose destinations that offer adequate halal facilities, because they have special needs that must be met during the trip. For example, research by Fajriyati et al. (2020) found that the availability of halal food is a major factor determining Muslim traveler satisfaction. Destinations that do not provide halal food may cause inconvenience, as travelers have to find alternatives that suit their beliefs, which may reduce the overall level of satisfaction. In addition, halalness also includes an environment that supports

Islamic values, such as the absence of alcohol, gambling, or entertainment that does not comply with Islamic law. A destination that promotes halalness well will have a more positive image in the eyes of Muslim travelers, thus increasing its attractiveness as a halal tourism destination.

The Relationship Between General Islamic Morality And Customer Satisfaction

The path between General Islamic Morality and Customer Satisfaction has a beta coefficient of 0.426 and a p-value of 0.000 (< 0.05). The original sample estimate is positive, at 0.426, suggesting a positive relationship. This indicates that General Islamic Morality has a significant positive effect on Customer Satisfaction. Factors such as gender segregation, the promotion of clothing that complies with Islamic law, and the prohibition of activities that go against Islamic principles, such as gambling and alcohol, are particularly important to Muslim tourists. For example, research by Din (1989) states that Muslim travelers tend to avoid destinations that do not respect Islamic norms. Fulfilling these aspects can increase customer satisfaction, as they feel more valued and respected during their visit.

General Islamic morality in the context of halal tourism includes aspects such as gender segregation, appropriate dress codes, and an environment free from activities that contradict Islamic teachings. The study by Zamani-Farahani & Henderson, (2010) shows that Muslim travelers strongly consider morality aspects when choosing a destination. For example, in some halal tourism destinations such as Aceh and Lombok, local policies that support Islamic values, such as the separation of swimming areas for men and women and the prohibition of alcohol in public places, increase Muslim travelers' satisfaction. They feel more comfortable because they can enjoy traveling without having to compromise their faith. The practical implication of these results is that tourist destinations that want to attract more Muslim tourists should ensure that aspects of Islamic morality are met, both through regulations and facilities that are in line with Islamic values.

The Relationship Between Worship Facilities And Revisiting Decision

The path between Worship Facilities and Revisiting Decision has a beta coefficient of 0.122 and a p-value of 0.019 (< 0.05). The original sample estimate is positive, at 0.122, indicating a positive relationship. This demonstrates that Worship Facilities have a significant positive effect on Revisiting Decision. This is supported by research by Irfan et al. (2020) service quality, and marketing mix on tourist satisfaction and its impact on revisiting tourist attractions in Bone Regency, South Sulawesi Province. The research approach used in this research is explanatory, with an associative research method. Respondents sampled visited tourist objects and made repeat visits more than two times, with a total sample of 394 people at six tourist destinations in Bone Regency. Questionnaires were distributed to respondents following the established criteria. Hypothesis testing in this study was carried out using structural equation modeling (SEM) which shows that tourists who are satisfied with existing worship facilities are more likely to return to visit. Adequate worship facilities provide comfort, increase a sense of spirituality, and strengthen emotional ties with destinations.

Travelers' decision to return to a destination is strongly influenced by the comfort they feel during their previous visit. The study by Irfan et al. (2020) service quality, and marketing mix on tourist satisfaction and its impact on revisiting tourist attractions in Bone Regency, South Sulawesi Province. The research approach used in this research is explanatory, with an associative research method. Respondents sampled visited tourist objects and made repeat visits more than two times, with a total sample of 394 people at six tourist destinations in Bone Regency. Questionnaires were distributed to respondents following the established criteria. Hypothesis testing in this study was carried out using structural equation modeling (SEM shows that adequate worship facilities not only increase satisfaction, but also encourage tourists to return. Muslim travelers tend to look for destinations that provide an overall positive experience, and worship facilities are one of the key indicators in that experience. If they find that the destination makes their worship easier, they are more likely to return. This is in line with the theory of customer satisfaction proposed by Kotler & Keller (2009), which states that customers tend to be loyal to brands or destinations that meet or exceed their expectations.

The Relationship Between Halalness And Revisiting Decision

The path between Halalness and Revisiting Decision has a beta coefficient of 0.132 and a p-value of 0.004 (< 0.05). The original sample estimate is positive, at 0.132, indicating a positive relationship. This suggests that Halalness has a significant positive effect on Revisiting Decision. Halalness includes not only halal food, but also an overall experience that conforms to the Islamic lifestyle. Facilities that meet halal standards provide a sense of security and comfort for Muslim tourists, which contributes to their decision to return. Battour & Ismail (2016) showed that destinations that offer complete halal facilities tend to be more popular among Muslim travelers and increase their likelihood to return.

Destinations that provide food, services, and environments that comply with halal principles have a greater chance of attracting Muslim travelers to return. Research by Battour et al. (2011) shows that halalness is one of the main factors in Muslim travelers' decision to choose and return to a destination. Muslim tourists who experience difficulties in finding halal food or facilities that comply with Islamic principles during their first visit are unlikely to return. Therefore, destinations that want to maintain the loyalty of Muslim travelers must ensure that halal standards are consistently applied.

