

Does Islamic value satisfaction mediate the impact of destination image, service quality, and tourist experience on revisit intention?

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ABSTRACT

Purpose — *The purpose of this study is to provide a description and analysis of the direct and indirect impacts of destination image, service quality, and tourist experience on revisit intention mediated by Islamic value satisfaction.*

Method — *This research utilizes associative quantitative methods and purposive sampling techniques. The study population consists of all tourists who visited the Tongke-Tongke Mangrove Forest tourist destination. A total of 114 Muslim tourists that meet the criteria were included in the analysis. The collected data was then analyzed using Structural Equation Modeling (SEM).*

Result — *The study found that destination image does not significantly impact Islamic value satisfaction, while service quality and tourist experience do. Destination image, service quality, tourist experience, and Islamic value satisfaction all significantly influence revisit intention. Notably, destination image does not affect revisit intention when mediated by Islamic value satisfaction, but service quality and tourist experience do.*

Novelty — *This study focuses on sharia-based tourism research that incorporates Islamic values. Previous research has yielded inconsistent results regarding the connection between destination image, service quality, and tourist experience in relation to revisit intention. To address this, a new concept called Islamic value satisfaction is introduced, which is expected to mediate the relationship between these variables and enhance their significance.*

Keywords: *destination image, service quality, tourist experience, revisit intention, Islamic value satisfaction*

INTRODUCTION

The concept of halal tourism has gained popularity among Muslim communities who want to travel in accordance with Islamic teachings (Kurniawan et al., 2019). Halal tourism refers to activities carried out by Muslim tourists who can travel with peace of mind, knowing that they are not violating the principles of Islam (Jaelani, 2017). When planning a trip, Muslim tourists need to consider factors such as food options, tourist attractions, and availability of places of worship. The Ministry of Tourism has designated several provinces in Indonesia as halal tourist destinations, including Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, East Java, Central Java, Yogyakarta, West Nusa Tenggara, and South Sulawesi (Kurniawan, 2015). Sinjai Regency in South Sulawesi is one of these provinces with great tourism potential. Currently, efforts are being made to enhance its brand image as a halal tourist destination. To ensure the sustainability of tourism, innovation of existing tourism products is vital. This involves improving various aspects of halal tourism, including travel agencies, accommodations, restaurants, worship facilities, and other amenities. Every tourist should have a comfortable and fulfilling experience that aligns with the concept of halal tourism. The aim is to establish Sinjai Regency as Sulawesi's premier halal tourism destination.

In order to make halal tourist destinations successful, it is important for tourism providers to create a positive and appealing impression. This will incentivize tourists to return to the destination (Fadiryana & Chan, 2020). As a result, managers must develop strategies to



encourage revisit intention. This process involves several stages that both the manager and consumers must undertake (Setiawan & Kurniawan, 2019). Factors such as destination image, service quality, tourist experience, and overall satisfaction play a critical role in shaping tourists' decisions to revisit. Therefore, managers should implement effective strategies to foster repeat visits. There has been significant research on tourism, including a study by Chandrawati et al. (2021), which confirms that tourists who have a positive perception of a destination and experience service that meets their expectations tend to have a satisfying experience. This satisfaction then influences their decision to revisit the destination. Another study by Fadiryana & Chan (2020) supports the idea that a positive destination image leads to greater satisfaction among tourists. Furthermore, this research shows that satisfaction has a positive impact on post-visit behavior. High service quality, as stated by Afthanorhan et al. (2019), also plays a role in achieving tourist satisfaction. Chandrawati et al. (2021) additionally explain that tourists who rate their experiences positively are more likely to revisit the destination and recommend it to others. For tourism businesses, a higher level of satisfaction leads to a higher rate of return visits (Gonçalves & Sampaio, 2012). Satisfied tourists tend to support the attraction by promoting it or visiting again within a certain timeframe (Batubara & Putri, 2022). Conversely, if tourists are unsatisfied, they are less likely to support the attraction, resulting in fewer visits and lower rates of repeat visits (Fadiryana & Chan, 2020).

