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THE MEDIATING ROLE OF HALAL TOURISM LITERACY AND MOTIVATION ON REVISIT INTENTION

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ABSTRACT

The behavior of Muslim tourists is very different from non-Muslim tourists, specific needs as a sign of obedience to God's commands behind it. This study aims to determine the intention of Muslim tourists to visit again with consideration of Halal Experience, Halal Tourism Literacy and integrating the theory of Push and Pull Motivation. This research has a significant contribution to halal tourism literature to understand Muslim tourist behavior by considering halal tourism literacy and motivation. Data were collected through an online survey with 170 respondents; the data obtained were then analyzed using CFA-SEM on Smart-PLS 3.2.9 software. The results of data processing show that halal tourism literacy and motivation have a significant direct effect on revisit intention. Likewise, the indirect effect of halal experience on revisit intention can be mediated by halal tourism literacy. In addition, the indirect effect of halal tourism literacy on revisit intention can also be mediated by motivation. However, the only hypothesis that is not supported in this study is that halal experience does not show a significant direct effect on revisit intention.

KEYWORDS: halal tourism, halal experience, halal tourism literacy, push and pull motivation theory, revisit intention, muslim tourists.

1. INTRODUCTION

The second largest religion in the world is Islam. More than 2 billion Muslims are spread across the globe, and this number is only surpassed by Christianity. In fact, many researchers project that Muslims will surpass Christians by 2050. Although Muslims are found almost everywhere in the world, the majority of Muslims live in northern and central Africa, the Middle East and Southeast

Asia. Indonesia is the largest Muslim country, home to around 231 million Muslims. This number constitutes 86.7% of Indonesia's total population and nearly 13% of the world's total Muslim population (World Population Review, 2023). Meanwhile, according to Pew Research Center (2015), the world's Muslim population is expected to reach 2.76 billion by 2050, accounting for 29.7% of the total world population. Based on the MasterCard Crescent rating report (2023), in 2024 it is estimated that the level of Muslim arrivals will increase to pre-covid-19 pandemic levels of 160 million, and this number is projected to increase again to 230 million by 2028 with an estimated spend of USD 225 billion. So this fact shows that Muslim tourists participating in halal tourism activities represent one of the largest niches in the global tourism market which certainly provides many good opportunities for Muslim and non-Muslim countries.

Lombok, which is one of the main halal destinations in Indonesia, has the advantage of finding places of worship easily. This is evidenced by the title of a thousand mosques carried by Lombok Island. This convenience is one of the indicators of a Muslim friendly destination. MasterCard and Crescent rating (2022) in their report confirmed that Muslim friendly services and facilities remain the main determinant. Muslim travelers argue that Muslim friendly facilities are an essential factor in determining travel destinations (MasterCard and Crescent rating, 2022).

Information search (Experience) is an important part of the tourist destination selection process (Jacobsen and Munar, 2012). The study conducted by Jacobsen and Munar found that information seeking from traditional sources such as direct WOM, Web 1.0 and personal experience has a strong influence on visiting decisions. By taking a sample of tourists from Scandinavia (Denmark and Norway) visiting Mallorca, Spain, most of these tourists communicate online which is more widely used in today's digital era. However, it is interesting that these Scandinavian tourists trust traditional sources of information more than digital in determining which destination to visit.

Today, with its increasing popularity, facebook is becoming a marketing tool for businesses to attract and retain customers (Leung and Jiang, 2018). Research by (Leung and Jiang, 2018) which analogizes the process of searching for information on Facebook destinations as a past experience (Mastery Experience) does not find a strong direct influence on visiting decisions, but by being mediated by the variable perceived behavioral control the influence becomes strong. This finding also confirms the TPB Theory adapted from Self Efficacy Theory and suggests an integrative model that can better explain tourist behavior.

