

Research Paper

The Antecedents of Muslim Tourists' Revisit Intention: The Mediating Role of Visitor Satisfaction

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ABSTRACT

This study aims to investigate the key antecedents influencing the revisit intentions of Muslim tourists to Batu City, East Java, Indonesia. Specifically, the research examines the impact of destination image, service quality, availability of halal facilities, and visitor income on the propensity to revisit, with visitor satisfaction introduced as an intervening variable. Utilizing 209 samples, the data is analyzed through Structural Equation Modeling-Partial Least Squares (SEM-PLS) to assess the direct and indirect relationships between the variables. The results demonstrate that destination image exerts a significant and positive effect on Muslim tourists' intention to revisit Batu City, while service quality, halal facilities, and visitor income show no statistically significant direct impact. However, all four factors—destination image, service quality, halal facilities, and visitor income—collectively enhance visitor satisfaction, which in turn mediates their indirect influence on revisit intentions. This research offers valuable insights for local governments, tourism stakeholders, and academic circles by identifying factors crucial for improving the Muslim visitor experience. The findings have practical implications for enhancing the attractiveness of Batu City as a tourism destination, ultimately contributing to increased visitation rates among Muslim tourists.

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Introduction

The global Muslim population has reached approximately 2 billion people, making Islam the second-largest religion in the world (Crescentrating, 2022). According to the Pew

Research Center, Islam is expected to be the fastest-growing religious group globally between 2015 and 2060, driven by high fertility rates and the youthful demographic profile of Muslim populations (Pew Research, 2017). This rapid demographic expansion presents a significant opportunity for businesses and governments to cater to the evolving needs of Muslim consumers, particularly by expanding both the quality and quantity of halal products and services (Al-Ansi & Han, 2019). With a rising demand for halal-compliant goods, Muslim consumers are increasingly prioritizing product quality, satisfaction, and alignment with Islamic values in their purchasing decisions (Battour et al., 2014). This trend reflects the growing adoption of the halal lifestyle, which encompasses a broad range of practices, from food consumption to financial investments, that conform to Islamic principles (Azizah & Kewuel, 2021). Consequently, this shift in consumer behavior highlights the need for industries, including tourism, to adapt their offerings to better serve the Muslim market by ensuring compliance with halal standards and focusing on customer satisfaction through enhanced service quality.

The halal lifestyle, particularly in the tourism sector, offers immense economic potential for countries around the world. In 2020, Muslim tourist expenditures globally reached US\$192 billion, positioning this market segment as the fastest-growing in the global tourism industry, even surpassing major economies such as China, the United States, and France (Crescentrating, 2022). Halal tourism is not just a niche market but has emerged as a crucial driver of growth within the broader tourism industry (Sholehuddin et al., 2021). The sector's annual growth rate of 27%, as reported by the National Committee for Sharia Economics and Finance (2022), far exceeds the global tourism growth rate of 6.4%. This remarkable expansion has prompted numerous countries to develop strategies and policies aimed at tapping into the lucrative halal tourism market (Nurjaya et al., 2021). Countries like Malaysia, Turkey, and the United Arab Emirates have already established themselves as key players, while others, such as Indonesia, are actively positioning themselves as leaders in this sector (Dalimunthe & Purwanti, 2021). With an increasing number of Muslim travelers seeking destinations that offer halal-friendly amenities, the global competition to attract this growing market has intensified, creating further opportunities for economic growth and development.

For Indonesia, which is home to the world's largest Muslim population—241.7 million as of 2022 (Ministry of Home Affairs, 2022)—the halal lifestyle and tourism market offers considerable prospects for economic growth. Recognizing the potential of halal tourism, the Indonesian government has made concerted efforts to position the country as a top destination for Muslim travelers (Mursid, 2023; Riadi et al., 2023; Sobari et al., 2022). The Global Muslim Travel Index (GMTI) has ranked Indonesia as the premier halal tourism destination globally, a testament to the country's commitment to meeting the needs of Muslim tourists (Ministry of Communication and Information, 2019). To capitalize on this recognition, the Indonesian government has identified ten priority areas for halal tourism development across the country (Hennida et al., 2024). One such area is Batu City, a popular tourist destination that is well-known for its scenic landscapes and rich cultural heritage. The strategic development of halal tourism in Batu City not only aligns with the government's broader efforts to boost the national economy through tourism but also enhances the city's appeal as a Muslim-friendly destination, making it a key contributor to the growth of Indonesia's halal tourism sector (Hamida & Zaki, 2020). With its natural

beauty and increasing tourist arrivals, Batu City is poised to become a major player in the global halal tourism industry.

Batu City, often referred to as "Kota Wisata Batu" (Batu Tourism City, KWB), is a popular destination known for its natural beauty and variety of tourism offerings (Puspitasari & Rahmawati, 2022). This diversity aligns well with the potential to develop halal tourism. To fully implement this concept, tourism managers must ensure that supporting facilities meet the standards expected by the broader Muslim community (Arisanti, 2022). In 2022, Batu City anticipated receiving 7.09 million visitors, far exceeding Malang City's projection of 2.75 million (Central Statistics Agency, 2023). Additionally, Batu City was honored at the Wonderful Indonesia Halal Tourism Meeting and Conference, receiving recognition as a leading halal tourist destination from the Indonesia Muslim Travel Index (IMTI). This accolade underscores the city's commitment to providing a welcoming environment for Muslim tourists (Azizah & Kewuel, 2021).