This research focuses on the problem of inconsistent findings from previous studies regarding the relationship between destination image, service quality, tourist experience, and revisit intention. In order to address this issue, a new approach called Islamic value satisfaction is introduced. Therefore, the aim of this study is to examine and analyze the direct and indirect effects of destination image, service quality, and tourist experience on revisit intention through the lens of Islamic value satisfaction.

METHOD

The type of this study is quantitative research. It was carried out at the Tongke-Tongke Mangrove Forest tour in Sinjai Regency. The population for this study consists of all tourists who have visited the Tongke-Tongke Mangrove Forest tourist destination. However, since the exact number of tourists who have visited the tour is unknown to the authors, a purposive sampling technique was used to select the sample. The sample was chosen based on specific criteria determined by the authors, which included only Muslim tourists who had visited the Tongke-Tongke Mangrove Forest tourist destination, totaling 114 tourists.

The data collection technique used in this research involved distributing questionnaires. The collected data was then processed using SmartPLS. The analysis began with designing a measurement model (outer model), which included tests for convergent validity, discriminant validation, and composite reliability. This was followed by designing a structural model (inner model) and finally conducting hypothesis testing.

Hypotheses development

Effect of destination image on Islamic value satisfaction

Attributes of the destination overall will have a direct impact on tourist satisfaction. According to Puspitasari (2021), one of the factors that shape tourist satisfaction is the emotional factor. Sharia-based tourist destinations certainly provide attributes that promote Islamic values, and if these attributes are fulfilled, tourist satisfaction will also be created through Islamic value satisfaction (Irdiana et al., 2021). Tourists will feel satisfied if they are confident in the tourist attraction visited, and positive perceptions will arise if the reality matches their expectations of the tourist attraction (Kadi et al., 2021). Therefore, when tourists are attracted by the image of the tourist destination and they feel satisfied, they will intend to revisit.

H1: Destination image affects Islamic value satisfaction

Effect of service quality on Islamic value satisfaction

Providing quality services in accordance with Islamic law on a continuous basis will lead to satisfied consumers, especially Muslim consumers (Putra & Herianingrum, 2015). Muslim consumers tend to be more satisfied if their sharia needs are met. Service quality from an Islamic perspective focuses on how service providers are responsible for contracts or promises with customers (Quddus & Hudrasyah, 2014). Providing the best service to customers will create a sense of security and satisfaction when using the service (Prasetyo & Lukiastuti, 2022).

H2: Service quality affects Islamic value satisfaction

Influence of tourist experience on Islamic value satisfaction

Tourists' views on halal tourism vary and reveal various in-depth aspects of halal tourism. Tourist experience can be a positive or negative assessment, depending on the type of experience provided by the tour manager (Pujiastuti, 2020). For non-Muslim tourists, positive experiences are often dominated by experiences related to Islamic rules and the process of Islamic values. The experience gained is a determining factor in how satisfied tourists are with the services of the tourist attraction (Chandrawati et al., 2021). Tourist satisfaction plays an important role in the structure of the tourist behavior model (Riadi et al., 2023). As Sulistyanda et al. (2022) stated, experience has a strong influence on satisfaction.

H3: Tourist experience affects Islamic value satisfaction

Effect of destination image on revisit intention

The unique image of a destination helps differentiate it from competitors (Tan, 2017). The components of the destination image collectively form the overall image of the destination (Kadi et al., 2021). The literature on destination image suggests that this image influences tourists' behavior towards a particular destination, including decisions on which destination to choose, the level of satisfaction, and the desire to revisit (Sulistyafani & Sastrawan, 2021).

H4: Destination image affects revisit intention

Effect of service quality on revisit intention

Travelers who receive good service during a visit to a tourist destination are likely to remember the positive experience and will be encouraged to return in the future (Tjahjaningsih et al., 2021). Good service quality can help improve a destination's reputation and create a positive image of the destination (Riadi et al., 2023).

H5: Service quality affects revisit intention

Effect of Islamic value satisfaction on revisit intention

According to Kotler & Keller (as cited in Dabamona, 2022), revisit intention is a form of behavioral intention or customer desire to return. Interest in revisiting typically arises from positive perceptions or experiences of tourist attractions (Putra & Puspita, 2020). Coban (2012) also explains that tourists who have a positive experience during a visit may be willing to visit again and recommend the destination to others.

