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Revisit Intention Muslim Tourists to Halal Tourism in Yogyakarta: Analysis of Facilities, Promotion, Electronic Word of Mouth, and Religiosity

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Abstract

Purpose *– To determine the influence of facilities, level of promotion, Electronic Word of Mouth, and religiosity on revisit intention halal tourism in Yogyakarta through consumer satisfaction as an intervening variable.*

Design/methodology/approach *– This research uses quantitative methods with a causality approach. The analysis technique used was Structural Equation Modeling-Partial Least Square- (SEM-PLS) with a sample of 287 respondents.*

Finding *– The research results show that the variables of facilities and consumer satisfaction have a positive effect on interest in returning to halal tourism in Yogyakarta. Meanwhile, the level of promotion, EWOM, and religiosity have no effect on Revisit intention halal tourism in Yogyakarta. As for mediation, the variable level of consumer satisfaction is only able to mediate the variables of facilities, level of promotion and electronic word of mouth on interest in repeat visits.*

Keywords*: Halal Tourism, Yogyakarta, Promotion Level, Electronic Word of Mouth, Religiosity, Consumer Satisfaction, Revisit Intention.*

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1. INTRODUCTION

Over the last few years, halal tourism has experienced rapid development throughout the world (Juliana et al., 2022). Halal tourism seems to be a new trend in the tourism sector, this cannot be separated from the potential of halal tourism as the main source of income for a country, especially countries with a majority Muslim population (Mujiatun et al., 2023; Juliana et al, 2023b). According to data, estimated spending by Muslim tourists in 2025 will reach US$110 billion and in 2028 it will reach US$225 billion (McConnor, 2022). Based on research results from the Global Muslim Travel Index (GMTI), in 2023, the number of global Muslim tourists is estimated to reach 140 million people. Meanwhile, before the COVID-19 pandemic the number of international Muslim tourists reached 160 million people in 2019 (Itsnaini & Tashandra, 2022).

The tourism sector is the sector that has the most dynamic and rapid development. With the increasing number of tourist visits post-Covid-19, the tourism sector can also provide benefits to the general public such as the emergence of new job opportunities (Ahmad et al., 2021). One tourism sector that is experiencing growth is halal tourism.

The high potential for halal tourism is influenced by the need for tourism which has become part of the community's lifestyle. Halal tourism is a form of tourism that meets the needs of Muslim visitors by providing halal food, accommodation with prayer facilities, and activities that comply with Islamic religious standards (Said et al., 2022; Juliana et al., 2023a).

Halal tourism is starting to develop and become a lifestyle along with the increasing number of the world's Muslim population. This has a significant impact on the large number of Muslim tourists globally, including Indonesia (Musa, Ghadas, & Kadir, 2023).

Based on the 2023 GMTI report, after previously being in second place in 2022, in 2023 Indonesia will occupy first place in the 2023 GMTI, together with Malaysia with a score of 73 (Global Muslim Travel Index 2023). Indonesia is trying and trying to get the best ranking, one of which is by using GMTI standards to create the Indonesia Muslim Travel Index (IMTI). IMTI itself has designated several provinces with leading halal tourist destinations in Indonesia, namely, Lombok, Aceh, Riau, DKI Jakarta, West Sumatra, West Java, Yogyakarta, Central Java, East Java, and finally South Sulawesi (IMTI Report, 2023).

In the IMTI report, Yogyakarta Province is ranked seventh. Even though Yogyakarta has many halal tourist destinations. Apart from that, Yogyakarta was the home of the Islamic kingdom of Mataram which of course has a lot of very strong Islamic cultural heritage. Yogyakarta is also the birthplace of the largest Islamic organization in Indonesia, namely Muhamadiyah.

Apart from that, Yogyakarta is the second tourist destination province after Bali. The Special Region of Yogyakarta (DIY) has launched a Tourism Development Vision 2012-2025 which is to realize Yogyakarta as a world-class tourist destination, competitive, culturally insightful, sustainable, capable of encouraging regional development, community empowerment and Muslim friendly (Istdarmanto et a, 2021)

Another problem in Yogyakarta regarding the halal tourism sector is that Yogyakarta does not yet have a governor's regulation that regulates the implementation of halal tourism (Muniroh & Herianingrum, 2020). According to Marlina Handayani, Head of Marketing at the Yogyakarta Tourism Office (2021), Yogyakarta still lacks guides who are fluent in foreign languages, which affects the income of Travel Agents, Haryanto (2019), believes that the intention of tourists to return to Yogyakarta is very large but in reality only a small part only a small number do it.

There are several studies that influence tourists' interest in repeat visits. Among them are facilities (Fajrin et al., 2021; Marpaung 2019; Lestasri et al., 2022), level of promotion (Yulianda (2022; Trihandayani et al., 2022; Naibaho & Nuswantara 2023), Electronic Word of Mouth

(Purnama & Marlena, 2022; Widyanto et al., 2017; Normalasari et al., 2023; Putra et al., 2023), religiosity (Lusiana, 2020; Artha & Fikriyah, 2021) and consumer satisfaction (Sukiswo, 2018; Marpaung, 2019; Helmawati & Handayani, 2014; Gusmawan et al., 2020). However, this research does not focus on Muslim tourists' repeat visit interest in halal tourism. So this research will produce research that is different from previous research, besides this research can show more concrete results with a wider range of tourism. halal in Indonesia, especially Yogyakarta.

