Aceh Shari’a Image Destination: The Intention of Tourists to Revisit the Destination

M. Ridha Siregar, 2Muhammad Ilhamsyah Siregar, 3R. B. Radin Firdaus, 4Abdul Muzammil
1,2Faculty of Economic and Business, Syiah Kuala University, Indonesia
3School of Social Sciences, Universiti Sains Malaysia, 11800 USM, Malaysia
*Corresponding author: m.ridhasiregar@unsyiah.ac.id

Abstract—Tourism industry turns out to be a large international industry with enormous growth potential. Based on previous studies, Islamic tourism is popular among Muslim tourists’. Thus, satisfying the Muslim tourists with their religious needs may encourage them to travel to a particular destination. And one of the recreational activities with the main concept of Islamic value is shari’a tourism. Shari’a tourism is one of tourism systems based on implementation of shari’a rules and this tourism sector looks promising in Indonesia especially in Aceh. The aim of this study was to determine the effect of destination image on intention of tourist to revisit the destination mediated by service quality, tourists’ satisfaction and destination trust in shari’a tourism destinations in Aceh. This study will be conducted on 410 domestic and foreign tourist that come to visit Aceh. This study is included in the type of descriptive-quantitative research using survey method. The sample will be taken using purposive sampling technique and the sample data were statistically analyzed using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) with second order method.

Keywords—Revisit Intention; Destination Image; Service Quality; Tourist Satisfaction; Destination Trust

1. INTRODUCTION

Tourism is a competitive and dynamic industry that requires the ability to adapt continuously to changing customer needs and desires, because customer satisfaction, safety and pleasure are the main focus of the tourism business. The tourism industry turns out to be a large international industry with enormous growth potential. It is becoming an increasingly global and complex phenomenon with dimensions of economic, sociological, behavioral, cultural, political, environmental and educational (Khan, Haque, & Rahman, 2013). However, one segment that has not yet been explored is a “religiously conscious” tourist. It is not surprising that some researchers in this field insist that meeting the religious needs of every belief in a growing industry is very important (Mohamed Battour & Ismail, 2014; Weidenfeld & Ron, 2008).

Tourism is also related with religion, in terms of relationship between tourist behavior and supplier (Poria, Butler, & Airey, 2003). However, there are limited studies available about this relationship (Howe, 2001; Rinschede, 1992). Furthermore, in the current competition between destination marketers, destination marketing objectives need to be guided by investigating the motivation of tourist and their interactions with tourist satisfaction (Devesa, Laguna, & Palacios, 2010; Yoon & Uysal, 2005; Žabkar, Brenčič, & Dmitrović, 2010).

There are 57 Islamic countries in the world with many tourist destinations (Khan et al., 2013). In previous studies many studies conducted in Islamic tourism in some countries such as Iran, Malaysia, Palestine and Saudi Arabia and found that Islamic tourism is popular among Muslim tourists’ (Bhuiyan, Siwar, Ismail, & Islam, 2011; Farahani & Henderson, 2010). In addition, the market of Muslim has special requirements and culture and it’s cannot be ignored (Battour, Battor, & Bhatti, 2013; Battour, Ismail, & Battor, 2010, 2012). Thus, satisfying the Muslim tourists with their religious needs may encourage them to travel to a particular destination (Battour, Ismail, Battor & Awais, 2014).

The other name for religiosity on context of Islam is shari’a. Shari’a was all Islamic teachings in the form of divine norms, which regulate inner and concrete behavior individually and collectively, which are limited to fiqh. Islamic shari’a in terms is what Allah commands to His servants from faith (aqeedah), worship, morals, muamalah, and living systems with different dimensions to achieve salvation in the world and the hereafter. Shari’a tourism is one of tourism systems based on implementation of shari’a rules. Recreational activity with Islamic value is the main concept of shari’a tourism. Shari’a tourism not only limited to religious or pilgrimage tourism that has high potential business growth but also believed able to increase economic growth and this is the reason why shari’a tourism becomes a new world trend today. Eliminate dangerous factor for
humanity and environment from the products or services was the essence of shari’a, to make sure it’s beneficial for all segmentation (Asih & Asih, 2015).