There is still disagreement among researchers in the results of research on the effect of past experiences on the formation of Revisit Intention. Research (Jacobsen and Munar, 2012), (Jalilvand, Ebrahimi and Samiei, 2013), (Chung and Koo, 2015) (Pesonen and Pasanen, 2017) and (Sharma and Nayak, 2019), found that Experience has a significant effect on the formation of Revisit Intention, while in research conducted by (Hsiao, Lu and Lan, 2013), (Miralles, Giones and Riverola, 2016) and (Leung and Jiang, 2018) found that Experience does not have a significant effect on the formation of Revisit Intention. The effect of Experience on the formation of Revisit Intention was found to be inconsistent. Inconsistencies in these findings can be debated in future research and will continue to be researched to refine the results of the theory put forward by Bandura and Ajzen.

The inconsistency of the previous research above creates a research gap regarding the effect of Experience on Revisit Intention. The above shows the "research gap", so this study wants to close the "research gap" by including the Perceived Halal Tourism Literacy variable as a direct mediation of the relationship between Halal Experience and Revisit Intention by referring to research (Leung and Jiang, 2018).

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 The Relationship between Halal Experience and Revisit Intention

Customer Experience is a vital component in the field of marketing. In tourism, experience is seen as a psychological state developed by a tourist through interaction with service encounters (Otto & Brent Ritchie, 1996). Research from S. Lee et al., (2020) confirmed the direct influence between Experiences on Revisit Intention. Based on the theoretical studies and empirical studies above, the first hypothesis is:

H1: Halal Experience affects Revisit Intention

2.2 The Relationship between Halal Tourism Literacy and Revisit Intention

Perceived behavioral control is able to mediate the relationship between past experience and consumer behavioral interest (Giantari et al., 2013). Other research in the context of tourism found that the relationship between information seeking analogous to past experience through online media on tourists' visiting interest is strongly mediated by perceived behavioral control (Leung and Jiang, 2018). Based on the theoretical studies and empirical studies above, the second hypothesis is:

H2: Halal Experience affects Revisit Intention through Halal Tourism Literacy

2.3 The Relationship between Halal Tourism Literacy and Revisit Intention

Several previous studies have found that Self Efficacy has a strong effect on tourist interest. Research conducted by Strzelecka et al. (2018) and Supryadi et al. (2022) also confirmed this relationship. Based on Social Cognitive Theory, Self Efficacy represents a mechanism that is centered as a personal agent. It is thought to influence not only a person's level of effort and perseverance on a particular task, but among other things, the choice of activities and regulating behavior. High self-efficacy expectations regarding performance in regulating a particular behavior lead individuals to approach that behavior, whereas low self-efficacy expectations lead individuals to avoid that behavior (Wood and Bandura, 1989). As discussed earlier, Sequeira et al. (2007) support the positive relationship between self-efficacy and behavioral intention. Based on the theoretical and empirical studies above, the third hypothesis is:

H3: Halal Tourism Literacy affects Revisit Intention

2.4 The Relationship between Halal Tourism Literacy, Revisit Intention and Motivation

The results of many previous studies have proven that motivation is able to mediate Self Efficacy (Han and Ryu, 2012; Huang and Chen, 2015). Perugini and Bagozzi (2001) through the Model of Goal-Directed Behavior (MGB) confirmed that motivation fully mediates the relationship between TPB variables (attitude, subjective norms, and perceived behavior control) and intention. Researchers then propose Motivation as a mediating variable to strengthen Visiting Decisions for Muslim tourists. Based on the theoretical studies and empirical studies above, the fourth hypothesis is:

H4 : Halal Tourism Literacy affects Revisit Intention through Motivation.

