THE DESTINATION ATTRIBUTES ON THE REVISIT INTENTION MEDIATED BY THE DESTINATION IMAGE

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ABSTRACT

Background: Sharia hotels are an important accommodation needed by tourists in making Muslim travel. East Java has great potential for Muslim tourists with so many destinations available. Thus, the need for Sharia hotel management to be able to compete with conventional hotels and understand consumer satisfaction which in the end makes a re-visit to Sharia hotels.

Aim: The purpose of this study is to analyze the factors influencing the intention of Muslim tourists to re-visit Sharia hotels in East Java.

Method: The destination attribute of a Sharia hotel becomes an exogenous variable that affects the intention to make a revisit with the image of the destination as a mediation variable. This research is included in explanatory research. Respondents in this study were guests who were or had stayed at Sharia hotels in East Java. The number of samples in this study used purposive sampling techniques with a sample of 148 respondents.

Findings: The results of the study concluded that the attributes of Islamic destinations have a significant influence on the intention to visit again at Sharia hotels in East Java. Destination image also plays a role in mediating the relationship between destination attributes and returning intentions.

KEYWORDS destination attributes, revisit intention, destination image

INTRODUCTION

Tourism is known for its social, cultural, political, and environmental impacts, let alone its economic impact. Halal tourism is becoming a new product in the tourism industry, which provides holiday destinations for families guidedby Sharia rules (Razalli et al., 2013). Chanin et al. (2015) explained that the tourism industry is a large industry and is seen as a sector that accelerates economic growth. The implications of the rise of the tourism industry that can increase tourist visits, government revenue, can also benefit local communities as a livelihood.

Tourism Halal is a rapidly growing market segment not only in Muslim countries but also globally. Non-Muslim countries such as Australia, Taiwan, Korea, Japan, countries in Europe, specifically serve the Sharia tourism segment (Chanin et al., 2015). Many domestic and foreign tourists are interested in Halal tourism such as inns or hotels syariah, Halal culinary or Islamic destinations.

In the global arena, Halal tourism is a promising market. This can be seen from the Mastercard Crescentrating Global Travel Market Indek (GMTI) 2019 report, which predicts that there will be 230 million Muslim tourists globally by 2026 (Kemenparekraf, 2021).

The Global Muslim Travel Index (GMTI) is a reference standardization for Indonesia as the best Halal decision destination in 2019. Indonesia is ahead of 130 destinations from all over the world. The Mastercard Crescentrating Global Travel Market Index (GMTI) ranked Indonesia first in the GMTI standard with a score of 78 along with Malaysia which is both in the top rank.
Not only that, Indonesia won the second position in the 2021 GMTI version of the Communication category. In this category, the assessment is based on how tourism businesses promote their services to make it easier for tourists, for example by releasing Halal restaurant guides or guidelines for tourists. GMTI 2021 also positions Indonesia as the number three destination in the pelayanan category. Assessment based on how a destination offers a good experience for Muslim travelers, including at airports, restaurants, and hotels (Widyanti, 2021).

Based on data from the Global Muslim Travel Index (GMTI), there are four main aspects of providing Halal tourism services, namely access, communication, environment, and services (Hotels). As tourists require some form of accommodation facilities to rest and refresh throughout their journey. Thus, accommodation became a basic necessity for tourists (Fletcher et al., 2018).

Factually, Indonesian has a better basic capital for the development of Sharia tourism than other countries with the largest Muslim population in the world. Indonesia's prospects in developing Halal tourism have been recognized worldwide. This is not without reason, considering that Indonesia has won many awards in the realm of world Halal tourist destinations. For example, in 2019, Indonesia was ranked first as wisata Halal terbaik in the dunia version of the Global Muslim Travel Index (GMTI) outperforming 130 other participating countries (Kemenparekraf, 2021).

Every area spread across Indonesia has tourism potential ranging from nature, nautical to stunning culture. One of them is East Java, based on the statement of Arofani from IDNtimes (2020) as the largest province in Java Island, there are many interesting tours owned by East Java. All kinds of tourist attractions are here, such as gunung Bromo, gunung Semeru, makam para wali, taman flora and fauna, historical relics of the Mojopahit-Singosari Kingdom, unique mosques, Cangar baths, Jatim Park, Situbondo White Sands, Ngliyep Beach, and a series of other tourist attractions that can be developed into tourist attractions by preparing services and facilities according to Muslim needs.