This study bridges the research gap in the literature regarding Muslim tourists' revisit interest in halal tourism. This research examines Muslim tourists' revisit interest in halal tourism through four variables: facilities, level of promotion, electronic word of mouth, religiosity and consumer satisfaction. More specifically, this research has two important objectives. First, predict variables that can influence the intentions of Muslim tourists, attitudes of Muslim tourists, perceptions of Muslim tourists, and interest in returning to halal tourism by Muslim tourists in Yogyakarta. Second, to determine the influence of facilities on the interest of Muslim tourists to return to halal tourism, the influence of the level of promotion on the interest of Muslim tourists to return to halal tourism, the influence of Electronic Word of Mouth on the interest of Muslim tourists to return to halal tourism, the influence of religiosity on interest in returning to visit Muslim tourists to halal tourism, and the influence of consumer satisfaction on Muslim tourists' intention to revisit halal tourism.

Looking at global tourism trends which tend to be conventional and have long been rooted, it turns out that it is not the only potential that can be sold amidst global developments (Djakfar, 2017). There is another system that is starting to gain a lot of interest in the international world, namely halal tourist destinations, therefore, it is important to carry out studies that are able to support the realization of the potential for halal tourism in Indonesia, especially in Yogyakarta. It is hoped that this research will be an answer that can provide an overview of alternative solutions related to strengthening and managing halal tourism.

This research uses consumer behavior theory. This is because consumer satisfaction and interest in repeat visits are consumer behaviors that occur as a response to a consumer decision (Kotler & Keller, 2016).

2. LITERATURE REVIEW

2.1 Consumer behavior

Consumer behavior is something that studies how individuals, groups and organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs (Kotler, 2016). According to the American Marketing Association or abbreviated as AMA, consumer behavior is defined as a dynamic interaction between the influence of cognition, behavior and events around us (Sunyoto & Saksono, 2022).

The consumer behavior model according to Utami (2017), states that competition is getting tougher, changing consumer tastes, increasingly advanced technological developments are the reasons why producers look at the extent to which the products offered to consumers can fulfill their needs and desires. By knowing consumer behavior, you can reduce the nature of uncertainty in marketing efforts and anticipate the influence of marketing decisions.

2.2 Halal Tourism

Halal tourism is tourism that prioritizes Islamic values in every activity carried out while traveling (Priyadi, 2016). According to the Fatwa of the National Sharia Council of the Indonesian Ulema Council No. 108/DSN-MUI/X/2016, halal tourism is a travel activity carried out by individuals or groups of people by visiting destinations for recreation, self-development, learning the unique attractions of tourism for tourism in accordance with sharia principles.

According to Alexander Reyaan, Director of Special Interest Tourism at the Ministry of Tourism and Creative Economy, he stated that halal tourism focuses more on additional services provided by business actors so that they can comply with the halal category. For example, if a hotel provides everything that Muslim tourists need, then the hotel is already running halal tourism (Kemenparekraf, 2022). Indonesian Vice President Ma'ruf Amin, as reported on CNBC Indonesia, said that there are many wrong perceptions among the public regarding the halal concept. Continuing this, the Daily Chairperson of the National Sharia Economic and Financial Committee (KNEKS), stated that the narrative of halal tourism is not to become sharia and then everyone wears a headscarf, but rather focuses on halal food services and places (Yanwardhana, 2021).

2.3 Revisit Intention Concept

Interest (Intention) is a description of a person's situation before acting which can be used as a basis for estimating behavior and actions (Gustina, Yasri, & Engriani, 2019; Kurnianingsih & Maharani, 2020; Russetyowat, 2018). Meanwhile, Revisit intentionis a visitor's desire to return to visit as a response after a visit in the past. Usually someone's interest in visiting will be influenced by motivation and interest in a tourist attraction (Suhartapa & Sulistyo, 2021). According to Paisri, Ruanguttamanun, & Sujchaphong (2022), revisit intention has been described as tourists' willingness to revisit a destination and also think that this behavior is an expression of customer loyalty, similar to the willingness to buy a particular product again.

There are three indicators that form the revisit intention variable (Normalasari et al., 2023): plan to revisit, visit reference interest and visit preference interest. Meanwhile, in other studies, indicators of Revisit intentionare image, Revisit intentionand recommendation intent (Ramadhani et al., 2021; Wulandari & Deriawan, 2017; Normalasari et al., 2023).

In this research, the author adopted the variable indicator of Revisit intentionfrom research (Ramadhani et al., 2021; Wulandari & Deriawan, 2017; Normalasari et al., 2023), which is as follows:

1. Image
2. Interested in visiting again
3. Interested in visiting references
4. Visiting preference interests

2.4 Facility

Knowledge and action in managing a facility, so that the facility always functions well, sustainably, economically, efficiently and effectively and while adhering to the principles of sustainability (Soemitro & Suprayitno, 2018). Facilities are a means to expedite and facilitate the implementation of functions. Facilities are also an individual component of the offering that is needed or reduced without changing the quality and service model (Zaenab, 2019). According to Kang, Kung, Chiang, & Yu (2023) in some cases, customers do not have specific tastes for any

facilities, therefore providing different facilities to customers does not make a difference. Because, facilities are considered homogeneous by customers. Facilities may be considered heterogeneous by customers based on different types of services, distance traveled, or other reasons.