2.5 The Relationship between Motivation and Revisit Intention
Push and Pull Motivation Theory suggests that tourists are driven by internal desires or emotional factors to travel and pulled by external factors in the form of attributes of various destinations (Crompton, 1979). Many previous studies are based on Push and Pull Motivation Theory (Battour, Battor and Ismail, 2012; Pawaskar and Goel, 2016). Based on the theoretical studies and empirical studies above, the fifth hypothesis is:
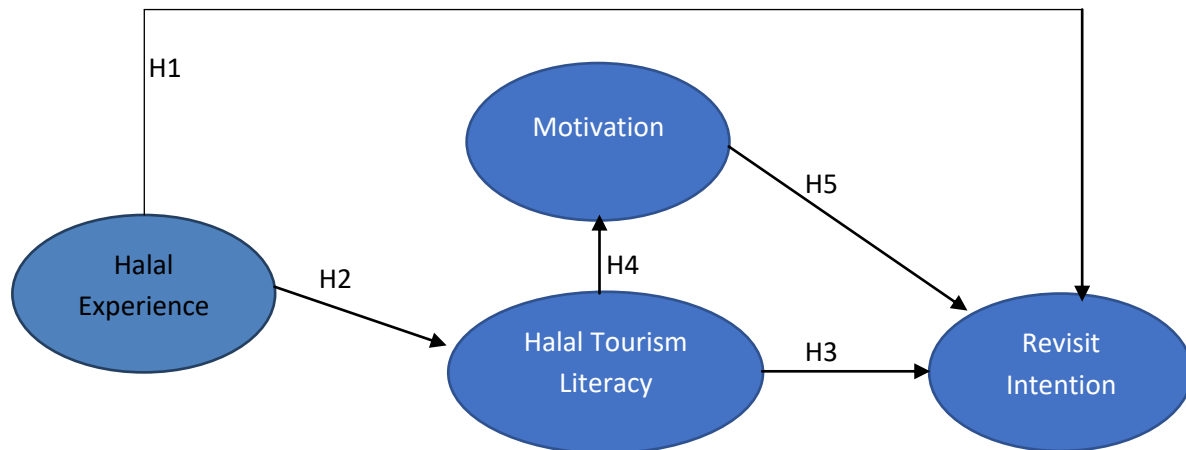
H5 : Motivation affects Revisit Intention

Figure 1. Conceptual Framework Model

3. METHOD
This study uses purposive sampling in collecting samples, with the criteria of Muslim tourists who want to visit Lombok Island again. Data was collected through an online survey from April 2023 to July 2023, because it is considered more efficient for time and cost, especially for the hotel and travel industry (Han & Kim, 2010; Supryadi et al., 2022). If the population is unknown, according to Hair et al. (2018) recommends that the minimum sample size is 5 times the number of question items contained in the questionnaire. The total question items in this study were 33 questions, so based on the above criteria and to reduce errors, the sample size was set at 170 people. Respondents were aged between 17-65 years old as a representation of each generation. This study uses a 5-point Likert scale, with the categories of each scale based on Maholtra and Dash (2016).

4. DATA ANALYSIS
SPSS and PLS software were used in this study to determine the validity and reliability of the questionnaire, analyze the data and answer the hypotheses. Confirmatory Factor Analysis (CFA) was applied to test the validity and reliability of the constructs and to assess the measurement scale that has been built using three criteria. First, the latent variable composite reliability (CR) should not be less than 0.7 (Hair et al., 2019). Then, to assess the value of convergence validity, the average variance extracted (AVE) is used with a cut of value of 0.5 (Hair et al., 2019). Finally, confirmatory factor analysis is used to measure factor loading with a cut of value of 0.7 (Hair et al., 2019).