A considerable body of research has investigated revisit intention in various contexts. For example, Bayih and Singh (2020) found that visitor satisfaction plays a mediating role in tourists' intention to revisit in Ethiopia. Similarly, Erawan (2020) demonstrated that destination image influences tourist satisfaction in India, with a strong image creating positive emotional experiences, which in turn enhance satisfaction. Ragab et al. (2020) also emphasized the mediating role of satisfaction between destination image and revisit intention in Egypt. Additionally, service quality has been found to influence revisit intention, as demonstrated in Bandung by Hanafiah et al. (2022). Moreover, destinations with Muslim-friendly facilities have been shown to impact tourists' intention to return, particularly in countries within the Organization of Islamic Cooperation (Al-Ansi & Han, 2019). However, much of the existing research has been conducted in regions outside Indonesia, raising questions about the applicability of these findings to Batu City. This research addresses that gap by focusing on the antecedents of Muslim tourists' revisit intention within the specific context of Batu City.

The presence of Muslim tourists in Batu City holds the potential to significantly contribute to the local economy and drive increased visitation (Hamida & Zaki, 2020). According to Arisanti (2022), Muslim tourists represent a unique market segment with distinct needs, including access to prayer facilities, halal food and beverages, a Muslim-friendly environment, and tailored services. Given the progress made in developing halal tourism and the desire to sustain Muslim tourists' interest in revisiting Batu City, this study focuses on four key factors that may influence their revisit intention: destination image, service quality, the availability of halal facilities, and visitor income. Thus, local governments and tourism businesses must proactively address these needs to foster Muslim tourists' satisfaction and enhance their likelihood of returning to Batu City. The findings of this study will offer valuable insights for local governments, tourism stakeholders, and academics, providing a foundation for improving tourism services tailored to Muslim tourists and ultimately increasing the number of visitors to Batu City.

Halal Tourism

The tourism industry ranks among the largest service sectors, contributing significantly to national income through foreign exchange, job creation, and overall national development (Sholehuddin, 2021). Tourism is defined as travel from one's place of residence

to another, often for leisure or business purposes (Chantarungsri et al., 2024). In contrast, Islam, meaning "submission," refers to the act of surrendering oneself completely to the will of Allah SWT. A Muslim is a person who follows the teachings of Islam, adhering to Allah's commands and prohibitions in all aspects of life, as emphasized in the Quran: "*And I did not create the jinn and mankind except that they should worship Me*" (Q.S. Adh-Dhariyat [51]: 56). By combining these two concepts, Islamic tourism can be understood as travel that complies with Islamic principles, where travelers engage in leisure or business activities while adhering to the commands and prohibitions of Allah SWT (Sulong et al., 2024). In Indonesia, halal tourism represents the application of Islamic economic principles to the tourism industry, ensuring that tourism services and products comply with Islamic standards (Purwandani & Yusuf, 2021). The key factor influencing the growth of the halal tourism industry is the religious dimension, as Muslim tourists seek experiences that align with their faith (Wardi et al., 2018). Therefore, this religious aspect must be a primary focus for all stakeholders, including central and regional governments, tour operators, and other industry players responsible for developing tourism policies, managing tourist experiences, and fostering regional development (Rasul, 2019).

The connection between halal tourism and economic development is particularly significant for regions like Batu City, which aim to attract a growing number of Muslim tourists. Halal tourism has the potential to contribute substantially to the economic development of a tourism destination by increasing tourist arrivals, generating revenue, and creating employment opportunities (Sthapit et al., 2022). For Batu City, where tourism is a vital part of the local economy, the development of halal tourism can further enhance its appeal to Muslim travelers by offering services and facilities that cater to their specific religious needs (Nurjaya et al., 2021). This includes providing halal food, prayer facilities, and Muslim-friendly accommodations, which can help attract a larger share of the global Muslim tourist market (Battour et al., 2014). By fostering an inclusive tourism environment that respects Islamic principles, Batu City can differentiate itself from other destinations and position itself as a leading halal tourism destination in Indonesia. In turn, this can stimulate local economic growth by boosting visitor spending and investment in tourism infrastructure. The increased demand for tourism-related services, such as hospitality, retail, and transportation, would lead to job creation, further supporting economic development. Moreover, as Batu City gains recognition for its halal tourism offerings, it may attract additional investments in infrastructure and marketing, helping to establish the city as a sustainable tourism destination with a strong focus on both cultural preservation and economic progress.

Hypotheses Development

Santos et al. (2022) identified several factors that can influence consumer behavior: psychological, social, cultural, and personal factors. Psychological factors refer to the internal influences on an individual based on both current circumstances and past experiences. In the context of this study, the focus is on the psychological aspect within the destination image variable, as the perception of a destination can be shaped by prior experiences, expectations, and individual perceptions regarding the appeal of Batu City as a tourist destination. The social factor, meanwhile, relates to interactions within a community that shares similar interests and behaviors, working toward common goals in

both formal and informal settings. This study identifies service quality as representing the social factor, as social interactions often play a key role in travel decisions. Cultural factors encompass the value systems, customs, and life patterns that influence an individual's behavior within a particular cultural context. In this study, cultural factors are linked to the availability of halal facilities, as these facilities—such as halal food options, places of worship, and activities in accordance with religious norms—meet the expectations and needs of Muslim tourists, reflecting their cultural background. Lastly, personal factors relate to individual characteristics, such as visitor income. In this study, visitor income is highlighted as an important determinant of both the ability and the interest of tourists to visit Batu City.