Tourism sector based on shari’a its looks promising in Indonesia, as the Government through the Ministry of Creative Economics and Tourism gives full support to the development of shari’a tourism in Indonesia. But in fact, Indonesia as a country with a majority of Muslim population is categorized as a country with low responsive-ness in shari’a tourism compared to other Muslim countries like Turkey and Malaysia. Indonesia has the same opportunity and even more because there are so many strategic places that fit as shari’a tourism destination, such as Aceh and other provinces (Asih & Asih, 2015).

Aceh is one of the most conservative provinces of Muslim-majority in Indonesia and Aceh is the only province in Indonesia that applies shari’a law. In other words, everything done in Aceh should be based on shari’a for both Muslim and non-Muslim and Aceh is considered to have sufficient shari’a tourism potential. Aceh has many shari’a destination areas that can be visited, and this area can be an attraction for tourists’ who want to feel the actual sharia-based tours.

Along with these, there is a growing recognition that destinations must create and provide a memorable tourism experience for tourist (Neuhofer, Buhalís, & Ladkin, 2015). And that is why destination image is widely acknowledge as an important construct that affecting tourists destination choice, decision-making, post-trip evaluation and future behavior (Baloglu & McCleary, 1999; Styllos, Vassiliadis, Bellou, & Andronikidis, 2016; Zhang, Xu, Leung, & Cai, 2016).

Chen (2011) believed that high quality, image and satisfaction of destination lead to positive WOM (Word of Mouth) and customer visit and revisit, which in turn can affect host financial performance in the tourism business. Previous studies on various factors that affect the probability of revisiting of the tourism destination suggest a perceived quality and customer’s satisfaction (Allameh, Pool, Jaberi, Salehzadeh, & Asadi, 2015; Baker & Crompton, 2000; Petrick, 2004; Petrick & Backman, 2002; Žabkar et al., 2010).

In addition quality and satisfaction, it can be ascertained that the destination that instill trust in minds of tourists can be more easily branded (Roodurmun & Juwaeheer, 2010). Chen & Phou (2013) define destination trust as “the willingness of tourists’ to rely on the ability of the tourism destination to perform its stated functions”. In other word, destination trust was also the important key that influence tourist to revisit destination. Therefore, the purpose of this study was to determine the effect of destination image on intention of tourist to revisit the destination mediated by service quality, tourists’ satisfaction and destination trust in shari’a tourism destinations in Aceh.

2. LITERATURE REVIEW

Revisit Intention

In previous studies, intention is defined as “a stated likelihood to engage in a behavior” (Oliver, 1997) or “a buyer’s forecast of which brand he will buy” (Howard & Sheth, 1969) Revisit intention is generally defined as either the level of intention to return to the same destination or the level of willingness for the revisit (Forgas-Coll, Palau-Saumell, Sánchez-García, & Callarisa-Fiol, 2012). Revisit intention is a major research topic in tourism destinations and has been referred as an important behavioral intention (Jani & Han, 2011). In current tourism literature, exploring tourists’ revisit intentions in engaging diverse types of tourism is one of the main focuses (Lam & Hsu, 2006). The preferences and needs for consumers vary and change with different outlooks constantly. For tourism proprietors, how to fully understand tourists’ purchasing behavior and predict their future purchasing intentions is one of the most important tasks (Chang, F. Backman, & Chih Huang, 2014). Tourists’ revisit intentions can be viewed as an individual’s anticipated future travel behavior. In other words, to understanding tourists’ future behavior, having a better predictive technique and explanation of tourists’ revisit intentions may be helpful (Ajzen & Driver, 1992).

Social Disclosure

Destination image can be defined as a tourists’ general impression of a destination (Fakeye & Crompton, 1991), that is, it is ‘sum of trust, ideals and impressions’ that a visitor has toward a particular place (Assaker & Hallak, 2013; Baloglu & McCleary, 1999; Kotler, Bowen, & Makens, 1996; Kozak & Andreu, 2006). The evaluation and analysis of destination image has been the subject of much attention in related academic literature, and has made a significant contribution to a greater understanding of tourist behavior (Beerli & Martín, 2004). Many studies frequently use the term “destination image”, but tend not to conceptualize this term appropriately. Various authors point out that while the concept is widely used in the empirical context, it is loosely defined and lacks a solid conceptual structure (Fakeye & Crompton, 1991; Mazanec & Schweiger, 1981).