5. RESULT AND DISCUSSION

Validity and Reliability

The first stage in the outer loading analysis is to assess Convergent Validity. Convergent validity tests assess the extent to which a measure correlates positively with alternative measures of the same construct. In PLS-SEM, Convergent validity can be seen by the outer loading and average-variance extracted (AVE) values, if the outer loading is more than 0.7 and the AVE is more than 0.5, the indicator used has passed the validity test. (Hair et al., 2019). The following are the results of testing the question items used in this study:
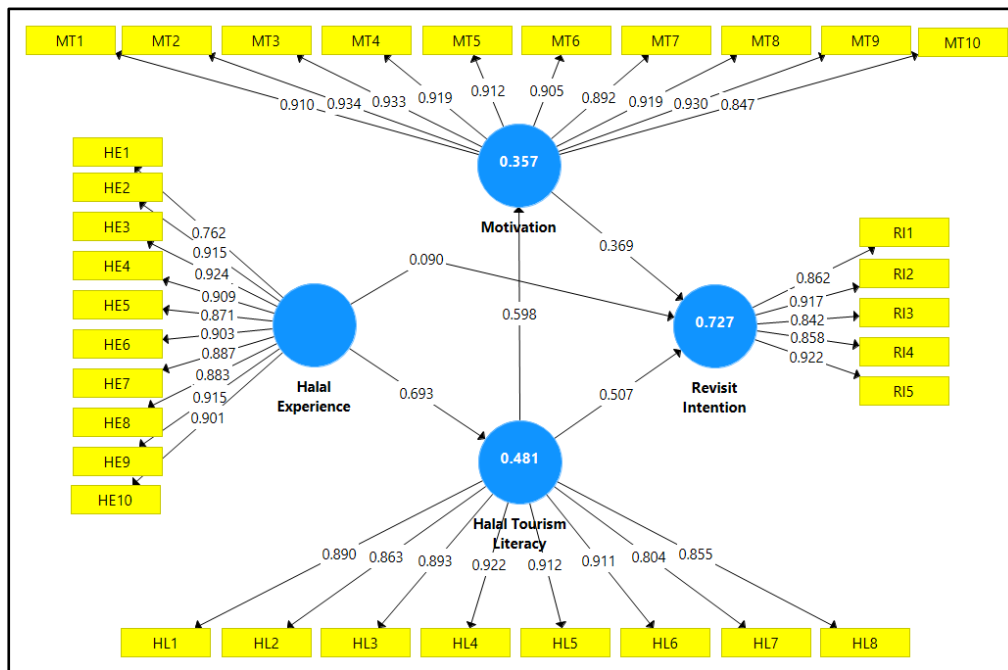

Figure 2. Validity Test Results

Table 1. Validity Test

Variabel	Indikator	Loading (>0.7)	Average Variance Extracted (AVE) (>0.5)	CR	Cronbach Alpha
Halal Experience	HE1	0.762	0.789	0.974	0.970
	HE2	0.915			
	HE3	0.924			
	HE4	0.909			
	HE5	0.871			
	HE6	0.903			
	HE7	0.887			
	HE8	0.883			
	HE9	0.915			
	HE10	0.901			
Halal Tourism	HL1	0.890	0.778	0.966	0.959
	HL2	0.863			

Literacy	HL3	0.893			
	HL4	0.922			
	HL5	0.912			
	HL6	0.911			
	HL7	0.804			
	HL8	0.855			
Motivation	MT1	0.910	0.829	0.980	0.977
	MT2	0.934			
	MT3	0.933			
	MT4	0.919			
	MT5	0.912			
	MT6	0.905			
	MT7	0.892			
	MT8	0.919			
	MT9	0.930			
	MT10	0.847			
Revisit Intention	RI1	0.862	0.776	0.945	0.928
	RI2	0.917			
	RI3	0.842			
	RI4	0.858			
	RI5	0.922			

Source: SmartPLS 3.2.9 Data Processing Results (2023)

Based on the data presentation in the table above, it is known that the indicators on each variable have an outer loading value> 0.7 and average-variance extracted (AVE)> 0.5 (Hair et al, 2019), so they do not need to be excluded from the model.

From Table 1 above, it can also be seen that the Cronbach's alpha and composite reliability values on all variables are above 0.7 as required (Hair et al., 2019). From the data on the reliability test results, it can be concluded that all indicators have shown internal consistency so that they are declared reliable to be able to measure their constructs.

Discriminant validity is one of the other methods for testing validity, namely with discriminant validity is the measurement of reflexive indicators based on cross loading with latent variables, the discriminant validity research produced by SMART-PLS consists of three criteria, namely the Fornell-Lacker criterion, In this study, the method used is the heterotrait-monotrait ratio (HTMT), because the discriminant value with the HTMT method is considered more accurate when compared to the discriminant value of FornellLarcker which was used earlier (Hair et al., 2014). , 2019). Heterotrait-Monotrait Ratio (HTMT) in PLS, which recommends that the measurement value should be smaller than 0.85 although the value above 0.85 to a maximum of 0.90 is still considered sufficient (Henseler et al., 2015). After data processing using SmartPLS 3.0, the results of Discriminant Validity with the Heterotrait-Monotrait Ratio (HTMT) method can be shown in the following table:

Table 2. Heterotrait/Monotrait Ratio values

Variabel	Halal Experience	Halal Tourism Literacy	Motivation	Revisit Intention
Halal Experience				
Halal Tourism Literacy	0.717			
Motivation	0.611	0.613		
Revisit Intention	0.695	0.835	0.759	

Source: SmartPLS 3.2.9 Data Processing Results (2023)

Table 2 above is the matrix output from testing validity and reliability with the HTMT method, if the HTMT matrix value for the variables studied is <0.9, it can be stated that the construct has discriminant validity, all HTMT values in the matrix above have met the requirements because all variables have HTMT values <0.9, so that all variables pass the validity test.