Visitor Satisfaction and Interest in Returning

Visitor satisfaction refers to a post-consumption evaluative assessment related to the quality of a product or service (Newsome et al., 2019). Revisit intention, on the other hand, is defined as an individual's interest in returning to a place in the future (Hasan et al., 2017). Research by Darajat (2021) found a positive relationship between visitor satisfaction and the intention to revisit. Higher levels of visitor satisfaction can enhance the reputation of a tourism destination, thereby attracting more visitors to return. Similarly, Bayih and Singh (2020) identified visitor satisfaction as a key factor influencing the intention to revisit, highlighting its role as a mediator in tourists' decision-making processes. Kusumaningrum et al. (2020) also conducted a study that confirmed the impact of satisfaction on tourists' intention to revisit. In line with these findings, Riadi et al. (2023) demonstrated that tourist satisfaction significantly affects the intention to return to the Bilebante Green Tourism Village. Based on these studies, the following hypothesis is proposed:

H1: Visitor satisfaction has a positive and significant influence on revisit intention.

Destination Image, Visitor Satisfaction and Interest in Returning

Destination image refers to the collective thoughts, beliefs, feelings, and perceptions individuals hold about a particular destination (Afshardoost & Eshaghi, 2020). Bhat and Darzi (2018) found that destination image significantly influences the intention to revisit a place. When visitors find that their experience aligns with the expectations shaped by the destination's image, their interest in returning tends to increase. Similarly, Erawan (2020) discovered that destination image has a direct impact on tourist satisfaction. Additionally, Timurti and Nugraha (2020) conducted research showing that destination image affects revisit intention, with tourist satisfaction acting as a mediating variable. Based on these findings, the following hypotheses are postulated:

H2: Destination image has a positive and significant influence on the intention to revisit.

H3: Destination image has a positive and significant influence on visitor satisfaction.

H4: Destination image has a positive and significant influence on revisit intention through visitor satisfaction.

Service Quality, Visitor Satisfaction and Interest in Returning to Visit

Service quality is a dynamic condition related to products, services, human resources, processes and environments that meet or exceed expectations (Lai et al., 2018). Research

conducted by [Hanafiah et al. \(2022\)](#) shows that the service quality variable has an influence on tourists' intentions to revisit. When visitors feel that they receive quality and satisfying service, they tend to feel satisfied with their experiences. This can create a positive impression about the destination or service they enjoyed. Moreover, [Nurmala et al. \(2022\)](#) conducted research to find the effect of service quality on visitor satisfaction. It was found that there was a positive influence of service quality and visitor satisfaction. Furthermore, [Gholipour Soleimani and Einolahzadeh's \(2017\)](#) research found a positive influence of service quality on intention to revisit, with consumer satisfaction as an intervening variable. Thus, three hypotheses were formulated:

- H5: Service quality has a positive and significant influence on interest in returning to visit.
H6: Service quality has a positive and significant influence on visitor satisfaction.
H7: Service quality has a positive and significant influence on interest in returning to visit through visitor satisfaction.

Halal Facilities, Visitor Satisfaction and Interest in Returning

Halal facilities refer to amenities provided by a destination that adhere to Islamic guidelines and principles ([Vargas-Sánchez & Moral-Moral, 2019](#)). [Hanafiah et al. \(2022\)](#) found that Muslim-friendly facilities significantly influence the intention to revisit. Similarly, [Junaidi \(2020\)](#) conducted a study analyzing the relationship between Muslim-friendly facilities and satisfaction with halal destinations. Their findings indicate that Muslim-friendly facilities have a significant positive effect on visitor satisfaction. In line with this, [Fajrin et al. \(2021\)](#) analyzed the impact of facilities on tourists' intention to revisit, with visitor satisfaction acting as a mediating variable. Their research revealed that facilities positively and significantly influence revisit intention through the mediation of visitor satisfaction. Based on these findings, the following hypotheses are postulated:

- H8: Halal facilities have a positive and significant influence on revisit intention.
H9: Halal facilities have a positive and significant influence on visitor satisfaction.
H10: Halal facilities have a positive and significant influence on revisit intention through visitor satisfaction.

Visitor Income, Visitor Satisfaction and Interest in Returning to Visit

Income refers to the total amount a person receives within a month or a year, and it can be measured in economic terms ([Qin et al., 2018](#)). Research by [Dalimunthe and Purwanti \(2021\)](#) analyzed the influence of income on tourists' intention to return to Saloka Theme Park. Their findings indicate that visitor income significantly affects tourists' interest in revisiting the park. Furthermore, [Waqas-Awan et al. \(2020\)](#) conducted research revealing that personal income influenced the choice of tourism object and therefore enhanced tourists' satisfaction. Additionally, [Bayih and Singh \(2020\)](#) found that visitor satisfaction influences the intention to revisit and serves as a mediating variable in tourists' decisions to return. Based on these insights, the following hypotheses are proposed:

- H11: Visitor income has a positive and significant influence on revisit intention.
H12: Visitor income has a positive and significant influence on visitor satisfaction.
H13: Visitor income has a positive and significant influence on revisit intention through visitor satisfaction.

Drawing on the above-explained hypotheses development, Figure 1 presents the research model illustrating the logic and potential connection among variables in this study.