H6: Tourist experience affects revisit intention

Effect of Islamic value satisfaction on revisit intention

The relationship between tourist satisfaction and interest in visiting again is characterized by consumers achieving the highest value of satisfaction, which leads to strong emotional ties and long-term commitment to tourist destinations (Sandrio et al., 2020). This is also supported by improved quality services and good performance by tourism managers, fostering a positive relationship between tourist destinations and tourists. A study by Batubara & Putri (2022) found that tourist satisfaction positively impacts tourism service providers, with one of the positive outcomes being an increased interest in visiting again.

H7: Islamic value satisfaction affects revisit intention

Effect of destination image on revisit intention mediated by Islamic value satisfaction

Return visit interest is crucial for the sustainability of tourist destinations because acquiring new visitors is typically more costly than retaining existing ones (Sulistiyanda et al., 2022). Maintaining existing visitors is therefore prioritized, often achieved through ensuring visitor satisfaction (Satriawan et al., 2022). According to Sulistyafani & Sastrawan (2021), tourists who feel satisfied during their visit tend to intend to revisit.

H8: Destination image affects revisit intention through Islamic value satisfaction

Effect of service quality on revisit intention through Islamic value satisfaction

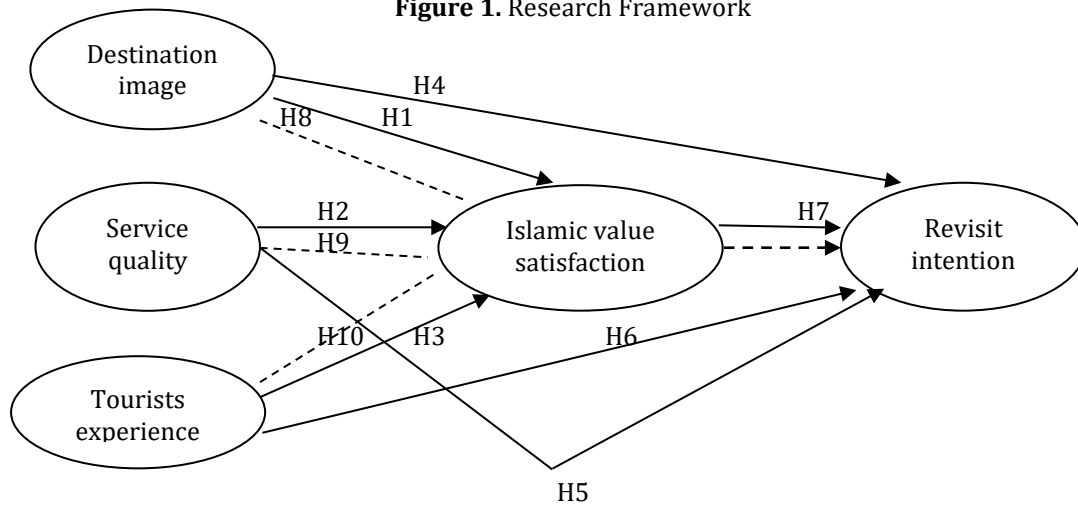
The return interest arises due to the influence of satisfaction felt by tourists (Tjahjaningsih et al., 2021). Satisfied tourists are likely to revisit future tourist attractions and share positive feedback about perceived service quality with others (Sopyan & Widiyanto, 2015). Riadi et al. (2023) assert that higher service quality leads to increased interest among tourists to revisit.

H9: Service quality affects revisit intention through Islamic value satisfaction

Influence of tourist experience on revisit intention mediated by Islamic value satisfaction

According to Sulistyanda et al. (2022), the purchase experience is influenced by the level of satisfaction, trust, and commitment of consumers post-purchase. Customer experience plays a crucial role in fostering consumer loyalty and eventual repurchase. Based on the image of halal destinations and the quality of services provided aligning with Islamic values, tourists will have experiences infused with Islamic values (Kasdi & Saifudin, 2019). Therefore, the tourist experience hinges on what is encountered during the tour. This experience shapes tourists' Islamic value satisfaction and subsequently influences revisit intention.

H10: Tourist experience affects revisit intention through Islamic value satisfaction

Figure 1. Research Framework

Source: Developed by the authors (2024)

RESULT AND DISCUSSION**Evaluation of the measurement model (outer model)****Convergent validity**

Individual reflective measures in validity testing are considered high if they correlate more than 0.70 with the measured construct.