Not many research studies have been done on the indirect relationship between destination image and revisit intention via service quality. But, however destination image has a positive influence on service quality, because it molds the expectations that the individual forms before the visit, and these variables depend on the comparison of such expectations with experience (Berry, 2000; Bigné, Sánchez, & Sánchez, 2001; Font, 1997; Loureiro & González, 2008; Phelps, 1986; Selnes, 1993; Seto’, 2003). Destination image has some influence on the quality perceived by tourists (Allameh et al., 2015). Destination image forms the individual expectations before the visit and would affect how customers perceive quality (Bigné et al., 2001; Font, 1997; Phelps, 1986). Following the marketing perspective, having a favorable destination image would effect on individuals’ trip quality (Chen & Tsi, 2007; Lee, Lee, & Lee, 2005). Therefore, we hypothesized:

H1: Destination image has an effect on service quality of destination
Destination image has an effect on tourists’ intention to revisit the destination toward service quality of destination

Previous studies have shown that the image of a destination plays an essential role in determining tourists’ satisfaction (Chi & Qu, 2008; Chiu, Zeng, & Cheng, 2016; Prayag, 2009; Ramsook-Munhurrum, Seebaluck, & Naidoo, 2015; Tasci & Gartner, 2007). In general, past findings have suggested that destination image is a direct antecedent of satisfaction and achieved a consensus that a more favorable destination image tends to lead to a higher level of tourist satisfaction (Chen & Phou, 2013; Chi & Qu, 2008; Prayag, 2009; Prayag & Ryan, 2012; Tasci & Gartner, 2007). The study that have been done by Wang & Hsu (2010), Loi, So, Lo, & Fong (2017) and Su, Hsu, & Swanson (2017) found that destination image directly and indirectly has an impact on revisit intention toward satisfaction. Therefore, we hypothesized:

H1a: Destination image has an effect on tourists’ satisfaction

H1b: Destination image has an effect on tourists’ intention to revisit the destination toward tourists’ satisfaction

In a conceptual study, Hsu & Cai (2009) argue that a destinations’ positive image will increase the trust of tourists’ with regard to choosing it. Chen & Phou (2013) found that destination image has significantly positive effects on tourist destination relationship (i.e., satisfaction and trust). Previous studies (e.g, Loureiro & González, 2008) also reveal that destination image have a significant positive impact on both destination satisfaction and trust. Sirdeshmukh, Singh, & Sabol (2002) also suggest that image affects trust in a study on relational exchanges. Based on previous study by Su et al. (2017) found that destination image was not significantly affect trust toward destination service providers and the mediation role of trust toward destination service providers was also not significant. However, this study specifically looks at trust toward destination and its impact on revisit intentions. A consumer who holds the belief that a service firm is able to meet him/her expectations today, as well as in the future, is more likely to return to the service firm (Berry, 1995; Oh, 2002; Walsh, Hennig-Thurau, Sassenberg, & Bornemann, 2010). Therefore, we hypothesized:

H2a: Destination image has an effect on destination trust

H2b: Destination image has an effect on tourists’ intention to revisit the destination toward destination trust

Chen and Funk (2010) noted that performance evaluations that include the attributes of a destinations’ image can affect the effort to modify attitudes and intentions of tourists' and, further, the positive performance evaluation is a necessary antecedent of positive behavioral intentions. This argument has also been supported by other studies that shown destination image has significantly influence revisit intention (Chen & Tsai, 2007; Lee et al., 2005; Loi et al., 2017). Nevertheless, some scholars have argued that revisit intention can be directly and indirectly influenced by destination image (Castro, Martín Armario, & Martín Ruiz, 2007; Chi & Qu, 2008; Stylos, Bellou, Andronikidis, & Vassiliadis, 2017; Stylos et al., 2016; Zeugner-Roth & Žabkar, 2015). Therefore, we hypothesized:

H3a: Destination image has an effect on tourists’ intention to revisit the destination

Service Quality

Service quality, as a general concept of the study marketing and consumer behavior, has been variously defined and explained by various scholars to achieve their research objectives (Tosun, Dedegoğlu, & Fyall, 2015). For example, service quality can be defined as comparing the costumer expectations associated with services and service performances after they have been utilized (Parasuraman, Zeithaml, & Berry, 1985). One of the most popular frameworks for service quality is SERVQUAL. SERVQUAL is based on the evaluation of five service dimensions of reliability, assurance, empathy, responsiveness and tangibles (Parasuraman, Zeithaml, & Berry, 1988). Accordingly, several studies (Armstrong, Mok, Go, & Chan, 1997; Atilgan, Akinci, & Aksoy, 2003; Chen & Tsai, 2007; Choi & Chu, 1998) have used SERVQUAL as an effective framework to measure tourism service quality. Quality has been revealed to be effective on behavioral intentions (Petrick, 2004). Overall, enhanced service quality significantly influences the tourists’ revisit intentions (Allamleh et al., 2015; Petrick, Morais, & Norman, 2001). If expectations of tourists’ are fulfilled and they perceive the high-quality service, then they tent to make a repeat visitation (Atillgan et al., 2003; T. H. Kim, Ko, & Park, 2013; Quintal & Polczynski, 2010). Therefore, we hypothesized:

H3: Service quality of destination has an effect on tourists’ intention to revisit the destination

Tourists’ Satisfaction

The tourists’ satisfaction level is significantly connected to tourists’ travel needs (Battour et al., 2014). Therefore, it is important to get a clear picture of motivation, which responds to different levels of satisfaction (Qu & Ping, 1999). Undoubtedly, satisfaction is an important key in marketing research. Satisfaction of tourists is essential to successfully in marketing destinations (Devesa et al., 2010; Yoon & Uysal, 2005; Žabkar et al., 2010)because tourists satisfaction directly linked to destination choice, products/services consumption, and revisit to destination (Kozak & Rimington, 2000). Satisfaction can be one of the most studied variables in tourism literature. Satisfaction may be considered as a tourists’ post-purchase evaluation of the destination (Ryan, 1995). In tourism research, Hunt (1983) argued that satisfaction is about the evaluation rendered that the experience was at least as good as it should be not just about the pleasure of the travel experience. Previous research has shown that satisfaction influence revisit of tourism destinations (Allamleh et al., 2015; Chen, 2008; Chen & Tsai, 2007; De Rojas & Camarero, 2008; Loi et al., 2017; Žabkar et al., 2010). Therefore, we hypothesized:
H6: Tourists’ satisfaction has an effect on tourists’ intention to revisit the destination

Destination Trust

Trust refers to “a positive belief about the reliability and dependability of a person or an object” (Everard & Galletta, 2006). Su et al. (2017) refer to trust as the “belief that a party will fulfill his or her obligations in the relationship and specifically examine trust toward destination service providers in a tourism context”. Due to the nature of production and consumption of tourism products were simultaneous, the delivery of promised service during promotion and advertisement must be ensured by destination marketers. The transparency and integrity of service offerings of a destination leads to the trust that tourists’ are developing for such destinations (Abubakar, Ilkan, Meshall Al-Tal, & Eluwole, 2017). Evidence from Kim & Oh (2002) provide support for trust as an antecedent of revisit. And the same result was also found by Abubakar et al. (2017). Therefore, we hypothesized:

H7: Destination Trust has an effect on tourists’ intention to revisit the destination

Conceptual Model

The focus of this study is to examine the effect of the destination image on revisit intention of the tourist, and also how the effect of destination image toward service quality, tourist satisfaction and destination trust which then indirectly affects the tourists revisit intention. By adapting findings from previous studies, the conceptual model of this study which is shown in Figure 1.

FIGURE 1. CONCEPTUAL MODEL

3. RESEARCH METHOD

This study is included in the type of descriptive-quantitative research using survey method by distributing questionnaires. Questionnaires were distributed in shari’a destinations area in Aceh, for example in Baiturrahman Mosque, Tsunami Museum, Baitul Makmur Mosque, Queen Safiatuddin Park, etc. Samples will be taken on the domestic tourists or foreign tourists in Aceh that are eligible. Due to the number of population in this study is unknown, then the sampling is done by multiplication method carried by Bentler & Chou (1987), Hair, Black, Babin, Anderson, & Tatham (2010) and Schumacker & Lomax (1996), where the number of existing indicators multiplied 10, so the number of samples in this study that is 41 × 10 = 410 respondents. The sampling technique used is non-probability sampling with purposive sampling technique.