There are six indicators that form facility variables (Tjiptono, 2019): spatial planning, space planning, equipment, lighting and color, messages displayed graphically, and supporting factors. Meanwhile, in other research, facility indicators are facility form, facility function, facility location, facility quality, planning, space planning, equipment, lighting and color (Farhan & Chair, 2021; Munawir, 2018).

In this research, the author adopted the facility variable indicators from research (Tjiptono, 2019; Farhan & Chair, 2021; Munawir, 2018), namely as follows:

1. Space planning
2. Equipment
3. Supporting factors
4. Facility function
5. Facility location

There is a relationship between facilities and intention to revisit, supported by several previous studies by (Kurniawan & Hanifah (2023); Lestari et al. , 2022) stating that facilities have a positive and significant influence on revisit intention. Research by Priyanto & Permala (2023) shows that the Cimahi Waterfall tourist facility variable influences tourists' intention to revisit by 58%. This shows a fairly good relationship. Therefore, the better the facilities, the higher the interest in visiting again. Based on theory and previous research, the hypothesis proposed is:

H1: Tourist facilities have a positive effect on revisit intention.

2.5 Promotion

Promotion is an activity that connects the benefits of a product and makes target consumers interested in buying that product (Dewi, 2022), whereas according to Garaika & Feriyan (2018), promotion is a marketing communication which means marketing activities in the form of disseminating information, with the aim of to attract interest to buy and be willing to accept the product produced. The purpose of promotion is to inform, invite and persuade customers to be interested in what a company offers. The three promotional objectives in Arinia (2017) are as follows:

1. Providing information
2. Inviting target customers
3. Remind

There are four promotion indicators according to Kotler & Armastrong (2019), namely: promotion frequency, promotion quantity, promotion time, accuracy or suitability of promotion targets. Meanwhile, in other research, indicators of promotion levels are advertising, sales promotions and public relations (Alma, 2016). The combination of indicators used in this research is:

1. Advertising
2. Sales promotion
3. Public relations
4. Promotion frequency
5. Accuracy or suitability of promotional targets

There is a relationship between the level of promotion and interest in repeat visits, supported by research (Trihandayani et al., (2022); Pradana et al., 2022; Kim & Co (2022); Naibaho & Nuswantara 2023), concluding that promotion has a positive and significant effect on interest. visit again. In Yulianda's research (2020), it is stated that the factors that influence tourists' Revisit intentionthe Banto Royo tourist attraction are influenced by three factors, one of which is promotion. So, the hypothesis proposed is:

H 2 : The level of tourism promotion has a positive effect on revisit intention.

2.6 Electronic Word of Mouth Concept

Electronic Word of Mouth is a statement made by consumers regarding company products in the form of information available to people or agencies via internet media (Sari et al, 2017; Arenas et al, 2018; Nuseir, 2019; Putri et al, 2022; Gooyette, 2010). There are four indicators used to measure Electronic Word of Mouth (Sinaga & Sulistiono, 2020; Prayoga & Mulyandi, 2020; Donthu et al, 2021): Intensity, Positive Valance, Negative Valance, and Content. In this research, the indicators used are from research (Sinaga & Sulistiono, 2020; Prayoga & Mulyandi, 2020), namely as follows:

1. Intensity
2. Positive Valance
3. Negative Valance
4. Content

Several studies show that there is an influence between Electronic Word of Mouth and interest in repeat visits (Widyanto et al., 2017; Bulut & Karabulut, 2018; Lee et al, 2021; Yuliani & Suharti 2022; Noor et al, 2022; Le and Ryu, 2023; Normalasari et al., 2023; Putra et al., 2023). So, the hypothesis proposed is:

H 3: Electronic Word of Mouth has a positive effect on revisit intention

2.7 Concept of Religiosity

Religiosity is the level of a person's religious faith which is reflected in belief, experience, fundamentalism, trust, spirituality, piety and behavior which refers to the quality aspects of religious humans to live their daily lives well (Najoan, 2020; Rehman et al., 2022). Religiosity is one of the factors that can influence consumer behavior, this is based on consumers' decisions to choose halal tourism depending on their level of faith (Muthmainnah & Rubiyanti, 2020). The level of individual religiosity can be seen from *Hablumminallah, Hablumminannas, and Hablumminafsi* (Juliana, 2017).

There are 5 dimensions of religiosity according to D. Pearce, M. Hayward, & A. Pearland (2017) Religious Belief, Religious Exclusivity, External Price, Personal Price, and Religious Salience. Meanwhile, in other research, indicators of religiosity are beliefs and beliefs, worship practices, experiences, religious knowledge, consequences, spiritual experiences, the influence of religion on daily life (Hasanah, 2019; Paloutzian & Park, 2013). In this research, the indicators used are:

1. External Practice
2. Confidence and Trust
3. Spiritual Experience
4. The influence of religion on daily life

There is a relationship between religiosity and interest in revisiting, supported by research conducted (Sukiswo, 2018; Marpaung, 2019; Helmawati & Handayani, 2014; Gusmawan et al., 2020), concluded that there is a connection between religiosity and interest in revisiting. Lusiana's (2020) research concluded that religiosity has a positive effect on tourists' intention to revisit. So, the hypothesis proposed is:

H 4: Religiosity has a positive effect on revisit intention

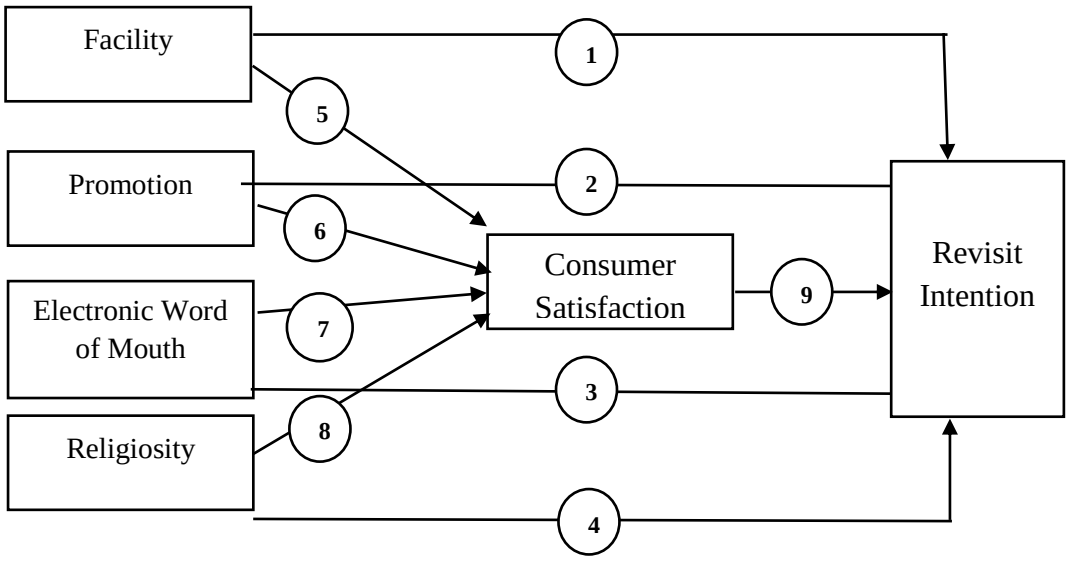
2.8 Consumer Satisfaction

According to Kotler (2006), consumer satisfaction is an individual's feeling of joy or disappointment that arises after comparing the performance (results) of the product in question with the expected performance. The emergence of consumer satisfaction will result in benefits, including the relationship between consumers and the company will become harmonious, providing good control for repeat purchases and forming consumer loyalty (Asbar & Saptari, 2017) .

Consumer satisfaction can be influenced by several factors including product quality, service quality and price. Product quality is one of the main means of market positioning , product quality is also a characteristic that is based on the ability to meet implemented consumer needs (Cahyani, 2016).

H5: Consumer satisfaction has a positive effect on revisit intention
H6: Consumer Satisfaction mediates the effect of Facilities on revisit intention
H7: Consumer Satisfaction mediates the effect of Promotion Level on revisit intention
H8: Consumer Satisfaction mediates the influence of EWOM on revisit intention
H9: Consumer Satisfaction mediates the influence of Religiosity on revisit intention.

The framework for thinking in this research is explained in Figure 2 as follows:



Source: Authors' own work

Figure 1. Theoretical Framework

3. METHODOLOGY

This research uses a quantitative approach to obtain information by analyzing numerical data. This research involves Indonesian tourists who have visited the halal tourism city of Yogyakarta, the exact number of which is currently unknown. Data collection in West Java begins in October-Desember 2023.

The measuring tool for this research is a questionnaire. The online form used for the research questionnaire was distributed via social media, such as WhatsApp groups and Instagram social media. The data analysis method is Structural Equation Modeling-Partial Least Square (SEM-PLS).

The data analysis method is Structural Equation Modeling-Partial Least Squar (SEM-PLS). The sampling method uses the Hair formula, which produces a minimum number of 260 samples. Next, the SmartPLS 4 program for Windows was used to analyze the PLS-SEM data.

4. RESULTS AND DISCUSSION

The respondents in this study predominantly domiciled in DKI Jakarta had the highest average score compared to other domiciles on the facility variable. This shows that respondents who live in DKI Jakarta tend to pay more attention to existing facilities in their revisit intention to halal tourism in Yogyakarta. The description of the respondents from this research can be classified in Table 1 below:

Table 1. Characteristics of Respondents

Varivable	Description	Total	(%)
Domicile	West Java	55	19
	Central Java	61	21
	East Java	56	20
	Special Region of Yogyakarta	33	11
	Banten	31	11
	DKI Jakarta	**51**	**18**
Age	8-23 years old	91	32
	24-39 years old	154	54
	40-55 years old	39	14
	56-74 years old	**3**	**1**
Visit to Halal Tourism	1-3 times	99	34
	4-6 times	173	60
	>6 times	**15**	**5**
Gender	**Man**	**121**	**42**
	Woman	166	58
Last education	Elementary School/Equivalent	0	0
	Middle School/Equivalent	2	1
	High School/Equivalent	89	31
	D1/D2/D3	67	23
	S1D4	126	44

Work	**S2/S3**	**3**	**1**
	ASN/TNI/POLRI	75	26
	Private employees	96	33
	BUMN employee	44	15
	Farmers/Fishermen	2	1
	Entrepreneur/Entrepreneur	55	19
	Housewife	**15**	**5**
Monthly Income	Rp. 3,100,000 - Rp. 5,000,000	125	44
	Rp. 10,100,000 - Rp. 15,000,000	**9**	**3**
	>Rp. 15,000,000	5	2
	< Rp. 3,000,000	71	25
	Rp. 5,100,000 - Rp. 10,000,000	77	27

Source: Authors' own work

4.1 Outer Model Validity Test

4.1.1 Convergent Validity

To find out this convergent validity, look at the results of the additional factor test. If the addition factor value is greater than 0.70, the indicator is considered valid.