Tourist visits to East Java province certainly require hotel facilities as a temporary stopover. Thus, East Java needs to expand Halal tourism accommodation in the form of Sharia hotels. According to Widyarini (2013), Sharia hotels are hotels that apply Islamic Sharia to hotel operational activities. The beauty of the hotel is highlighted by the management by bringing up the motto, logo, interior ornaments, room facilities, hotel facilities as well as the uniforms or clothes worn by the hotel employees.

Customer satisfaction and managing a Sharia hotel business is very important. Ensuring maximum service quality will have an impact on the value of customer satisfaction felt by customers. In conditions of competition between conventional hotels and Sharia hotels, what needs to be considered is to create a competitive advantage that makes customers revisit the place of business or revisit intention, so that the business can survive, compete and control the market share.

Thiumsak & Ruangkanjanases (2016) says that understanding the factors influencing the intention of returning international visitors suggestively allows the manager or destination tourism authority to know better fundamentally how to develop effective tourism marketing and management strategies and build travel motivation to attract visitors. Consumer suggestions are closely related to destination attributes as an evaluation of hospitality management. Nawi et al. (2019) says it is important to understand muslim behavior through
Islamic attributes. Islamic physical attributes are one of the important tools when Muslims decide to buy tourism products or services. According to Battour et al. (2014) in Nawi et al. (2019) Islamic physical attributes of Sharia tour packages can attract Muslim consumers such as restaurants with Halal logos or Islamic-free dress codes.

Understanding the quality of the hotel from the image of the managed hotel is very important in conducting an evaluation. Chen (2010) in Nawi et al. (2019) says that brand image is seen as an important element of consumer satisfaction, and companies invest in improving product quality to attract consumers. Echtner and Ritchie (1993) in Chelliah et al. (2021) describes the image of the goal as an overall picture that the individual acquires in their minds.

Based on the description above, it provides an opening for researchers to form a new conceptual model consisting of variables that can affect the intention to visit again (Revisit intention) in this case the attribute of the hotel (Attribute destination) on Sharia hotel objects in East Java. This study also made the destination image variable as a mediating variable.

Here is a research gap from previous studies on similar topics.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Effects Between Intervariable</th>
<th>Research Results</th>
<th>Researchers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination Attributes</td>
<td>Revisit intention</td>
<td>Significant</td>
<td>(Handriana &amp; Putra, 2020; Jumanazarov et al., 2020; Mahdzar, 2019; Ozturk &amp; Gogtas, 2016; Peng et al., 2015; Polas et al., 2020; Ryani &amp; Soesanto, 2021)</td>
</tr>
<tr>
<td>Destination Attributes</td>
<td>Revisit intention</td>
<td>Insignificant</td>
<td>(Baniya &amp; Thapa, 2017; Sulaiman et al., 2021; Suryani et al., 2020)</td>
</tr>
</tbody>
</table>

Source: Data Processed, 2022

The description above is the basis of this study, whether the interest of hospitality consumers to visit Sharia hotels in the midst of competition with conventional hotels and whether destination attributes play a role in the image of the destination applied by the hotel ultimately has an impact on the intention to visit again. So that researchers are interested in conducting research with the title "The Destination Attributes on the Revisit Intention Mediated by the Destination Image." This study aimed to test and explain the direct and indirect influence of destination attribute variables on re-visit intentions and the role of destination image as a mediation variable.

METHOD

The type of research used in this study is an explanatory type of research. This research is focused on explaining the cause-and-effect relationship between several situations described in variables for which a conclusion will then be drawn. This study used quantitative data. The primary data collected in this study was in the form of a questionnaire obtained directly from respondents who had stayed in Sharia hotels. As for secondary data, in this study, the secondary
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data sources are literature, articles, journals, and sites on the internet related to the research carried out.