Questionnaires Design and Measurement

In obtaining the questionnaire data, the questionnaire was prepared using a Likert scale with 5 points of scale 1 (strongly disagree) to scale 5 (strongly agree). The preparation of the questionnaire was done by adapting from the previous study, and then the questionnaire will be pilot tested to test the validity and reliability of the questionnaire before entering the actual study. With a number of consideration and match every statement in previous studies with the study that we would do, we specify that there were 6 indicators for Destination Image, 22 indicators for Service Quality adapted on SERVQUAL with 5 dimensions (reliability, assurance, empathy, responsiveness & tangibles) 5 indicators for Tourist Satisfaction, 5 indicators for Destination Trust and 3 indicators for Revisit Intention (Table 1).
TABLE 1. Sources of adapted constructs

<table>
<thead>
<tr>
<th>Var./Dim.</th>
<th>Item</th>
<th>Statement</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Destination Image</strong></td>
<td>DI1</td>
<td>The shari’a destination environment in Aceh is very religious</td>
<td>(Akroush, Jraisat, Kurdieh, AL-Faouri, &amp; Qatu, 2016; Hankinson, 2005)</td>
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<td></td>
<td>DI2</td>
<td>It is easy to access historical and touristic places about shari’a in the destination of Aceh</td>
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<td></td>
<td>DI3</td>
<td>I enjoyed the style of buildings at the shari’a destination in Aceh</td>
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<td></td>
<td>DI4</td>
<td>I think there is a good transportation and facility in the shari’a destination in Aceh</td>
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<td></td>
<td>DI5</td>
<td>The residents of shari’a destination in Aceh are friendly</td>
<td></td>
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<tr>
<td></td>
<td>DI6</td>
<td>The residents of shari’a destination in Aceh are good and welcoming to tourists</td>
<td></td>
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<tr>
<td><strong>Reliability</strong></td>
<td>RB1</td>
<td>Directions and signs were available properly</td>
<td>(Parasuraman et al., 1988)</td>
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<tr>
<td></td>
<td>RB2</td>
<td>Directions and signs easily guided me in finding the needed locations</td>
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<td></td>
<td>RB3</td>
<td>Services delivered were correct from the first time</td>
<td></td>
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<tr>
<td></td>
<td>RB4</td>
<td>Service were delivered as promised to tourists</td>
<td></td>
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<td></td>
<td>RB5</td>
<td>Scheduled tours were met on a timely manner</td>
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<td></td>
<td>RB6</td>
<td>No troubles occurred with the service provided during my stay in the destination</td>
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<tr>
<td><strong>Assurance</strong></td>
<td>AS1</td>
<td>I was served by a well-trained, customer oriented personnel</td>
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<td></td>
<td>AS2</td>
<td>The level of service quality reinforces my confidence in the service provided</td>
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<tr>
<td></td>
<td>AS3</td>
<td>A detailed, experienced and competent tour and hotel escorts was provided to facilitate my stay in the destination</td>
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<td></td>
<td>AS4</td>
<td>Staff communicated with me fluently and in an understandable manner</td>
<td></td>
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<tr>
<td><strong>Empathy</strong></td>
<td>EM1</td>
<td>Services offered were provided by pleasant and friendly personnel</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EM2</td>
<td>My expectations and special needs were met as expected</td>
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<td></td>
<td>EM3</td>
<td>Personal safety was considered as a major aspect in every service provided</td>
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<tr>
<td><strong>Responsiveness</strong></td>
<td>RP1</td>
<td>Staff showed sincere interest in problem-solving</td>
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<td></td>
<td>RP2</td>
<td>Staff provided adequate and clear information about the service they deliver</td>
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<td></td>
<td>RP3</td>
<td>Staff were able to fulfill my requests promptly in a timely manner</td>
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<tr>
<td></td>
<td>RP4</td>
<td>Staff provided me with full information regarding the entertainment offered</td>
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<td></td>
<td>RP5</td>
<td>Staff showed sincere willingness and interest in helping and assisting me</td>
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<td></td>
<td>RP6</td>
<td>Staff provided me with advice on how to best utilize my free time</td>
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<tr>
<td><strong>Tangibles</strong></td>
<td>TA1</td>
<td>Modern and technologically facility were available</td>
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<td></td>
<td>TA2</td>
<td>The Infrastructure is designed well and in high quality standards</td>
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<td></td>
<td>TA3</td>
<td>The meals that were served are of high quality</td>
<td></td>
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<tr>
<td></td>
<td>TA4</td>
<td>The accommodation and facilities were appealing and in good design</td>
<td></td>
</tr>
<tr>
<td><strong>Tourists’ Satisfaction</strong></td>
<td>TS1</td>
<td>Pleased that decided to visit the shari’a destination in Aceh</td>
<td>(Žabkar et al., 2010)</td>
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<tr>
<td></td>
<td>TS2</td>
<td>Delighted about this shari’a destination</td>
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<td></td>
<td>TS3</td>
<td>Visit to the shari’a destination exceeded expectations</td>
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<td></td>
<td>TS4</td>
<td>It gives me sense of joy that I have decide to come to this shari’a destination</td>
<td></td>
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<tr>
<td><strong>Destination Trust</strong></td>
<td>DT1</td>
<td>The sharia’a destination in Aceh meets my expectations</td>
<td>(Abubakar et al., 2017)</td>
</tr>
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<td></td>
<td>DT2</td>
<td>I feel confidence with Aceh for the sharia’a destination</td>
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<td></td>
<td>DT3</td>
<td>I will not be disappointed with the sharia’a destination service</td>
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<td></td>
<td>DT4</td>
<td>I could rely on the sharia’a destination in Aceh for my sharia’a experience</td>
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<tr>
<td></td>
<td>DT5</td>
<td>I believe that visiting sharia’a destination in Aceh will enhance my sharia’a experience</td>
<td></td>
</tr>
<tr>
<td><strong>Revisit Intention</strong></td>
<td>RI1</td>
<td>I intend to revisit Aceh for the sharia’a destination in near future</td>
<td>(Abubakar et al., 2017; Su et al., 2017)</td>
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<td></td>
<td>RI2</td>
<td>It is very likely that I will revisit Aceh for more sharia’a experience</td>
<td></td>
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<tr>
<td></td>
<td>RI3</td>
<td>I would like to visit sharia’a destination in Aceh more often</td>
<td></td>
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</tbody>
</table>