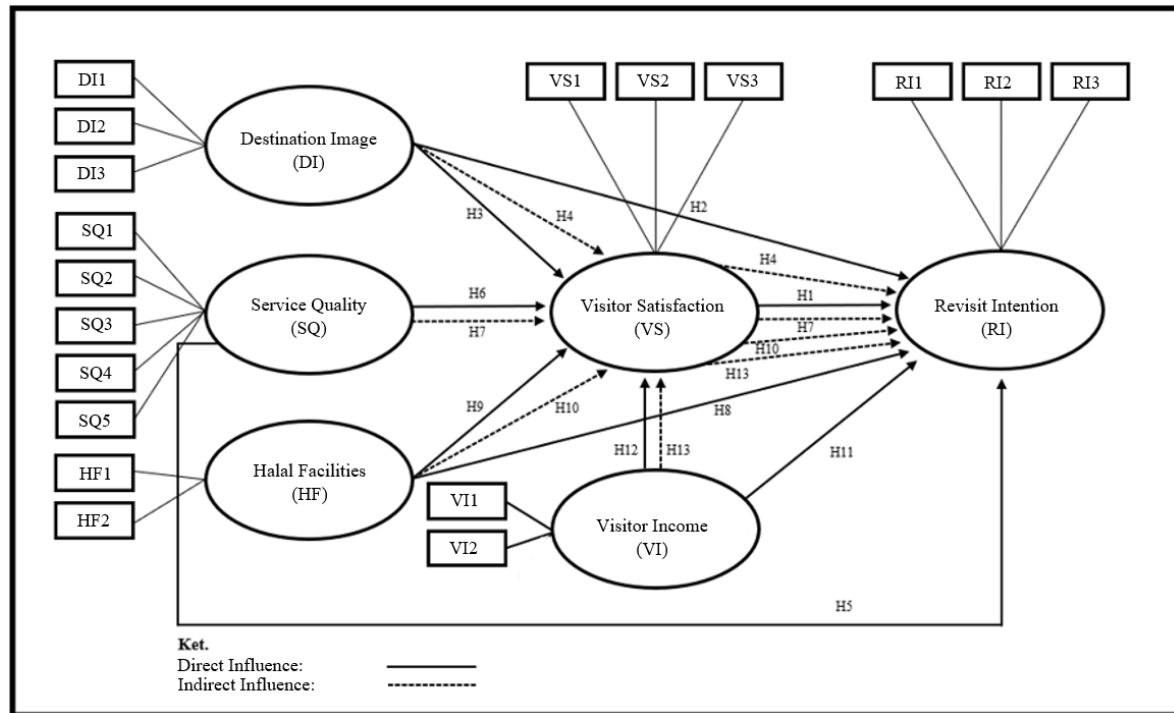


Figure 1. The Research Model

Method

Research Design

This study employs a quantitative analytical approach, utilizing the Partial Least Squares (PLS) technique within the framework of Structural Equation Modeling (SEM-PLS) through a variance-based methodology. The SEM-PLS analysis method is particularly suited for predictive-oriented research, allowing the formulation and validation of theoretical constructs. This method is especially relevant when dealing with theories that are still in the developmental stage, as it accommodates complex relationships, including the role of intervening or mediating variables between independent and dependent variables (Ghozali, 2018). In the context of this research, SEM-PLS is appropriate because the study investigates multiple constructs—destination image, service quality, availability of halal facilities, visitor income, and visitor satisfaction—that interact in a hypothesized model. SEM-PLS provides flexibility in handling these multiple constructs and their interactions, making it a suitable tool to assess the mediating role of visitor satisfaction in the relationship between the antecedents and revisit intention. Furthermore, this method is well-suited for research that aims to test and predict relationships in contexts where theoretical frameworks are not yet fully established. By using SEM-PLS, this study ensures a rigorous examination of the relationships between variables, allowing for a robust analysis of the factors influencing Muslim tourists' revisit intentions in Batu City.

Sample Selection and Data Sources

In this study, the term "population" refers to tourists who have visited tourism objects (attractions) in Batu City at least once. A purposive sampling technique was employed to select the sample. The criteria for respondents in this research were: (1) adherence to the Muslim faith, and (2) prior visits to tourist attractions in Batu City, East Java, Indonesia. The determination of the sample size followed the minimum sample size estimation method proposed by [Hair et al. \(2014\)](#), commonly referred to as the "10 times-rule." This guideline suggests that the sample size should be at least 10 times the largest number of formative indicators used to measure a construct ([Hair et al., 2014](#)). Since this study involves five variables, each with its own set of indicators, and the service quality variable contains the highest number, with five indicators, the minimum required sample size exceeds 50 respondents. Consequently, the researchers decided on a sample size of 209 respondents.

Instrumentation and Data Collection

Operational definition shows how to measure a variable. The operational definition of a variable is a definition given to a variable by giving meaning or establishing activities or justifying the operations needed to measure the variable ([Thakkar, 2020](#)). The required data for this research were gathered using a survey questionnaire, which was developed based on the indicators as presented in [Table 1](#).

Table 1. Indicators of the Research Instrument

Variable	Indicators
Destination Image	<ol style="list-style-type: none"> 1. Cognitive destination image 2. Unique destination image 3. Affective destination image (Byon & Zhang, 2010)
Service Quality	<ol style="list-style-type: none"> 1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangibles (Parasuraman & Berry, 1988)
Halal Facilities	<ol style="list-style-type: none"> 1. Worship facilities that are suitable for use, easy to access and meet sharia requirements 2. Halal food and beverages that are guaranteed halal with the MUI Halal Certificate (108/DSN-MUI/X/2016)
Visitor Income	<ol style="list-style-type: none"> 1. Family burden borne 2. Work opportunities and experience (Reksoprayitno, 2004)
Visitor Satisfaction	<ol style="list-style-type: none"> 1. Feel Happy 2. Satisfaction 3. No Complaints (Yuksel et al., 2010)

Variable	Indicators
Revisit Intention	<ol style="list-style-type: none"> 1. Plan to visit again 2. Visiting reference interest 3. Visiting preference interests (Singh & Singh, 2019)

The data collection process for this study involved disseminating questionnaires via Google Forms to visitors of Batu City from October 10 to October 13, 2023. The data measurement procedure included the development of indicators for each question, with response options based on a 1 to 6 Likert scale, as recommended by Ghozali (2018). According to Claveria (2021), the 1-6 Likert scale demonstrates greater validity and reliability compared to the 1-4 scale. Therefore, this study employed a 1-6 Likert scale, categorized as follows: 1 (strongly disagree), 2 (disagree), 3 (somewhat disagree), 4 (somewhat agree), 5 (agree), and 6 (strongly agree), in accordance with Ghozali's (2018) framework.