Table 2. Convergent Validity

Variable	LF	FLC	AVE	Descriptions
EWOM		**0.886**	**0.784**	
Intensity of reading other people's reviews about several halal tourism in Yogyakarta	**0.849**			Valid
Tendency to trust reviews given by other people	**0.883**			Valid
Intensity looking for positive reviews or comments about tourist destinations before making travel decisions	**0.903**			Valid
The level of tendency to believe positive reviews regarding halal tourism	**0.896**			Valid
Intensity looking for negative reviews or comments about tourist destinations before making travel decisions	**0.877**			Valid
The level of tendency to believe negative reviews regarding halal tourism	**0.905**			Valid
Facility		**0.786**	**0.617**	
Infrastructure facilities look organized and well planned	**0.825**			Valid
The existence of basic infrastructure facilities (sanitation, clean water, electricity) that look very good is a consideration for revisiting	**0.852**			Valid
The level of facilities and infrastructure such as mosques, prayer rooms and halal restaurants in Yogyakarta halal tourism is adequate.	**0.642**			Valid
Level of satisfaction with the facilities and infrastructure provided by the management of halal tourist attractions in Yogyakarta	**0.855**			Valid

Halal tourist destinations in Yogyakarta have supporting accommodation, telecommunications and transportation facilities	**0.745**			Valid
The level of desire to visit again is due to the existence of supporting accommodation, telecommunications and transportation facilities	**0.838**			Valid
Yogyakarta's halal tourist destination facilities are well designed to meet visitor needs	**0.717**			Valid
Halal tourist destination facilities in Yogyakarta understand the importance of providing facilities that comply with halal tourism principles	**0.690**			
Halal tourist destination Yogyakarta has a strategic location and is free from traffic jams	**0.871**			Valid
Consumer Satisfaction		**0.913**	**0.834**	
Level of experience satisfaction during halal tourism trips in Yogyakarta	**0.886**			Valid
Have a desire to speak positively about halal tourism experiences to friends or family	**0.923**			Valid
The satisfaction felt when taking a halal tourist trip is a consideration for visiting again	**0.896**			Valid
Halal tourism trips provide value commensurate with the costs incurred so I intend to visit again	**0.929**			Valid
Halal tourism services in Yogyakarta can be relied on to provide good service	**0.928**			Valid
The reliability of halal tourism services is one of the important factors that makes me feel satisfied	**0.915**			Valid
Revisit Intention		**0.827**	**0.685**	
Level of positive image of halal tourism in Yogyakarta	**0.848**			Valid
The image of several halal tourist attractions in Yogyakarta makes me want to visit again	**0.886**			Valid
The tourist references/references obtained influence the decision to visit again	**0.872**			Valid
How often (intensity) do I look for references about tourist destinations?	**0.889**			Valid
The level of tendency to revisit to halal tourism in Yogyakarta	**0.690**			Valid
The level of tendency to choose halal tourism in Yogyakarta compared to halal tourism in other areas	**0.871**			Valid
The level of tendency to choose sharia-based tours & travel when visiting Yogyakarta	**0.709**			Valid
Religiosity		**0.831**	**0.690**	
The level of belief that Islamic sharia regulates all aspects of life, including travel	**0.914**			Valid
Have the belief that every behavior carried out is part of worship	**0.873**			Valid
Spiritual experiences during halal tourism trips have influenced my religious beliefs	**0.872**			Valid

Halal tourism trips help me get closer to religious values and increase my religiosity	**0.875**			Valid
There is a positive influence that is felt if you live your life according to what religion recommends	**0.619**			Valid
The level of application of my religious teachings in my daily actions and decisions	**0.798**			Valid
Promotion Level		**0.716**	**0.513**	
Promotion in the form of photo and/or video documentation reminds me of the beauty of halal tourism in Yogyakarta	**0.623**			Valid
The level of desire to visit again is due to promotions in the form of photo and/or video documentation	**0.711**			Valid
How effective is promotion through social media/mass media that is widely accessed by the public regarding halal tourism?	**0.810**			Valid
Re-visiting halal tourist attractions because of promotions through social media/mass media which are widely accessed by the public	**0.746**			Valid
Intensity of promotion via social media pages regarding halal tourism in Yogyakarta	**0.721**			Valid
The level of influence of promotional frequency on the level of awareness about halal tourism	**0.650**			Valid
The promotion appeared when I wanted to revisit a halal tourist attraction in Yogyakarta	**0.683**			Valid
The promotion carried out was able to convince Sayan to visit halal tourism in Yogyakarta again	**0.769**			Valid

Source: Authors' own work

Based on Table 2 , because all indicators have factor loading values of more than 0.5, it can be said that the indicators in this study are valid and are the underlying latent variables. Therefore, it can be said that the indicators in this research have adequate convergent validity .