Table 1. Convergent validity tests

Indicators	Destination image	Service quality	Tourists experience	Revisit intention	Islamic value satisfaction
X1.1	0.906				
X1.2	0.827				
X1.3	0.900				
X1.4	0.901				
X1.5	0.927				
X1.6	0.904				
X1.7	0.874				
X2.1		0.816			
X2.2		0.872			
X2.3		0.882			
X2.4		0.879			
X2.5		0.926			
X2.6		0.917			
X3.1			0.829		
X3.2			0.854		
X3.3			0.877		
X3.4			0.882		
X3.5			0.883		
X3.6			0.893		
X3.7			0.909		
X3.8			0.866		

Y1.1				0.886	
Y1.2				0.925	
Y1.3				0.904	
Y2.1					0.890
Y2.2					0.929
Y2.3					0.904

Source: Processed data (2024)

Based on the table above, it is evident that the indicators in this research questionnaire meet the requirements of convergent validity, as indicated by outer loading values > 0.7 . This suggests that the majority of indicators are valid, with some exhibiting very high outer loadings. Therefore, all these indicators can be considered good, valid, and suitable for use in each variable or construct within this study.

Discriminant validity

One method used in evaluating discriminant validity is Average Variance Extracted (AVE), which typically should have a value above 0.50 to indicate adequate discriminant validity.

Table 2. Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
Destination image	0.788
Service quality	0.809
Tourists experience	0.779
Revisit intention	0.821
Islamic value satisfaction	0.749

Source: Processed data (2024)

Based on the table above, it is evident that the AVE value for all variables exceeds 0.5. Therefore, it can be concluded that all variables meet the criteria for convergent validity, as they exhibit loading factor values greater than 0.7 and AVE values above 0.5.

Composite reliability

A questionnaire is considered to have good composite reliability if the composite reliability value is ≥ 0.70 . Another measure of questionnaire reliability is Cronbach's alpha, which is typically deemed reliable if it exceeds 0.60.

Table 3. Composite reliability tests

Variables	Cronbach's alpha	rho_A	Composite reliability
Destination image	0.973	0.974	0.976
Service quality	0.976	0.978	0.979
Tourists experience	0.983	0.984	0.984
Revisit intention	0.978	0.979	0.981
Islamic value Satisfaction	0.943	0.946	0.954

Source: Processed data (2024)

Based on the table above, it is apparent that all constructs exhibit a composite reliability value ≥ 0.70 and Cronbach's Alpha > 0.60 . Therefore, it can be concluded that all constructs are reliable and suitable for use in the subsequent test, namely the inner model test.

Structural model (inner model)

The coefficient of determination (R^2) is indeed used to assess the model's ability to explain dependent variables based on independent variables. A higher R^2 value, approaching 1, indicates that the exogenous constructs have a stronger influence on the endogenous constructs within the model.

Table 4. Coefficient of determination tests

Variables	R-Square	R-Square Adjusted
Revisit intention	0.878	0.873
Islamic value satisfaction	0.705	0.697

Source: Processed data (2024)

Based on the table above, it is concluded that Revisit Intention has a coefficient of determination (R^2) of 0.878, indicating that destination image, service quality, tourist experience, and Islamic value satisfaction collectively explain 87.8% of the variance in revisit intention. The remaining 12.2% is influenced by other factors outside the research model.

Islamic Value Satisfaction has a coefficient of determination (R^2) of 0.705, indicating that destination image, service quality, and tourist experience collectively explain 70.5% of the variance in Islamic value satisfaction. The remaining 29.5% is influenced by other factors outside the research model.

Hypotheses testing

The purpose of testing this structural relationship is to verify it through a t-test. The requirements are that the t-statistic must have a value greater than 1.960 and the p-value must be less than 0.05.