Data Analysis

The data analysis for this study was conducted using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) software. The analysis proceeded in a systematic manner, beginning with descriptive statistics to summarize the demographic information of the respondents. This step provided insights into the sample characteristics, which are crucial for understanding the context of the findings. Following this, a measurement test (outer model) was conducted to assess the constructs' validity and reliability. This included evaluating convergent validity to ensure that indicators measuring the same construct correlate highly, discriminant validity to confirm that constructs are distinct from one another, and reliability tests to verify the consistency of the measurement scales. Subsequently, a structural test (inner model) was performed, which involved analyzing the path coefficients and their significance levels, alongside the R-square values that indicate the proportion of variance explained by the model. The path coefficients provide insights into the strength and direction of relationships between variables, while the R-square values assess the model's explanatory power. Together, these analyses facilitate a comprehensive understanding of the relationships among the variables in the study.

Results

Respondents' Demographic Information

Table 2 presents demographic information of respondents, categorized by six characteristics: sex, age, education, occupation, income, and domicile. Out of 209 respondents, 48.32% are male and 51.67% are female. The majority of respondents (85.16%) are aged 21-30 years, with 14.35% being under 20 years, while no respondents are aged 31 or older. In terms of education, 69.37% have a senior high school education, 27.75% hold a bachelor's degree, while only 0.956% hold a diploma or doctorate, and none have elementary school qualifications. Regarding occupations, 88.94% of respondents are students, while the remaining are divided among businessmen (3.349%), private employees (1.435%), and other categories such as civil servants or housewives, all below

1%. The income distribution shows that more than half (55.50%) earn less than Rp. 2,000,000, followed by 36.36% earning between Rp. 2,000,000 and Rp. 4,000,000, with only a small proportion earning over Rp. 6,000,000. The domicile data indicates that the majority reside in Java (81.33%), followed by Sumatera (13.39%), while only 1.435% live in Kalimantan, and less than 1% each in regions like Sulawesi, Bali, and Kepulauan Nusa Tenggara. There is also a small "other" category representing 2.392% of respondents across various factors.

Table 2. Demographic Information of the Respondents

No	Characteristics	Total	Percentage	
1	Sex	Male	101	48.32%
		Female	108	51.67%
2	Age	< 20 years	30	14.35%
		21-30 years	178	85.16%
		31-40 years	0	0.000%
		41-50 years	0	0.000%
		> 50 years	1	0.478%
3	Education	Elementary School/Equivalent	0	0.000%
		Middle School/Equivalent	1	0.478%
		Senior High School/Equivalent	145	69.37%
		Diploma	2	0.956%
		Bachelor	58	27.75%
		Masters	1	0.478%
4	Occupation	Doctor	2	0.956%
		Civil Servants	1	0.478%
		BUMN employee	1	0.478%
		Private Employee	3	1.435%
		Businessman	7	3.349%
		Student	185	88.94
		Housewife	1	3.349%
5	Income	Other	11	5.263%
		< Rp. 2.000.000	116	55.50%
		IDR 2.000.000 – IDR 4.000.000	76	36.36%
		IDR 4.000.000 – IDR 6.000.000	10	4.784%
		IDR 6.000.000 – IDR 8.000.000	2	0.956%
		IDR 8.000.000 – IDR 10.000.000	0	0.000%
6	Domicile	> Rp. 10.000.000	5	2.393%
		Sumatera	28	13.39%
		Jawa	170	81.33%
		Kalimantan	3	1.435%
		Kepulauan Nusa Tenggara	1	0.478%
		Sulawesi	1	0.478%
		Maluku	0	0.000%
		Papua	0	0.000%
		Bali	1	0.478%
Other	5	2.392%		

From [Table 2](#), it can be inferred that the majority of respondents are young, educated individuals, primarily students, with a large proportion aged 21-30 years (85.16%) and

holding at least a senior high school education (69.37%). Most of the respondents earn low to moderate incomes, with over half (55.50%) earning less than Rp. 2,000,000, reflecting a predominantly lower-income group. The vast majority (88.94%) are students, suggesting that the data may represent a population of college or university-aged individuals. Geographically, most respondents are concentrated in Java (81.33%), indicating a potential focus on this region, with much smaller representation from other islands like Sumatra, Kalimantan, and Bali. Table 2 also reveals a limited representation of older age groups and higher-income earners, suggesting a youthful and economically modest demographic profile.

Measurement Test (Outer Model)

Convergent Validity

Indicators are deemed valid when their loading factor value exceeds 0.7 in confirmatory research, whereas for explanatory research, a loading factor value between 0.6 and 0.7 is acceptable (Ghozali, 2018). Additionally, the Average Variance Extracted (AVE) must exceed 0.5 to satisfy test requirements, indicating that the indicator effectively reflects the latent variable by more than 50%. Thus, a loading factor value greater than 0.6, alongside an AVE exceeding 0.5, fulfills the criteria for convergent validity. Table 3 presents the results of the convergent validity test conducted in this research. From Table 3, it is evident that five indicator items—DI1A, DI1B, HF2C, VI1A, and RI1B—exhibit loading factor values below 0.60, signifying that these items do not meet the criteria for convergent validity. Consequently, the researchers opted to remove the variables associated with these indicators. The remaining values suggest that the model can be considered valid, indicating that over 50% of the variables can be adequately explained by the existing indicators.