Capability Index

The R-squared value or coefficient of determination explains how much the dependent variable can be influenced by the independent variable. The R-squared value ranges from 0 to 1 ($0 \leq R2 \leq 1$), the higher the R-squared value, the greater the influence of the independent variable on the dependent variable. As a rule of thumb, $R2 > 0.75$ (strong), $R2 > 0.50$ (moderate), and $R2 > 0.25$ (weak), but if an R-square value above 0.9 is found, the model can be considered overfit. (Sarstedt et al., 2017; Hair et al., 2020).

Table 3. R-Squared Value

Dependent	**R Square Adjusted**	**Klasifikasi**
Revisit Intention	0.722	Moderate

Source: SmartPLS 3.2.9 Data Processing Results (2023)

Based on the data presentation in table 3 above, it can be seen that the R-Squared value for the Revisit Intention variable is 0.722, the acquisition of this value explains that the percentage of revisit intention can be explained by the influence of Halal Experience, Halal Tourism Literacy and Motivation by 72.2%, the remaining (100%-72.2%) 27.8% is influenced by other variables not in the model.

Hypotheses Testing

The main part of the inner model analysis or structural model in this study is to look at the path coefficient value to determine the direction of influence between variables in the research model. It is said that there is a positive and significant influence if the T-statistic value> T-table (1.645) at a significance level of 5% (alpha = 0.05), otherwise if the T-statistic < T-table (1.645) then there is no significant influence between the two variables (Ringle et al., 2015; Sarstedt et al., 2017). Table 4.2 below shows the results of PLS-SEM data processing for determining the results of hypothesis testing.
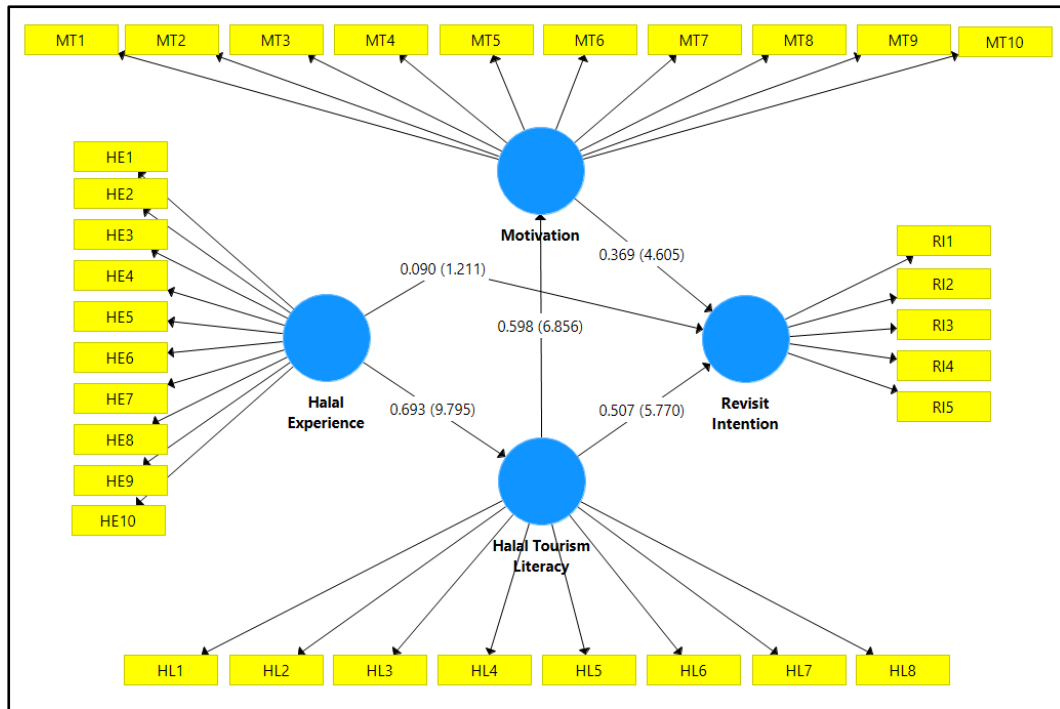
Figure 3 PLS-SEM Model