This study conducted a survey on re-visit intention in guests staying at hotel syariah in East Java. The consideration of making Java Timur as a research location is because Java Timur is a tourist destination province in Indonesia and East Java (Malang Raya) is included in the Development of 10 destination prioritas nasional in 2018 which refers to GMTI standards as Indonesian Halal tourism (Kemenparekraf, 2021).

The population in this study was all people who had been and were staying at the Sharia hotel in Jawa Timur, with certain characteristics that were considered appropriate by the researcher, namely visitors who had been or were staying at Sharia hotels. The population in this study is an unlimited population, that is, the population is not known for sure because it does not have a quantitative limit and the chances of each member of the population being sampled are not sama. This study considers the area of East Java, so it refers to the first rule, namely the maximum likelihood estimation method) or 140 to 150 respondents.

RESULTS AND DISCUSSION

To find out the relationship between variables in this study, it can be seen from the significance of the estimated parameters. The statistical test for hypothesis testing is with t-test. The t-table value for 5% alpha is 1.96. So the criterion of acceptance of the hypothesis is when t-statistics > t-table (t-statistics > 1.96) (Sholihin & Ratmono, 2020). T-statistical testing in the PLS is carried out by the resampling method, which can also minimize the abnormality of the research data. Table 2 shows the results of resampling the direct influence of independent variables on dependent variables. Table 2 shows the results of the influence of the mediation of the destination image variable on the influence of destination attributes and the intention to visit again.

<table>
<thead>
<tr>
<th>Variable Relationships</th>
<th>Path Coefficient</th>
<th>p-value</th>
<th>t-statistics</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>X – Y</td>
<td>0.133</td>
<td>&lt;0.001</td>
<td>2.229</td>
<td>Positive significant</td>
</tr>
<tr>
<td>X – Z</td>
<td>0.560</td>
<td>&lt;0.001</td>
<td>9.807</td>
<td>Positive significant</td>
</tr>
<tr>
<td>Z – Y</td>
<td>0.634</td>
<td>0.049</td>
<td>10.186</td>
<td>Positive significant</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed (2022)

Table 3. Hypothesis Testing of the Influence of Mediation

<table>
<thead>
<tr>
<th>Variable Relationships</th>
<th>Path Coefficient</th>
<th>p-value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>X – Z – Y</td>
<td>0.361</td>
<td>&lt;0.001</td>
<td>Positive significant</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed (2022)

Based on the results of the t-statistical test in the table, the results of testing the hypothesis of direct influence and influence of moderation can be illustrated through the research model shown in figure 1 as follows:
Based on table 2 and table 3 illustrated in figure 5.1 above, the test results of each hypothesis in this study were obtained. In general, it can be concluded that the relationship between variables has a significant positive influence between one variable and another. Furthermore, a detailed explanation of the influence between each variable can be seen in the explanation below.

**Direct Influence Testing**

**Hypothesis Testing 1 (Destination Image has a significant effect on Visiting Intentions)**

The results of the first hypothesis test showed that the relationship of the destination attribute variable with the intention to visit again (Y) showed a path coefficient value of 0.133 with a t value of 2.229. The value is greater than t of the table (1.960). These results mean that destination attributes have a direct significant influence on the intention to revisit which means they correspond to the first hypothesis where destination attributes have a significant effect on returning intentions. This means **Hypothesis 1 is accepted.**

**Hypothesis Testing 2 (Destination Attributes have a significant effect on Destination Image)**

The results of the second hypothesis test showed that the relationship of the destination attribute variable (X) with the destination image (Z) showed a path coefficient value of 0.560 with a t value of 9.807. The value is greater than t-table (1.960). These results mean that destination attributes have a significant influence on the destination image which is meaningful according to the second hypothesis where destination attributes have a significant effect on the destination image. This means **Hypothesis 2 is accepted.**
The Destination Attributes on the Revisit Intention Mediated by the Destination Image

**Hypothesis Testing 3 (Destination Image has a significant effect on Visiting Intentions)**

The results of the third hypothesis test showed that the relationship of the destination image variable (Z) with the intention to visit again (Y) showed a path coefficient value of 0.634 with a t value of 10.186. The value is greater than t of the table (1,960). These results mean that the image of the destination has a significant influence on the intention of the return visit which is meaningful according to the third hypothesis where the image of the destination has a significant effect on the intention to visit again. This means **Hypothesis 3 is accepted**.