Table 3. Outer Loading Value and Average Variance Extracted

Construct	Items	Outer Loading	AVE	Conclusion
Destination Image	DI1A	0.497	0.623	invalid
	DI1B	0.541		invalid
	DI1C	0.785		valid
	DI2A	0.742		valid
	DI2B	0.724		valid
	DI2C	0.757		valid
	DI3A	0.807		valid
	DI3B	0.818		valid
	DI3C	0.786		valid
Service Quality	SQ1A	0.75	0.584	valid
	SQ1B	0.774		valid
	SQ1C	0.765		valid
	SQ2A	0.835		valid
	SQ2B	0.803		valid
	SQ2C	0.798		valid
	SQ3A	0.778		valid
	SQ3B	0.783		valid
	SQ3C	0.789		valid
	SQ4A	0.78		valid
SQ4B	0.735	valid		

Construct	Items	Outer Loading	AVE	Conclusion
	SQ4C	0.718		valid
	SQ5A	0.777		valid
	SQ5B	0.705		valid
	SQ5C	0.658		valid
Halal Facilities	HF1A	0.79	0.575	valid
	HF1B	0.754		valid
	HF1C	0.815		valid
	HF1D	0.821		valid
	HF1E	0.813		valid
	HF2A	0.619		valid
	HF2B	0.657		valid
	HF2C	0.562		invalid
	HF2D	0.748		valid
	HF2E	0.749		valid
Visitor Income	VI1A	0.427	0.565	invalid
	VI1B	0.589		valid
	VI2A	0.766		valid
	VI2B	0.642		valid
Visitor Satisfaction	VS1A	0.772	0.584	valid
	VS1B	0.835		valid
	VS1C	0.833		valid
	VS2A	0.809		valid
	VS2B	0.837		valid
	VS2C	0.765		valid
	VS3A	0.638		valid
	VS3B	0.715		valid
	VS3C	0.642		valid
Revisit Intention	RI1A	0.788	0.606	valid
	RI1B	0.504		invalid
	RI1C	0.757		valid
	RI2A	0.839		valid
	RI2B	0.84		valid
	RI2C	0.851		valid
	RI3A	0.726		valid
	RI3B	0.704		valid
	RI3C	0.677		Valid

Discriminant Validity

An indicator is considered discriminantly valid if its cross-loading value is greater for the construct it represents than for other constructs (Henseler et al., 2015). Additionally, when employing the heterotrait-monotrait (HTMT) ratio to assess discriminant validity, each indicator's HTMT ratio should be below 0.90 (Henseler et al., 2015). Table 4 portrays the obtained cross-loading values.

Table 4. Discriminant Validity

	DI	SQ	HF	VI	VS	RI
DI1C	0.804	0.483	0.403	0.353	0.574	0.492
DI2A	0.743	0.421	0.261	0.216	0.492	0.462
DI2B	0.733	0.420	0.251	0.194	0.457	0.486
DI2C	0.776	0.497	0.351	0.320	0.508	0.499
DI3A	0.829	0.533	0.400	0.416	0.623	0.511
DI3B	0.826	0.528	0.344	0.331	0.618	0.523
DI3C	0.808	0.470	0.290	0.274	0.538	0.507
SQ1A	0.558	0.750	0.386	0.339	0.554	0.480
SQ1B	0.469	0.775	0.413	0.319	0.547	0.450
SQ1C	0.455	0.766	0.438	0.355	0.568	0.515
SQ2A	0.468	0.835	0.468	0.370	0.544	0.435
SQ2B	0.390	0.804	0.505	0.396	0.539	0.430
SQ2C	0.466	0.798	0.426	0.411	0.542	0.453
SQ3A	0.489	0.778	0.464	0.408	0.505	0.411
SQ3B	0.423	0.783	0.457	0.305	0.475	0.386
SQ3C	0.464	0.789	0.515	0.358	0.529	0.439
SQ4A	0.436	0.780	0.405	0.359	0.558	0.489
SQ4B	0.407	0.735	0.468	0.377	0.533	0.428
SQ4C	0.378	0.717	0.472	0.410	0.524	0.438
SQ5A	0.527	0.777	0.493	0.412	0.642	0.493
SQ5B	0.464	0.705	0.467	0.402	0.539	0.466
SQ5C	0.545	0.658	0.439	0.379	0.630	0.473
HF1A	0.257	0.420	0.801	0.385	0.470	0.377
HF1B	0.256	0.373	0.768	0.306	0.387	0.307
HF1C	0.392	0.549	0.826	0.380	0.539	0.415
HF1D	0.314	0.466	0.830	0.323	0.467	0.402
HF1E	0.356	0.493	0.821	0.360	0.520	0.408
HF2A	0.161	0.339	0.618	0.187	0.302	0.175
HF2B	0.210	0.288	0.649	0.375	0.362	0.216
HF2D	0.357	0.501	0.742	0.495	0.590	0.429
HF2E	0.421	0.515	0.740	0.462	0.621	0.508
VI1B	0.173	0.309	0.317	0.688	0.314	0.191
VI2A	0.403	0.396	0.410	0.809	0.511	0.383
VI2B	0.237	0.394	0.381	0.753	0.359	0.280
VS1A	0.555	0.543	0.492	0.487	0.772	0.608
VS1B	0.686	0.586	0.523	0.497	0.835	0.647
VS1C	0.678	0.562	0.499	0.474	0.833	0.674
VS2A	0.554	0.557	0.464	0.417	0.809	0.566
VS2B	0.613	0.678	0.494	0.453	0.838	0.633
VS2C	0.540	0.518	0.494	0.421	0.767	0.571
VS3A	0.302	0.480	0.466	0.296	0.636	0.413
VS3B	0.382	0.547	0.507	0.327	0.714	0.517
VS3C	0.331	0.495	0.563	0.316	0.641	0.414
RI1A	0.587	0.463	0.396	0.330	0.573	0.792
RI1C	0.488	0.444	0.371	0.349	0.599	0.758
RI2A	0.606	0.552	0.465	0.353	0.668	0.843