4.1.2 Discriminant Validity

Discriminant validity is a test used to see the level of latent construct prediction for the indicator block. Discriminant validity is carried out to ensure that each concept of the latent model is different from other variables. This test was carried out using Fornell-Lacker Criterion analysis, namely a validity test carried out by comparing the correlation between variables or constructs with the square root of the Average Variance Extracted (√AVE). A prediction can be said to have a good AVE value if the value of the square root of the AVE in each latent variable is greater than the correlation between other latent variables. The following is the Fornell-Lacker Criterion table.

Table 3. Fornell-Lacker Criterion

	EWOM	Facility	Consumer Satisfaction	Revisit Intention	Religiosity	Promotion Level
EWOM	0.886					
Facility	0.189	0.786				
Consumer Satisfaction	0.276	0.700	0.913			
Revisit Intention	0.145	0.979	0.578	0.827		
Religiosity	-0.074	0.051	0.041	0.049	0.831	
Promotion Level	0.434	-0.141	0.165	-0.136	0.037	0.716

Source: Authors' own work

Based on the test results in Table 3, Discriminant validity via the Fornell-Lacker Criterion shows that the root of AVE in each construct is greater than the correlation of each construct with other constructs. Another method can also be used with Heteroit-Monotrait ratio (HTMT) is a recommended alternative approach to evaluate discriminant validity. This method uses a multitrait-multimethod matrix as the basis for measurement. The HTMT value should be less than 0.9 to ensure discriminant validity between two reflective constructs (Henseler, Ringle, & Sarstedt, 2015). The following are the results of HTMT in this research:

Table 4. Heterotrait-Monotrait (HTMT)

	EWOM	F	KP	MK	R	T.P
EWOM						
F	0.205					
KP	0.286	0.746				
MK	0.158	0.722	0.616			
R	0.078	0.054	0.041	0.050		
T.P	0.498	0.135	0.143	0.135	0.090	

Source: Authors' own work

Based on the HTMT test results in table 4, it shows that all HTMT values are <0.9 so it can be stated that all constructs are valid in terms of discriminant validity based on HTMT calculations. Therefore, based on the results of the three tests above, it can be concluded that the constructs in the model being measured meet discriminant validity.

4.1.3 Composite Reliability and Cronbach's Alpha

Composite Reliability and Cronbach's alpha are tests used to measure the internal consistency or reliability of a measurement model; the value must be above 0.70. Composite Reliability is also an alternative test to Cronbach's alpha , but the results show that it is more accurate than Cronbach's alpha .

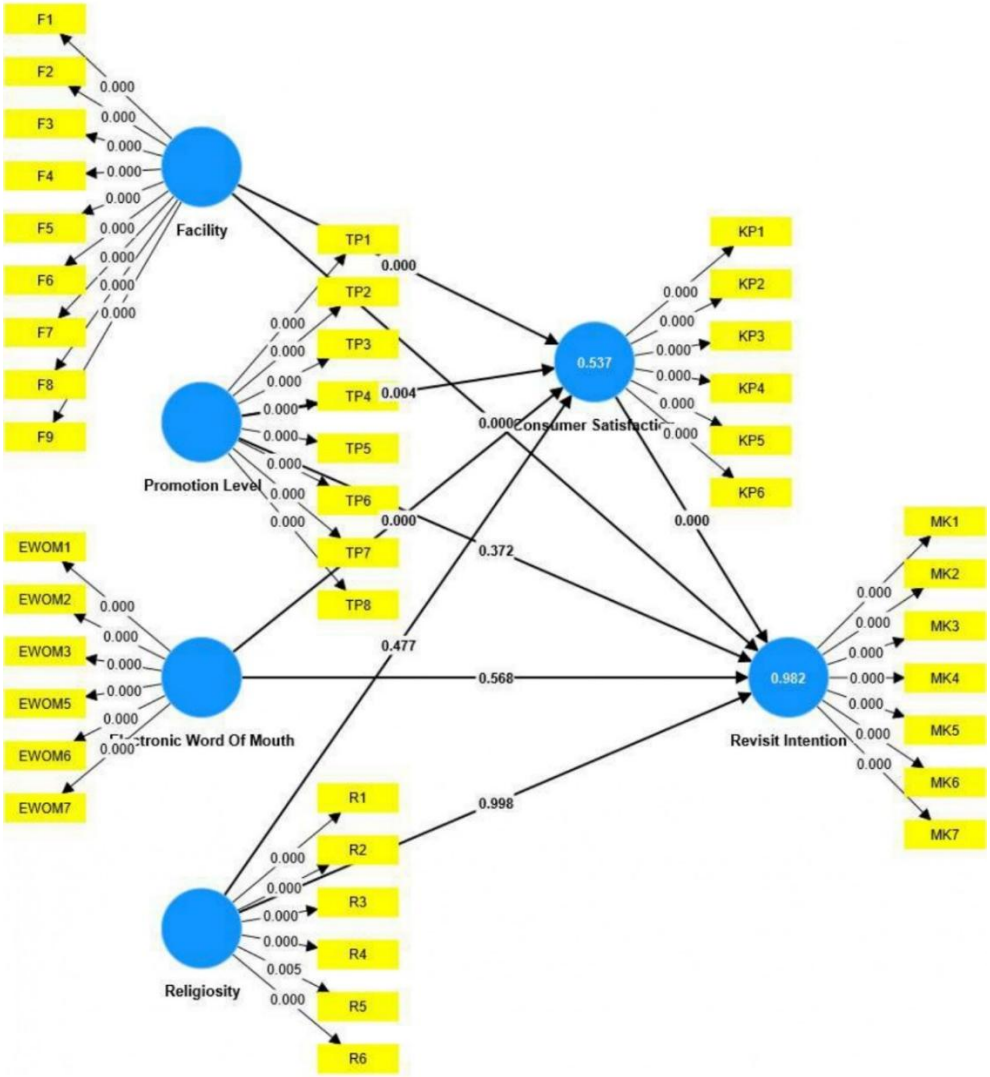
Table 5. Composite Reliability and Cronbach's Alpha