**Indirect Influence Testing**

**Hypothesis Testing 4 (Effect of Destination Attributes on Visiting Intentions through Destination Image)**

The results of the fourth hypothesis test showed that the relationship of the destination attribute variable with the intention to visit again through the destination image showed an indirect path coefficient value of 0.361 with a p value of <0.001. The value is greater than 0.05 as a standard of significance. The path coefficient of influence of the destination attribute on the intention to visit again with the direct effect is 0.521, while after the direct effect it is worth 0.13. This means that the coefficient of the direct effect path is greater than the indirect effect. These results mean that the image of the destination has a significant influence in bridging the attributes of the destination to the intention to visit again with the category of Partial Mediation. This means **Hypothesis 4 is accepted**.

**The Effect of Destination Attributes on Returning Intentions**

This study resulted in the finding that destination attributes have a significant influence on the intention of revisiting. This means that the better the destination attributes of a destination, the higher the customer's intention to revisit the place, in this case it is a *Sharia* hotel. The results of the descriptive analysis show that the food guaranteed by the hotel and the facilities in the *Sharia* hotel in accordance with Islamic rules are the indicators with the highest average value. This indicator means that it is a differentiator in staying at a *Sharia* hotel and also the experience of staying at a *Sharia* hotel.

In line with the research of Razalli et al. (2013) that with an Islamic theme, these hotels do not serve alcoholic beverages and non-*Halal* foods. Food products served in restaurants must be kosher. In other words, the hotel will provide facilities, support services and food that meets the requirements of Islam. This indicates that consumers first saw from the aspect of serving *Sharia*-compliant food in the form of *Halal* or not food from the hotel. Based on the characteristics of respondents, it shows that the most dominant respondents are millennial generation Y and generation Z. According to the Ministry of Tourism (2018) is the generation who prefers *Sharia* hotels for trust in the *Sharia* of hotels.

The results of this hypothesis test are supported by previous research conducted by Peng et al. (2015) regarding the revisit intention.

**The Effect of Destination Attributes on Destination Image**

This study resulted in findings that destination attributes have a significant influence on the image of the destination. This means that when consumers feel that the destination attributes felt by consumers are good, a good image will appear that is felt by consumers.
The unique theme carried by Sharia hotels, namely the differentiation of products with conventional hotels coupled with destination attributes both physical and interaction with staff, creates a different image in this place. Customers feel that the existence of a hotel with a Sharia concept that is a differentiator coupled with good attributes will improve the good image of the hotel. Related to the characteristics of respondents, the respondents who stayed were mostly those who had a family and worked so that Sharia products were guaranteed to be something that was needed.

The results of this hypothesis test are supported by previous studies, namely the research of Gannon (2017) for Umrah participants who showed the results that the attributes of the mecca destination to the perception of the destination image affect the image that is initiated by tourists. In addition, the research of Widjaja (2018), Lim and Ananzeh (2012) on MICE tourism in different research locations also obtained the same results, namely the attributes of destinations both in research in Surabaya and in Jordan showed results that the attributes of MICE tourism destinations affect the image of the city.

The Influence of Destination Image on Visiting Intentions

This research resulted in the finding that the image of the destination has a significant influence on the intention of visiting again. This means that when a Sharia hotel has a positive image produced from the product brand, the purpose of a product and the uniqueness of the product, it will increase the customer's intention to revisit a place in this case a Sharia hotel. Tourism companies can use utilizing a brand image to have a positive relationship with consumer satisfaction as supported by Jeon (2017) who emphasizes that the brand is one of the powerful tools in marketing. Thus, tourism companies can improve their brand image by improving products and services based on a religious perspective that can lead to increased consumer satisfaction. Consumer satisfaction will have an impact on the intention to buy the product repeatedly.