Table 5. Direct effect tests

Direction	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Destination image -> Islamic value satisfaction	0.123	0.124	0.114	1.079	0.281
Service quality -> Islamic value satisfaction	0.428	0.417	0.131	3.271	0.001
Tourists experience -> Islamic value satisfaction	0.331	0.342	0.101	3.284	0.001
Destination image -> Revisit intention	0.194	0.192	0.096	2.016	0.044
Service quality -> Revisit intention	0.322	0.311	0.104	3.097	0.002
Tourists experience -> Revisit intention	0.223	0.233	0.100	2.237	0.026

Islamic value satisfaction -> Revisit intention	0.267	0.267	0.085	3.143	0.002
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Source: Processed data (2024)

The following are interpretation of statistical findings from Table 5 above:

1. The test results for the effect of destination image on Islamic value satisfaction are rejected, with a path coefficient of 0.123, a t-statistic smaller than the t-table value ($1.079 < 1.960$), and a significance level greater than 0.05 ($0.281 > 0.05$). Therefore, it can be concluded that the destination image has no significant effect on Islamic value satisfaction.
2. The test results for the effect of service quality on Islamic value satisfaction are accepted, with a path coefficient of 0.428, a t-statistic greater than the t-table value ($2.271 > 1.960$), and a significance level smaller than 0.05 ($0.001 < 0.05$). Therefore, it can be concluded that service quality has a significant effect on Islamic value satisfaction.
3. The test results for the effect of tourist experience on Islamic value satisfaction are accepted, with a path coefficient of 0.331, a t-statistic greater than the t-table value ($3.284 > 1.960$), and a significance level smaller than 0.05 ($0.001 < 0.05$). Therefore, it can be concluded that tourist experience has a significant effect on Islamic value satisfaction.
4. The test results for the effect of destination image on revisit intention are accepted, with a path coefficient of 0.194, a t-statistic greater than the t-table value ($2.016 > 1.960$), and a significance level smaller than 0.05 ($0.044 < 0.05$). Therefore, it can be concluded that the destination image has a significant effect on revisit intention.
5. The test results for the effect of service quality on revisit intention are accepted, with a path coefficient of 0.322, a t-statistic greater than the t-table value ($3.097 > 1.960$), and a significance level smaller than 0.05 ($0.002 < 0.05$). Therefore, it can be concluded that service quality has a significant effect on revisit intention.
6. The test results for the effect of tourist experience on revisit intention are accepted, with a path coefficient of 0.223, a t-statistic greater than the t-table value ($2.237 > 1.960$), and a significance level smaller than 0.05 ($0.026 < 0.05$). Therefore, it can be concluded that tourist experience has a significant effect on revisit intention.
7. The test results for the effect of Islamic value satisfaction on revisit intention are accepted, with a path coefficient of 0.267, a t-statistic greater than the t-table value ($3.143 > 1.960$), and a significance level smaller than 0.05 ($0.002 < 0.05$). Therefore, it can be concluded that Islamic value satisfaction has a significant effect on revisit intention.

Table 6. Indirect effect tests

Direction	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Destination image -> Islamic value satisfaction -> Revisit intention	0.033	0.036	0.035	0.931	0.352
Service quality -> Islamic value satisfaction -> Revisit intention	0.114	0.107	0.041	2.754	0.006
Tourists experience -> Islamic value	0.088	0.093	0.044	2.009	0.045

satisfaction -> Revisit intention					
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Source: Processed data (2024)

The following are interpretation of statistical findings from Table 6 above:

1. The test results for the effect of destination image on revisit intention through Islamic value satisfaction are rejected, with a path coefficient of 0.333, a t-statistic smaller than the t-table value ($0.931 < 1.982$), and a significance level greater than 0.05 ($0.352 > 0.05$). Therefore, it can be concluded that the destination image has no effect on revisit intention through Islamic value satisfaction.
2. The test results for the effect of service quality on revisit intention through Islamic value satisfaction are accepted, with a path coefficient of 0.114, a t-statistic greater than the t-table value ($2.754 > 1.982$), and a significance level smaller than 0.05 ($0.006 < 0.05$). Therefore, it can be concluded that service quality affects revisit intention through Islamic value satisfaction.
3. The test results for the effect of tourist experience on revisit intention through Islamic value satisfaction are accepted, with a path coefficient of 0.088, a t-statistic greater than the t-table value ($2.009 > 1.982$), and a significance level smaller than 0.05 ($0.045 < 0.05$). Therefore, it can be concluded that tourist experience affects revisit intention through Islamic value satisfaction.