Table 4. Hypothesis Test Results

Hypothesis	Standardized Coefficient	T-Statistics	P-Value	Hasil
H1 : Halal Experience -> Revisit Intention	0.090	1.211	0.226	NOT SUPPORTED
H2 : Halal Experience -> Halal Tourism Literacy -> Revisit Intention	0.351	4.560	0.000	SUPPORTED
H3 : Halal Tourism Literacy -> Revisit Intention	0.507	5.770	0.000	SUPPORTED
H4 : Halal Tourism Literacy -> Motivation -> Revisit Intention	0.220	3.991	0.000	SUPPORTED
H5 : Motivation -> Revisit Intention	0.369	4.605	0.000	SUPPORTED

Source: SmartPLS 3.2.9 Data Processing Results (2023)

From the table and Path analysis above, it can be concluded that:

1. The Effect of Halal Experience on Revisit Intention

From the table above, it is known that the t count for the Halal Experience variable is 1.211 at a significance level of 0.226 with a regression coefficient value (Path Coefficient) of +0.090. Because the p-value is 0.226> 0.05, it can be concluded that the halal experience variable has no significant effect on revisit intention. Thus the hypothesis H1 "halal experience has a significant effect on revisit intention" is not supported.

2. The effect of Halal Experience has a significant effect on Revisit Intention through Halal Tourism Literacy
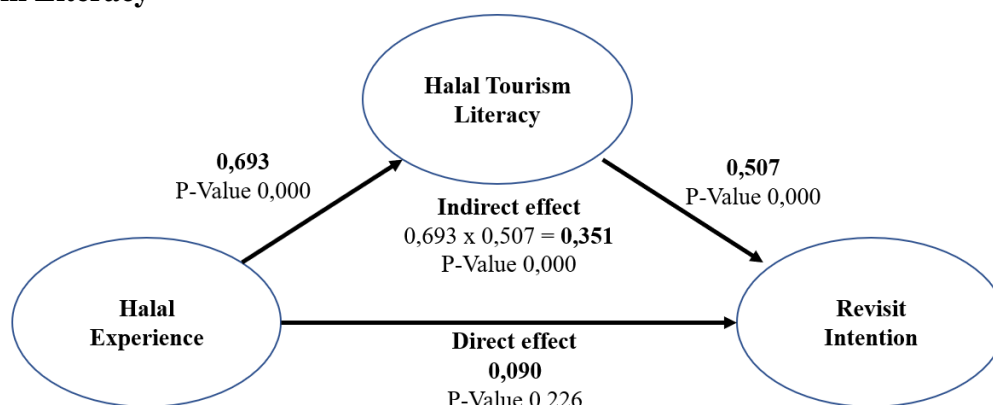

Figure 4 Path Analysis Hypothesis 2

- Direct effect = 0.090
- Indirect Effect = 0.351
- Total effect = Direct effect + Indirect Effect = 0.090 + 0.351 = 0.441
- Value of variance accounted for (VAF) = Direct effect / Total Effect = (0.090 / 0.441) = 0.205 or 20.5%

From Figure 4. above, it is known that the p-value for the effect of the Halal Experience variable on Revisit Intention through Halal Tourism Literacy (indirect effect) is 0.000 with a regression coefficient value (Path Coefficient) of +0.351. Because the path coefficient value is positive and the p-value is 0.000 <0.05, it can be concluded that the Halal Tourism Literacy variable has a significant effect on the relationship between Halal Experience and Revisit Intention. The VAF value is 0.205 or 20.5%, because the VAF value> 20%, it can be concluded that Halal Tourism Literacy is a mediating variable. Thus the hypothesis H2 "There is an effect of the Halal Experience variable that has a significant effect on Revisit Intention through Halal Tourism Literacy" is supported.