	DI	SQ	HF	VI	VS	RI
RI2B	0.543	0.481	0.453	0.357	0.629	0.849
RI2C	0.576	0.499	0.470	0.407	0.680	0.853
RI3A	0.377	0.429	0.275	0.177	0.521	0.740
RI3B	0.339	0.439	0.324	0.177	0.473	0.706
RI3C	0.308	0.388	0.307	0.269	0.422	0.666

Table 4 illustrates that the cross-loading values for each indicator item are higher than those for corresponding items in different variables. This indicates that each indicator is more effective in explaining its own variable than others (Henseler et al., 2015). Therefore, we can conclude that this research successfully passes the discriminant validity test using the cross-loading method. Next, we will assess discriminant validity using the heterotrait-monotrait (HTMT) method, as demonstrated in Table 5.

Table 5. Heterotrait-Monotrait

Variable	DI	SQ	HF	VI	VS	RI
DI						
SQ	0.654					
HF	0.439	0.623				
VI	0.469	0.621	0.623			
VS	0.745	0.775	0.696	0.681		
RI	0.745	0.636	0.514	0.484	0.800	

Table 5 reflects the average level of correlation between indicators within each latent variable. When the HTMT value is below 0.9, it indicates that differences between indicators within each variable can be identified (Henseler et al., 2015). In the context of this research, the HTMT ratio has demonstrated values below 0.9. Therefore, we can conclude that the model in this study meets the criteria for discriminant validity.

Reliability

A variable is considered to have good reliability if its composite reliability and Cronbach's alpha values exceed 0.7, although a value of 0.60 is still acceptable (Ghozali, 2018). This view is supported by the theory proposed by Sainani (2017), which delineates four levels of reliability: excellent reliability for values exceeding 0.90, high reliability for values ranging from 0.70 to 0.90, moderate reliability for values between 0.50 and 0.70, and low reliability for values below 0.50. Therefore, we can conclude that the reliability test requirements are fulfilled when composite reliability and Cronbach's alpha values exceed 0.6. Based on the results presented in Table 6, we conclude that this research model demonstrates a good level of reliability, as both the composite reliability and Cronbach's alpha exceed 0.6. This indicates that the model can be relied upon to represent results from a larger dataset or respondent group.

Table 6. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
DI	0.899	0.920
SQ	0.949	0.949
HF	0.907	0.921
VI	0.631	0.661
VS	0.910	0.919
RI	0.907	0.918

Structural Test (Inner Model)

In this research, hypotheses testing was carried out by assessing the path coefficient and evaluating the r-square value.

Path Coefficient (Hypotheses Testing)

Table 7 provides results supporting most of the hypotheses with significant relationships. H1 is supported as visitor satisfaction (VS) significantly influences revisit intention (RI) with a coefficient of 0.540 ($p=0.000$). H2 and H3 are confirmed since destination image (DI) has a significant impact on RI (0.208, $p=0.006$) and visitor satisfaction (0.360, $p=0.000$), respectively. H4 is also supported with DI significantly influencing RI through VS (0.194, $p=0.000$). Service quality (SQ) significantly affects VS (H6) and RI through VS (H7), but not directly on RI (H5). Halal facilities (HF) influence VS (H9) but not RI (H8), though they do affect RI through VS (H10). Finally, visitor income (VI) does not significantly impact RI (H11) or VS (H12), but does influence RI through VS (H13).

Table 7. Coefficient Value (Original Sample) and T-Statistics

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values	Interpretation
VS -> RI	0.540	5.602	0.000	Significant
DI -> RI	0.208	2.723	0.006	Significant
DI -> VS	0.360	5.543	0.000	Significant
DI -> VS -> RI	0.194	3.865	0.000	Significant
SQ -> RI	0.073	0.984	0.325	Not significant
SQ -> VS	0.280	4.072	0.000	Significant
SQ -> VS -> RI	0.151	3.426	0.001	Significant
HF -> RI	0.033	0.362	0.717	Not significant
HF -> VS	0.262	4.313	0.000	Significant
HF -> VS -> RI	0.142	3.453	0.001	Significant
VI -> RI	-0.028	0.517	0.605	Not significant
VI -> VS	0.138	2.453	0.014	Significant
VI -> VS -> RI	0.075	2.092	0.036	Significant

The results imply that visitor satisfaction is the most critical factor influencing revisit intention, highlighting the importance of enhancing visitor experiences to encourage return

visits. Destination image also plays a key role, both directly and indirectly, through its positive impact on satisfaction, suggesting that promoting a positive image of the destination can significantly boost repeat tourism. While service quality and halal facilities contribute indirectly through visitor satisfaction, they are less impactful on revisit intention when considered in isolation. Visitor income shows limited influence, indicating that satisfaction and experience outweigh economic factors in predicting the likelihood of revisiting.

R-Square

The next step is to evaluate the R-Square value. Referring to [Table 8](#), the R-Square for the variable VS is 0.698, indicating that exogenous variables explain 69.8% of its variation, leaving 30.2% unexplained. For the RI variable, the R-Square is 0.581, suggesting that the exogenous variable accounts for 58.1% of its variation, with 41.9% attributed to other unexplored factors.