The Relationship Between General Islamic Morality And Revisiting Decision

The path between General Islamic Morality and Revisiting Decision has a beta coefficient of 0.248 and a p-value of 0.000 (< 0.05). The original sample estimate is positive, at 0.248, indicating a positive relationship. This shows that General Islamic Morality has a significant positive effect on Revisiting Decision. Destinations that support the principles of Islamic morality, such as gender segregation in public facilities and alcohol prohibition, provide a deep sense of satisfaction for Muslim travelers. By fulfilling such norms, destinations create an experience that conforms to Islamic values, which increases the likelihood of tourists returning. Research by

Zamani-Farahani & Henderson, (2010) confirmed that aspects of Islamic morality are critical in determining Muslim tourists' decision to revisit a destination.

Destinations that implement Islamic norms consistently have a greater chance of attracting Muslim tourists on a repeat basis. Research by Din (1989) shows that Muslim tourists are more likely to avoid destinations that have values that conflict with their beliefs. In this context, the implementation of regulations that support Islamic morality can be an effective strategy to increase repeat visits. Destinations such as Aceh, which implement strict rules related to Islamic morality, attract Muslim tourists who seek a tourist environment that is in line with Islamic values.

The Relationship Between Customer Satisfaction And Revisiting Decision.

The path between Customer Satisfaction and Revisiting Decision has a beta coefficient of 0.581 and a p-value of 0.000 (< 0.05). The original sample estimate is positive, at 0.581, indicating a positive relationship. This demonstrates that Customer Satisfaction has a significant positive effect on Revisiting Decision. Customer satisfaction plays a key role in determining whether tourists will return to visit a destination. This result is consistent with the theory proposed by Chi & Qu (2008), which states that tourist satisfaction is the main predictor of their intention to return to a destination that has already been visited. This satisfaction arises from experiences that meet or exceed tourists' expectations related to the services and facilities provided by the destination.

The relationship between satisfaction and the decision to return is one of the basic principles in tourism management. The study by Chi & Qu (2008) shows that satisfaction is the main predictor of tourists' intention to return to the same destination. In the context of halal tourism, satisfaction is highly dependent on the extent to which the destination is able to meet the specific needs of Muslim travelers. Therefore, improving aspects that affect satisfaction, such as worship facilities and halalness, will directly increase repeat visitation rates.

The Relationship Between Worship Facilities And Revisiting Decision With Customer Satisfaction As A Mediating Variable

Worship Facilities to Revisiting Decision: The path with Customer Satisfaction as a mediating variable has a beta coefficient of 0.122 and a p-value of 0.019 (< 0.05). This indicates that Customer Satisfaction mediates the relationship between Worship Facilities and Revisiting Decision. This indicates that while worship facilities have a direct influence on repeat visitation decisions, customer satisfaction plays an important role in strengthening the relationship. Travelers who feel satisfied with the worship facilities tend to feel more satisfied overall, which in turn increases their likelihood of returning. Although worship facilities directly influence the decision to return, customer satisfaction plays a key role in strengthening the relationship. If travelers feel satisfied with the worship facilities, they are more likely to have an overall positive experience, which increases their likelihood to return.

The Relationship Between Halalness And Revisiting Decision With Customer Satisfaction As A Mediating Variable

Halalness to Revisiting Decision: The path with Customer Satisfaction as a mediating variable has a beta coefficient of 0.132 and a p-value of 0.004 (< 0.05). This indicates that Customer Satisfaction mediates the relationship between Halalness and Revisiting Decision. This suggests that while halalness is an important factor in the decision to return, customer satisfaction plays a crucial role in linking the two variables. Travelers who are satisfied with the halal experience they receive are more likely to decide to return to the destination. Well-implemented halalness not only increases customer satisfaction but also strengthens their intention to return. Travelers who are satisfied with the halal aspects of a destination are more likely to recommend the place to others and return for future visits.

The Relationship Between General Islamic Morality And Revisiting Decision With Customer Satisfaction As A Mediating Variable

General Islamic Morality to Revisiting Decision: The path with Customer Satisfaction as a mediating variable has a beta coefficient of 0.248 and a p-value of 0.000 (< 0.05). This demonstrates that Customer Satisfaction mediates the relationship between General Islamic Morality and Revisiting Decision. This confirms that general Islamic morality, such as gender segregation and alcohol prohibition, has a greater impact on repeat visit decisions when tourists are satisfied with their experience. Research by Fajriyati et al. (2020) confirms that aspects that comply with Islamic morality create a more positive experience, which encourages tourists to return.

CONCLUSION

Based on the analysis and discussion of the mediating role of tourist satisfaction in the effect of Islamic destination attributes on the decision to revisit halal tourism destinations in Indonesia, the following conclusions can be drawn: There is a relationship between the variables Worship Facilities, Halalness, and General Islamic Morality and Customer Satisfaction, There is a relationship between the variables Worship Facilities, Halalness, and General Islamic Morality and Revisiting Decision, There is a relationship between Customer Satisfaction and Revisiting Decision, Customer Satisfaction successfully mediates the relationship between Worship Facilities, Halalness, and General Islamic Morality and Revisiting Decision.

Based on the conclusions regarding the mediating role of tourist satisfaction in the effect of Islamic destination attributes on the decision to revisit halal tourism destinations in Indonesia, it is recommended that each destination should continue to improve Worship Facilities, Halalness, and General Islamic Morality to enhance visitor satisfaction. By doing so, visitors will be more inclined to revisit the destination.

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