4. RESULTS AND DISCUSSION

The data analysis techniques used in this study is quantitative analysis using multivariate Structural Equation Modeling (SEM) technique with second order method using AMOS & SPSS (descriptive) program. And then, to fulfill the loading factor and unidimensionality test for each latent variable, we use the Confirmatory Factor Analysis (CFA) technique in measurement model. We use this method to confirm that the theorized construct in a study loads into certain number of underlying sub-constructs or dimensions. In other word, for factor loading of the constructs from the variables in measurement model is using
first-order method and for the sub-constructs or dimensions is using second-order method. The minimum loading factor value recommended for use is ≥ 0.6. In this study we used second-order method to analysis CFA for variable with multidimensional especially for variable service quality that have five dimension. CFA method is used to determine whether all of the indicators can explain each latent variable or not and in CFA there are several assumptions that must be met, that are assumption of outlier, normality, and multicolinearity. For assumption of outlier we use mahalanobis distance (D²) method, for normality we use skewness value and kurtosis value and for multicolinearity we use the value of the determinant of covariance matrix. Next, before we build the structural model, we are testing validity and reliability with Average Variance Extracted (AVE) ≥ 0.5, Cronbach Alpha (α) ≥ 0.6 and Composite Reliability (CR) ≥ 0.7 to see whether the data used is valid and reliable to do research conclusions. After fulfilling the loading factor and multidimensionality test on each latent variable by using Confirmatory Factor Analysis (CFA) and has fulfilled assumption of normality, outlier, multicollinearity, validity and reliability next we will testing the structural equation model. After building the structural model, the suitability level of the structural model will be evaluated to see whether the model is acceptable or must be modified to test the hypothesis and make a research conclusion.

5. CONCLUSIONS

Intention is the main focus in this study, because the intention of tourists to return to the destination can be the potential sustainability of the destination. When the tourists have the intention to return to a destination in the future, it is certain that the destination has to offer in line with expectations desired by the tourists. Conversely, if the tourist chooses to stop his/her visit, then it is certain that the destination offered is not as expected. Therefore, it is important to know the needs of the tourist while visiting the destination, because if the needs of the tourists are fulfilled and in accordance with their expectations, the intention to revisiting can happen and positive WOM can be created. Through the image of the destination that is offered, it is expected that the destinations can attract tourists to be at ease and could feel the actual destination visit. Destination image can be one of the determinant factors of tourist to visit the destinations, image that has been created previously can be a determinant of the choice of tourists to visit and revisit destinations. Through the service quality, satisfaction and trust given by the destination, it is expected that the image of the existing destination can determine the intention of tourists to revisit. Finally, we hope the findings of this study can be a reference for destination business actors/managers especially in destinations based on shari’a in applying tourist needs so that they can feel at home and wish to revisit the destination.

REFERENCES