3. The Effect of Halal Tourism Literacy on Revisit Intention
From the table above, it is known that the t count for the halal tourism literacy variable is 5.770 at a significance level of 0.000 with a regression coefficient value (Path Coefficient) of +0.507. Because the p-value is 0.000 <0.05, it can be concluded that the halal tourism literacy variable has a significant effect on revisit intention. Thus the hypothesis H3 "halal tourism literacy has a significant effect on revisit intention" is supported

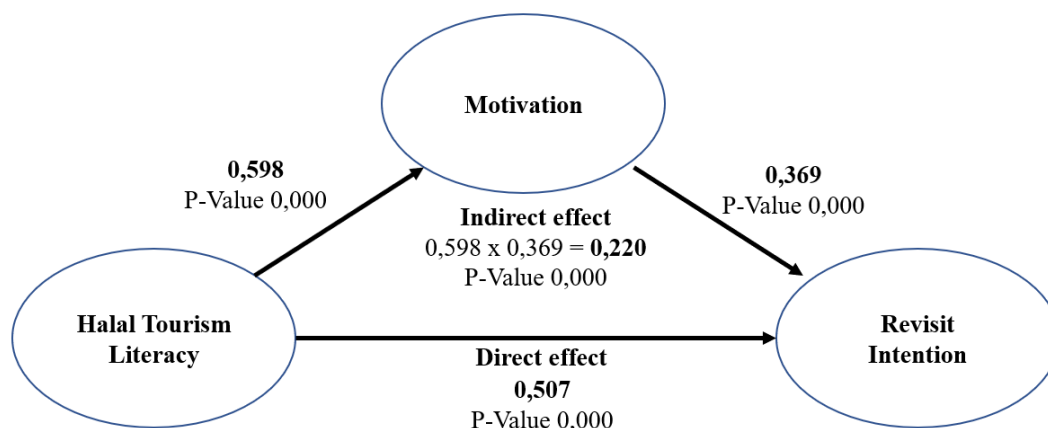**4. The influence of Halal Tourism Literacy has a significant effect on Revisit Intention through Motivation**

Figure 5 Path Analysis Hypothesis 4

- Direct effect (pengaruhlangsung) = 0,507
- Indirect Effect (pengaruh tidak langsung) = 0,220
- Total effect = Direct effect + Indirect Effect = 0,507 + 0,220 = 0,727
- Nilai variance accounted for (VAF) = Direct effect / Total Effect = (0,507 / 0,727) = 0,697 atau 69,7%

From Figure 4.3 above, it is known that the p-value for the effect of the Halal Tourism Literacy variable on Revisit Intention through Motivation (idirect effect) is 0.000 with a regression coefficient value (Path Coefficient) of +0.220. Because the path coefficient value is positive and the p-value is 0.000 <0.05, it can be concluded that the Motivation variable has a significant effect on the relationship between Halal Tourism Literacy and Revisit Intention. The VAF value is 0.697 or 69.7%, because the VAF value is> 20%, it can be concluded that Motivation is a mediating variable. Thus the hypothesis H4 "There is an effect of Halal Tourism Literacy variables that have a significant effect on Revisit Intention through Motivation" is supported.

5. The Effect of Motivation on Revisit Intention
From the table above, it is known that the t count for the Motivation variable is 4.605 at a significance level of 0.000 with a regression coefficient value (Path Coefficient) of +0.369. Because the p-value is 0.000 <0.05, it can be concluded that the motivation variable has a significant effect on revisit intention. Thus hypothesis H5 "Motivation has a significant effect on revisit intention" is supported.

6. DISCUSSION
The results of testing the correlation research model for the halal experience variable on revisit intention show an insignificant effect, this result strengthens the results of several previous studies (Miralles et al., 2016; Leung and Jiang, 2018). However, the effect of halal experience variables on revisit intention through halal tourism literacy as mediation shows a significant effect. This result closes the gap from previous empirical results which show that there is no significant influence between halal experience and revisit intention. This result also confirms that Muslim tourists in making decisions are not enough just based on past experiences, tourists need an understanding of halal tourism before showing the intention to visit again. Halal tourism literacy then becomes a driving factor in creating revisit intention on the halal experience built by tourists visiting the island