Discussion

Effect of destination image on Islamic value satisfaction

The results of this study found that the destination image has no significant effect on Islamic value satisfaction. The reason for the weak influence between these two variables is that other factors provide a stronger influence in creating value satisfaction than the destination image directly. One reason is that the majority of respondents are students who tend to view the many attractive products and services offered as entertainment rather than focusing on the benefits of the attraction itself. The presence of Islamic values as a variable diminishes the influence of the destination image on tourist satisfaction. Satriawan et al. (2022) state that the number of less attractive goods and services leads to the absence or lack of satisfaction felt by tourists. Musthofa (2019) also found that the destination image does not affect satisfaction.

Effect of service quality on Islamic value satisfaction

Based on the study results, service quality has a significant effect on Islamic value satisfaction. Several reasons explain the significant relationship between service quality and traveler satisfaction.

First, some respondents were satisfied with the reliability of employees in providing services to visitors. This result aligns with research by Yunus (2016), which states that reliability significantly affects customer satisfaction. Second, some respondents were satisfied with the friendly and gentle attitude of employees towards visitors during transactions. This finding is consistent with research by Quddus and Hudrasyah (2014), which indicates that the assurance variable significantly impacts customer satisfaction.

Furthermore, regarding aspects of Islamic value satisfaction, respondents could enjoy halal food and drinks available at destination restaurants, and they could perform the five daily prayers due to the availability of prayer facilities. These findings align with research conducted by Irdiana et

al. (2021), Latifah et al. (2022), and Lesmana et al. (2021), which all state that service quality has a positive and significant effect on satisfaction.

Effect of tourist experience on Islamic value satisfaction

This study found that tourist experience has a significant effect on Islamic value-based satisfaction. The majority of respondents agreed that the Tongke-Tongke Mangrove Forest tourist destination features designs and services aligned with Islamic principles, thereby enhancing Islamic satisfaction. Travelers are considered rational and emotional individuals who focus on the experience of using products and services (Nurdiana, 2023). Many research findings, such as those shown by Dabamona (2022), indicate that tourists who enjoy halal tourism have positive experiences. Research by Salim et al. (2015) and Tjahjaningsih et al. (2021) also shows that experience has a significant effect on satisfaction.

Effect of destination image on revisit intention

Based on the research findings, destination image has a significant effect on revisit intention. Respondents are attracted to the distinctive appeal of tourist attractions and affordable ticket prices. Sari and Bachri (2022) stated that beautiful scenery is a primary factor in attracting tourists to visit tourist sites. Research by Batubara and Putri (2022), Salim et al. (2022), and Sulistyanda et al. (2022) found that tourist attractions significantly influence revisit intentions. Bolang et al. (2021) also found that ticket prices significantly affect revisit intentions, underscoring the importance of destination image.

Effect of service quality on revisit intention

The research shows that service quality has a significant effect on return visit intention. Respondents have a positive perception of safe facilities, a clean environment, fast service, willingness to help, security assurance, friendliness, and the concern of tourism managers. This perception is crucial for improving service quality and encouraging return visits (Bakri et al., 2022). Other studies also support these findings, indicating that service quality significantly impacts revisit intentions (Hariyanto & Dewi, 2023; Helmawati & Handayani, 2014; Japarianto, 2019; Yunantias & Kusumawardhani, 2015).

Effect of tourist experience on revisit intention

Based on the research findings, tourist experience has a significant effect on revisit intention. This significant influence can be attributed to a high level of tourist experience. The Tongke-Tongke Mangrove Forest, aside from being a place of recreation, also serves as an aquatic biota research area, and provides education and ecotourism opportunities. Respondents' answers indicate a high rating in the aesthetic dimension, highlighting the unique and attractive tourist design. According to Prakosa et al. (2024) and Velesia & Widyaningsih (2017), aesthetic experience is the biggest contributor to revisit intentions. Travelers tend to return if they have a positive experience, which can be influenced by factors such as natural beauty, cultural attractions, and hospitality (Pratiwi & Prakosa, 2021). Previous research also supports that tourist experience has a significant effect on revisit intention (Fadiryana & Chan, 2020; Imanda & Anandya, 2020; Sulistyanda et al., 2022).