Table 8. R-Square and R-Square Adjusted

Variable	R-Square	R-Square Adjusted
VS	0.698	0.692
RI	0.581	0.571

Discussion

Drawing upon various findings from preceding studies, this research exclusively concentrates on four determinants influencing the propensity of Muslim tourists to revisit Batu City. These factors include destination image, service quality, the presence of halal facilities, and visitor income. The study's findings largely align with existing literature but also present unexpected results that warrant deeper consideration.

Based on the statistical analysis conducted, it is evident that visitor satisfaction exerts a significant positive impact on the returning to revisit. Positive experiences create enduring memories that foster a desire among visitors to relive such moments. This study corroborates earlier work by [Bayih and Singh \(2020\)](#) and [Darajat \(2021\)](#), who similarly found that visitor satisfaction is a decisive factor in shaping tourists' revisit intentions. Drawing on [Yuksel et al. \(2010\)](#), satisfaction denotes an emotional state that arises from a positive experience. Therefore, the absence of significant dissatisfaction leads to enhanced satisfaction, thereby influencing revisit behavior ([Štumpf & Kubalová, 2024](#)). From a practical standpoint, it becomes crucial for tourism management in Batu City to ensure that visitors leave without substantial grievances, especially regarding service quality and facility standards ([Arevin, 2024](#)). Failure to address even minor inconveniences could erode visitor satisfaction, thus lowering the likelihood of return visits.

A critical analysis of the destination image variable reveals a significant and positive influence on both satisfaction and revisit intention. This result aligns with prior studies, such as those by [Bhat and Darzi \(2018\)](#), which affirm the importance of a positive destination image in stimulating repeat visits. However, an overlooked dimension in existing literature is the extent to which an evolving destination image (shaped by external factors such as social media or cultural shifts) may either reinforce or diminish tourist interest ([Chiu et al., 2016](#); [Mandagi et al., 2024](#)). This research demonstrates the importance of image

development in influencing satisfaction and revisit intentions. A critical implication here is that destination managers must remain vigilant to shifts in how the destination is perceived by newer demographics of tourists, particularly younger Muslim travelers, whose values may differ from previous generations.

The influence of service quality, while positively correlated with satisfaction, yielded an unexpected result in terms of its relationship with revisit intention. Although previous studies (e.g., Hanafiah et al., 2022) indicated a strong positive link between service quality and repeat visits, this study reveals an insignificant direct effect of service quality on revisit interest. This discrepancy could be attributed to the nature of competition among tourist destinations. In a saturated market like Batu City, where over fifty attractions are available, service quality alone may no longer be sufficient to capture long-term tourist loyalty. The critical implication here is that service providers should not solely rely on high service standards but must differentiate their offerings through unique value propositions, such as cultural authenticity or exclusive experiences, that extend beyond the technical dimensions of service.

Another unexpected finding is the insignificant direct effect of halal facilities on revisit intentions, which contradicts studies like Al-Ansi and Han (2019), which asserted a positive relationship. The relatively young demographic of the sample (21 to 30 years) may suggest a shift in priorities among Muslim travelers, who may now prioritize broader travel experiences over strictly religious amenities (Gultom et al., 2021). This highlights a potential evolution in the preferences of younger Muslim tourists, where the availability of halal facilities, while still important, may not be as decisive in determining travel behavior. Future research should explore how different age segments within Muslim travelers prioritize these facilities, thereby offering a more granular understanding of tourist preferences.

Visitor income also presents mixed findings. While it significantly influences satisfaction, its direct impact on revisit intention is negligible. This suggests that income alone may not be a decisive factor in determining travel behavior, as external factors like price sensitivity and destination attractiveness likely play a more dominant role. This insight challenges the conventional view that higher income directly correlates with travel frequency (Qin et al., 2018), emphasizing the need for nuanced approaches in tourism marketing, which should focus more on creating value-driven propositions rather than merely targeting higher-income segments.

Theoretically, this research adds to the growing body of literature on Muslim tourism, particularly by dissecting the distinct roles that destination image, service quality, halal facilities, and income play in shaping revisit intentions. It also highlights the mediating role of visitor satisfaction, offering deeper insights into how these variables interact. The study challenges existing assumptions about the universal impact of service quality and halal facilities on revisit intentions, suggesting that these relationships may be more context-dependent than previously thought. Practically, the findings of this research provide actionable insights for destination managers and tourism policymakers. For one, improving visitor satisfaction remains paramount, as it serves as the most consistent predictor of revisit intentions. Additionally, while service quality and halal facilities remain important, they must be viewed within the larger competitive landscape of tourist destinations. Batu City tourism management should focus on enhancing the uniqueness of the destination and adapting its marketing strategies to appeal to younger Muslim travelers, whose preferences may not fully align with traditional religious expectations.

Conclusion

The findings of this study demonstrate that destination image significantly influences Muslim tourists' intention to revisit Batu City, while service quality, halal facilities, and visitor income do not directly affect revisit intentions. Nonetheless, these factors, including income, exert a significant impact on visitor satisfaction. Moreover, visitor satisfaction plays a mediating role, indirectly linking destination image, service quality, halal facilities, and income to revisit intentions. The results suggest that enhancing halal facilities, improving service quality, and strategically promoting Batu City's destination image—particularly through collaborations with social media influencers—can effectively elevate both visitor satisfaction and tourism growth.

Despite its contributions, this research has several limitations. The study's focus on Batu City restricts the generalizability of the findings to other regions in Indonesia. Additionally, the sample was predominantly composed of young students, limiting the applicability of income-related insights to other demographic groups. The age range of respondents, mostly between 20 and 30 years, also restricts the generalizability of the findings to older populations. Future studies should expand the geographic scope and include a more demographically diverse sample to offer broader insights and yield more comprehensive recommendations for improving halal tourism across various destinations.

Authors' Declaration

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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