of Lombok. This means that the halal experience shown by the 10 indicators has indirectly strengthened revisit intention through halal tourism literacy. The results of this study can prove the role of halal tourism literacy in mediating the correlation between halal experience and revisit intention. The findings of this study support Bandura's (2010) concept theory which states that self efficacy is based on 4 things. One of them and the most effective in instilling self-efficacy is direct past experience (mastery experience) which is analogous to the experience of halal travel to determine future behavior. This relationship is also in line with the concept of MOA (motivation opportunity ability) developed by Li et al. (2019). Based on the MOA concept, it is said that consumers tend to be consistent with their self-concept. Self-concept helps consumers to recognize who they are and direct their behavior. Thus, it is important to consider the influence of halal tourism literacy on a Muslim's desire to visit a tourist spot. Halal tourism literacy also directly affects visit intention. This statement is supported by the results of this study which also empirically strengthen the results of previous studies (Pesonen and Pasanen, 2017; Sharma and Nayak, 2019). From these results it can be concluded that Muslim tourists with confidence in their understanding of halal tourism are sufficient reasons for their intention to visit.

Motivation can encourage revisit intention on halal tourism literacy which is seen and felt by tourists visiting the island of Lombok. Measurement of halal tourism literacy is shown in 8 indicators. The results of this study can prove the role of motivation in bridging the correlation between halal tourism literacy and revisit intention. The findings of this study support the statement of previous research results which prove that motivation can mediate self-efficacy (Han and Ryu, 2012; Huang and Chen, 2015) which is analogous to halal tourism literacy. Perugini and Bagozzi (2001) through the Model of Goal-Directed Behavior (MGB) confirmed that motivation fully mediates the correlation between Theory of Planned Behavior (TPB) variables (attitude, subjective norm, perceived behavioral control) and intention. These results also indicate that it is important to consider Muslim travelers' motivations in predicting their intention to visit a tourist destination.

The effect of motivation directly on revisit intention is examined in this study. Motivation in this study is based on Crompton's Push and Pull Motivation Theory which provides an understanding that internal factors that are the impetus for traveling (Push) and external factors that have attractiveness (Pull) in the form of destination attributes can influence the intention of Muslim tourists to visit again. The results showed that the motivation of Muslim tourists has a direct effect on revisit intention; this means that when Muslim tourists have self-motivation and are attracted by the destination attributes offered, especially destination attributes that are moslem friendly, they will have revisit intention. The results of this study support the statement of Correia et al. (2007) who believe that motivation affects the way tourists see destinations. Another study also found that destination attributes are the main factors that attract tourists to visit (Whyte, 2017). These findings can also illustrate that motivation is the driver of a tourist's decision to visit. The greater a person's motivation, the faster the decision to visit the destination that attracts him.

7. CONCLUSION
Based on the description of the empirical results described earlier, the following conclusions can be made:

1. Halal Experience is not able to encourage the intention to visit again, where the average tourist before starting to plan a vacation tends to look for information related to Muslim friendly hotel facilities or services.
2. Motivation is able to encourage the relationship between Halal Experience and revisit intentions. This relationship can be seen in the research results that motivation further enhances the relationship between halal experience and revisit intention, so it can be said to be partial mediation. On average, tourists who visit are interested because they want to find new things (novelty seeking) that are widely offered on Lombok Island. This is quite reasonable, because Lombok Island has a unique culture that is well known to foreign countries.
3. The results showed that halal tourism literacy further enhances the relationship between halal experience and revisit intention, so it is said to be partial mediation. On average, tourists who visit more only understand halal-haram laws in Islamic law which is general in nature than those specifically related to halal tourism.
4. Halal tourism literacy is proven to be able to encourage the formation of return visit intentions. This relationship has nothing to do with the motivation variable. Muslim tourists who recognize themselves as devout Muslims will certainly direct their behavior to visit moslem friendly destinations.
5. Motivation confirms its contribution in further enhancing the relationship of halal tourism literacy to revisit intention. Motivation which consists of push motivation and pull motivation in the form of internal encouragement and attraction of Muslim friendly destination attributes will certainly increase when halal tourism literacy increases and encourages the formation of revisit intention.

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