Effect of Islamic value satisfaction on revisit intention

Based on the research findings, Islamic value satisfaction has a significant effect on revisit intention. Satisfied consumers or customers are likely to make repeat visits in the future and share their positive experiences with others. According to religious norm theory, religion often

plays a crucial role in consumer decisions, particularly in Islam where adherence to halal and haram principles is essential (Dabamona, 2022). The Tongke-Tongke Mangrove Forest Tourism, being labeled halal in Sinjai Regency, ensures that its products and services align with Islamic values. The availability of halal products and services tailored to the needs of Muslim tourists enhances their satisfaction while traveling (Zulaikhah, 2020). Sandrio et al. (2020) emphasize that tourist satisfaction significantly influences revisit intention.

Effect of destination image on revisit intention through Islamic value satisfaction

Based on the research findings, destination image does not have a significant effect on revisit intention through Islamic value satisfaction. The negative result of this hypothesis suggests that some tourists may not prioritize the Islamic value aspect of destination images. Therefore, while tourist satisfaction impacts revisit intention, it does not directly affect destination image. Efforts are needed to enhance the image of destinations with Islamic values to ensure that Muslim tourists feel satisfied and are motivated to revisit.

Despite previous research indicating a relationship between destination image and revisit intention, with tourist satisfaction potentially mediating this relationship (Imanda & Anandya, 2020), the current study's results diverge from this expectation. Instead, the findings align with research by Sulistyanda et al. (2022), suggesting that satisfaction does not mediate the effect of destination image on revisit intention.

Effect of service quality on revisit intention through Islamic value satisfaction

Based on the research findings, service quality has a significant effect on revisit intention through Islamic value satisfaction. The significant influence of these three variables is attributed to Muslim consumers being more satisfied when their Shariah needs are fulfilled. At the Tongke-Tongke Mangrove Forest tourist destination, products and services are offered in accordance with Islamic values, such as halal food and drinks availability and the presence of worship facilities. Additionally, tourism managers prioritize serving tourists in accordance with Shariah principles. This alignment of service with Islamic values enhances tourist satisfaction and creates a positive impression (Dabamona, 2022). This research aligns with previous findings that customer satisfaction mediates the relationship between service quality and revisit intentions (Hariyanto & Dewi, 2023; Japariato, 2019).

Effect of tourist experience on revisit intention through Islamic value satisfaction

This study found that Islamic value-based satisfaction acts as an intervening variable that significantly influences the relationship between tourist experience and revisit intention. Based on respondents' answers, memorable experiences contribute to tourists' desire to return. Islamic values integrated into services enhance overall satisfaction, including attractiveness, service quality, and positive employee responses, thereby creating a favorable impression.

Previous research supports that tourist experience significantly affects revisit intention through satisfaction (Imanda & Anandya, 2020; Sulistyanda et al., 2022). Positive experiences and visitor satisfaction are robust predictors of revisit intentions (Sulistyanda et al., 2022; Tjahjaningsih et al., 2021).

CONCLUSION

This study aims to describe and analyze the direct and indirect effects of destination image, service quality, and tourist experience on revisit intention through Islamic value satisfaction. The findings showed that destination image does not exert a significant effect on Islamic value satisfaction, while service quality and tourist experience both demonstrate significant impacts

on Islamic value satisfaction. Moreover, destination image independently influences revisit intention, alongside service quality and tourist experience, which also individually affect revisit intention. This underscores that enhancing tourists' experiences can heighten their inclination to revisit. Additionally, Islamic value satisfaction significantly influences revisit intention. However, destination image does not directly impact revisit intention through Islamic value satisfaction; rather, service quality and tourist experience do.

A positive destination image, coupled with high service quality and enriched tourist experiences, can elevate Islamic value satisfaction. This, in turn, fosters higher revisit intentions among tourists. Revisit intentions materialize when tourists and stakeholders in halal tourism derive mutual benefits through the fulfillment of obligations and rights, bolstered by tourists' satisfaction with Islamic values in service delivery.

Suggestions for further research include expanding the respondent pool and incorporating additional variables like perceived value, motivation, price, and expectations. These variables could provide valuable insights for future studies aiming to refine testing methodologies.

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