	Cronbach's alpha	Composite reliability (rho_c)
EWOM	**0.945**	**0.956**
Facility	**0.920**	**0.935**
Consumer Satisfaction	**0.960**	**0.968**
Revisit Intention	**0.921**	**0.938**
Religiosity	**0.919**	**0.930**
Promotion Level	**0.874**	**0.893**

Source: Authors' own work

All latent variables in this study can be considered reliable, and the model built has a good level of reliability, as shown by the test results shown in Table 5 , which shows the results of SmartPLS processing on each latent variable.

4.2 Hypothesis Testing (Resampling Bootstrapping)



Source: Authors' own work

Figure 2. SEM-PLS bootstrapping

In this particular section, p - value plays an important role in evaluating hypothesis testing in the Structural Equation Modeling (SEM-PLS) framework. As explained by (Hair, 2017) , p - value serves as a decisive metric: if it is below the threshold of 0.05, the hypothesis is considered acceptable; conversely, if it exceeds this threshold then the hypothesis is rejected. A significance level of 0.05 is used in statistical analysis as a standard criterion for assessing the validity of hypotheses. P- value , in SEM-PLS, allows researchers to make decisions about accepting or rejecting a proposed relationship, highlighting its significance in drawing conclusions from empirical data.

Table 5. Output Path Coefficient

	Original sample (O)	T statistics (|O/STDEV|)	P values	Information
F -> MK	**1,127**	**76,759**	**0,000**	**H1 is accepted**
TP -> MK	**-0.009**	**0.893**	**0.372**	**H2 is rejected**
EWOM -> MK	**-0.006**	**0.572**	**0.568**	**H3 is rejected**
R -> MK	**0,000**	**0.003**	**0.998**	**H4 is rejected**
KP -> MK	**-0.213**	**13,174**	**0,000**	**H5 accepted**
F-> KP -> MK	**0.628**	**14,357**	**0,000**	**H6 accepted**
TP -> KP -> MK	**-0.181**	**2,851**	**0.004**	**H7 accepted**
EWOM -> KP -> MK	**0.239**	**5,064**	**0,000**	**H8 accepted**
R -> KP-> MK	**0.034**	**0.712**	**0.477**	**H8 is rejected**

Source: Authors' own work

4.3 Discussion and Implications

Based on the results of data processing in thickness 7, it can be concluded that, the results of H1 in this study show that the more attractive a tourist attraction is, the more tourists' interest in repeat visits will increase. This is in line with the theory in research by Ko and Liu (2010). In line with research conducted by (Kurniawan & Hanifah, 2023; Lestari et al., 2022), it is stated that facilities have a significant effect on revisit intention.

The results of H2 explain that the level of negative promotion does not affect repeat visit interest, in contrast to research conducted by (Trihandayani et al., (2022); Pradana et al., 2022; Kim & Co (2022); Naibaho & Nuswantara 2023), concluding that Promotion has a positive and significant effect on repeat visit interest. However, promotion level factors still play an important role, this is in accordance with the theory stated by Nuraeni (2014), that there are several factors that influence revisit intention visits, one of which is promotion.

Then testing H3 of this research shows that the higher the electronic word of mouth, the higher the interest in repeat visits by tourists. However, the results of this study were not significant. Electronic word of mouth showed negative results and had no effect on intention to revisit, in contrast to research conducted by Widyanto et al., 2017; Juliani & Suharti 2022; Normalasari et al., 2023; Putra et al., 2023), concluded that Electronic Word of Mouth positive and significant effect on interest repeat tourist visits. But in line with research conducted by (Anggraini & Wibisono, 2022; Bolang et al., 2021) that Electronic Word of Mouth No exert influence significant to interest visit revisit.

The H4 test shows that the higher a person's religiosity, the more it will influence their revisit intention to halal tourism. However, this study showed positive and insignificant results. Religiosity has no effect on interest in revisiting, in contrast to research conducted by Lusiana (2020) that religiosity has a positive effect. However, in line with research conducted by Artha & Fikriyah (2021), religiosity has no effect on tourists' intention to revisit.

The H5 test shows that the higher consumer satisfaction, the higher the interest in repeat visits by tourists. If someone is interested in visiting, it is possible that the consumer will visit again in the future . But if consumers do not get what they want, they will lose interest in visiting again (Yunantias & Kusumawardhani, 2015). In this research, consumer satisfaction shows positive and significant results on repeat visit interest. In line with research conducted by (Baharza

& Pratiwi Putri, 2020; Alvianna & Alviandra, 2020; Wanda, 2018). States that consumer satisfaction has a positive effect on interest in repeat visits.