The results of the descriptive analysis show that the indicator with the highest value is the product brand as a reaction arising from the image of the destination, both personal needs and the consistency of Sharia hotels in applying Islamic rules. The better the product in applying Islamic rules, the more positive the image of the destination caused. On the contrary, the more negative the product can apply Islamic rules, the lower the image of the Sharia hotel, the more positive the guest's assessment of the image of Sharia services will increase the intention to revisit.

The results of this hypothesis test are supported by the theory of Artuger and Cetinzos (2017) that the concept of image is one of the most important elements for tourist destinations. Destination image is an important feature in the assessment of a destination by tourists, in preference and generates loyalty to a destination. In addition, the image of the destination also has an important role in determining whether tourists will visit a destination again. Widjaja et.al. (2018) explained that in the aspect of society, the image of a destination can increase if the destination is able to encourage responsible behavior between visitors/residents. In addition, destinations that offer attractive local culture and traditions and friendly residents can also enhance the reputation of the destination, thereby increasing the interest in visiting tourists again. In line with this study, Thiumsak and Ruangkanjanases (2016) research on tourists visiting Bangkok, Thailand by linking the image of the destination and the intention to visit.
The results show that the image of the destination significantly affects the intention of returning a visit.

The Effect of Destination Attributes on Visiting Intentions Remediated by Destination Image

The results showed that destination attributes have a significant effect on the intention to visit again through the image of the destination. This can be interpreted to mean that the hotel attributes felt by guests staying at a positive *Sharia* hotel will bring out a good image of the *Sharia* hotel to customers so that it will cause customer satisfaction and have implications for re-visiting. Customer satisfaction has the impact of revisiting or reusing *Sharia* hotel services appears as a result of the hotel's image that appears when consumers or guests assess the perceived attributes of the destination positively. Likewise, dissatisfaction with products has an impact on not reusing *Sharia* hotel services after assessing the attributes of the destination that are felt to be not good. The mediation nature of the destination image in the relationship between destination attributes and the intention to visit again is partial mediation. Destination image plays a role in mediating part of the relationship between destination attributes and returning intentions, which means that the destination image can bridge the influence of destination attributes on the intention to visit again, which means that the better the attributes of the destination of the *Sharia* hotel to the physical quality and services available at the *Sharia* hotel will cause a good image and when the guest feels a good image of the *Sharia* hotel, the intention to visit will arise back notel *Sharia*. However, even so, in the absence of a destination image, the perceived destination attributes can increase customer intentions in using and revisiting *Sharia* hotels.

This research supports the results of research conducted by research by Nawi et al., (2019) showing that product quality, Islamic physical attributes and Islamic beliefs have a significant positive effect on brand image and consumer satisfaction. With consensual satisfaction will result in the intention of consumers to visit again.

CONCLUSION

Destination attributes can increase the intention to visit again. This means that the attributes of the destination during their stay in a *Sharia* hotel increase the guest's intention or desire to continue to stay back at the *Sharia* hotel. Attributes both physical and in the form of service during the stay will encourage the guest's intention to revisit the *Sharia* hotel. The better the destination attributes, the higher the guest's intention or desire to continue staying back at the *Sharia* hotel.

The image of the destination is able to increase the intention to visit again means that a positive image or reputation in a *Sharia* hotel is able to increase the intention or desire of guests to make a re-visit. The positive reputation of *Sharia* hotels received by customers, the intention or desire of customers to return to visit is even higher.

Attributes in *Sharia* hotels are able to improve the image or reputation of *Sharia* hotels. This finding can occur because with hotel attributes that match the expectations of *Sharia* hotel customers, the image that occurs will be better. Thus the interior with Islamic nuances, services according to Islamic rules, Islamic concepts will make the image of the *Sharia* hotel increasing.
Destination attributes can increase the intention to visit again by improving the image of Sharia hotel destinations. This is possible because the good attributes of Sharia hotels that are felt by customers will improve the image of the hotel. So that with the increase in the image of the hotel, customers will visit Sharia hotels again. The nature of destination image mediation in the influence of destination attributes and visiting intentions is partial mediating, which means that destination attributes can still affect the intention to visit again without going through the destination image.

REFERENCES