The H6 test shows that consumer satisfaction can mediate facilities on interest in repeat visits. This is supported by research by Fajrin, Wijayanto, & Kornita (2021) which concluded that facilities have a positive and significant effect on interest in visiting through satisfaction. This shows that facilities that are kept clean can make visitors feel satisfied, so that they are interested in making revisit visits. Likewise, research (Faradilla & Ngatno 2021; Septianing & Farida 2021; Parmin 2017) concludes that facilities have a positive effect on intention to revisit through consumer satisfaction.

The H7 test shows that consumer satisfaction is able to mediate the level of promotion on interest in repeat visits. . This is supported by research by Apsari & Astuti (2022) concluding that sales promotions are proven to have a positive and significant influence on the Lazada consumer satisfaction variable in Semarang. Other research shows similar results, namely that promotions have a significant effect on consumer satisfaction (Fiona, 2020; Kim et al., 2019; Rosaliana & Kusumawati, 2018; Teck Weng & Cyril de Run, 2013). Customer satisfaction increases because of the good promotional incentives they have received.

The H8 test shows that consumer satisfaction is able to mediate Electronic Word of Mouth on interest in repeat visits. This is supported by research by Rosifa, Suprihartini, and Kurniawan (2020) concluding that Electronic Word of Mouth partially has a significant effect on visitor satisfaction. This means that if the Electronic Word of Mouth is good and positive then the visitor's choice to come to New Marjoly Beach and Resort is not wrong and the visitor will feel satisfaction. In line with research by Soeid et al., (2022), it shows that Electronic Word of Mouth directly has a positive and significant effect on local tourists' visiting decisions in the city of Makassar. Other research (Normalasati et al., 2023; Napitupulu et al., 2021) also concluded that EWOM has a positive effect on satisfaction and interest in repeat visits.

The H9 test shows the results that consumer satisfaction is unable to mediate religiosity on intention to revisit. This is not in line with research conducted by (Aristiyanto et al., 2021; Novitasari et al., 2021; Baihaqi 2015) showing the results that religiosity can simultaneously influence consumer satisfaction. In the research of Monoarfa et al. (2022) stated that Islamic attributes such as religiosity can influence Muslim tourist satisfaction. Other research, namely (Umhayati 2023; Makrifah, & Trishananto 2021) concluded that there is a positive influence between religiosity on interest in revisiting. From this research, the hypothesis proposed is that satisfaction is able to mediate religiosity on intention to revisit.

Based on the findings of this research, it has implications that important stakeholders in the tourism sector, such as practitioners working in the tourism sector and the government, need to design strategies for developing halal tourism in Yogyakarta and education that is right on target. This can be done by; First, the difference in scores between domiciles indicates that efforts are needed to promote halal tourism in Yogyakarta. Second, the importance of education about halal tourism, especially for people on the island of Java (Indonesia). Considering that the population of the island of Java reaches 154.34 million people or 56.1% of the total population of Indonesia, this is certainly a very potential opportunity. Third, focusing on the 56-74 year age group or also called baby boomers can be an effective strategy in supporting the growth of halal tourism, by designing a promotional strategy and providing relevant and interesting education. Fourth, the differences in income scores also provide an indication that halal tourism education programs and forms of halal tourism support can be optimized by considering the financial conditions and travel experience of respondents. By exploring these implications, tourism sector institutions and

government institutions can increase the effectiveness of strategies for tourists in accommodating the diverse needs and characteristics of tourists.

5. CONCLUSION

The research conclusion shows that the variables of facilities and consumer satisfaction have a significant influence on interest in repeat visits to halal tourism in Yogyakarta. Meanwhile, the promotion level variable, electronic word of mouth, does not have a significant influence on interest in repeat visits to halal tourism in Yogyakarta. Then the results of this research show that the consumer satisfaction variable is able to mediate the influence of facilities, level of promotion, and electronic word of mouth on interest in repeat visits. However, the consumer satisfaction variable is unable to mediate the influence of religiosity on Revisit intentionhalal tourism in Yogyakarta.

The religiosity variable cannot mediate the interest in repeat visits through consumer satisfaction. This shows that educational efforts regarding the meaning of halal tourism must be directed at all levels of society, regardless of income level, education level and age. This can strengthen the importance of knowing the meaning of halal tourism and to create awareness that halal tourism is not just about having fun, but understanding the meaning of halal tourism.

Apart from that, the results of this research also found that external factors and internal factors in consumer behavior, namely facilities and consumer satisfaction, play an important role in determining Revisit intentionhalal tourism in Yogyakarta. Therefore, the Yogyakarta provincial government, actors in the Yogyakarta tourism sector need to make efforts to increase interest in returning Muslim tourists to halal tourism in Yogyakarta. Efforts made by actors in the Yogyakarta tourism sector are increasing the branding of halal tourism on an international and national scale, improving halal tourism facilities and infrastructure, creating a legal framework that regulates the implementation of tourism in Yogyakarta, increasing research on market segmentation and preferences for halal tourism, and improving technology. information on the halal tourism industry.

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