

**THE ROLE OF VISITOR LOYALTY AS MEDIATING THE INFLUENCE OF
FACTORS REVISIT INTENTION IN HALAL TOURISM: STUDY AT
SHEIKH ZAYED MOSQUE SURAKARTA**

THESIS

Submitted to complete the requirements to achieve a Bachelor's degree. Degree in
Undergraduate Management Study Program, Faculty of Economics and Business,
University of Muhammadiyah Surakarta.

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**FACULTY OF ECONOMICS AND BUSINESS
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ABSTRACT

THE ROLE OF VISITOR LOYALTY AS MEDIATING THE INFLUENCE OF FACTORS REVISIT INTENTION IN HALAL TOURISM: STUDY AT SHEIKH ZAYED MOSQUE SURAKARTA

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This study aims to analyze the key factors that drive tourists' intention to revisit halal tourism destinations, with visitor loyalty serving as a mediating variable. The research focuses on examining the influence of visitor satisfaction, product and service quality, halal awareness, and travel experience on revisit intention at the Sheikh Zayed Mosque in Surakarta. A quantitative research design was employed using a survey method, and data were collected from 170 respondents who had previously visited the destination. The analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software.

The findings reveal that all independent variables—visitor satisfaction, product and service quality, halal awareness, and travel experience—positively and significantly affect both visitor loyalty and revisit intention. Furthermore, visitor loyalty demonstrates a strong influence on revisit intention and acts as a mediating variable in the relationship between the independent variables and revisit intention.

Among the variables examined, visitor loyalty emerges as the most influential factor in encouraging tourists to return to halal tourism destinations.

This study provides meaningful contributions to the field of consumer behavior and halal tourism by offering an integrated model that explains revisit intention through both direct and indirect relationships. Practically, the results highlight the importance for destination managers to enhance service quality, strengthen visitor experiences, and build long-term loyalty in order to increase repeat visits. Future research is suggested to incorporate additional variables and explore different contexts to further validate and expand these findings.

Keywords: halal tourism, revisit intention, visitor loyalty, service quality, travel experience, halal awareness

APPROVAL PAGE

The undersigned have read the thesis entitled:

**THE ROLE OF VISITOR LOYALTY AS MEDIATING THE INFLUENCE
OF FACTORS REVISIT INTENTION IN HALAL TOURISM: STUDY AT
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VERIFICATION PAGE

The Final Project entitled "**The Role of Visitor Loyalty as Mediating the Influence of Factors Revisit Intention in Halal Tourism: Study at Sheikh Zayed Mosque Surakarta**" has been approved and ratified by the Coordinator of the Final Project and Final Project Proposal Proposal as a requirement for the Final Project Proposal Seminar in the S1 Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Surakarta.

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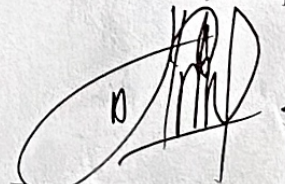
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I hereby declare that the thesis that I am submitting is my own work and has never been submitted to obtain a Bachelor's degree in a college and to the best of my knowledge this thesis there are no works or opinions that have ever been written or published by anyone except those referred to in this manuscript in writing and mentioned in the bibliography.

Surakarta, 23 April 2026



Evitriana Yoggi Destaningrum

MOTTO

Kesuksesan bukan tentang seberapa cepat, tetapi seberapa konsisten dalam melangkah. Tidak ada usaha yang sia-sia, setiap proses adalah bagian dari keberhasilan.

“Allah tidak membebani seseorang melainkan sesuai dengan kesanggupannya.”

(QS. Al-Baqarah: 286)

PRESENTATION PAGE

All praise to Allah SWT who has given grace, ease and smoothness in the process of preparing this thesis. With all due respect, I present this work to:

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4. Almameter of the University of Muhammadiyah Surakarta

FOREWORD

Assalamu'alaikum Wr Wb

All praise to Allah SWT who has given grace, grace and convenience in writing a thesis with the title "Factors Influencing the Intention to Revisit the Halal Destination of the Sheikh Zayed Mosque Surakarta: The Role of Visitor Loyalty Mediation". This thesis is prepared to meet the requirements in obtaining a Bachelor's degree in the Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Surakarta.

The preparation of this thesis can be completed well thanks to the support, guidance and direction as well as assistance from various parties. Therefore, with all due respect, the author expresses his highest gratitude and appreciation to:

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The author is fully aware that this thesis still has shortcomings. Therefore, constructive criticism and suggestions from readers for the improvement of this scientific work in the future. Hopefully this thesis can provide benefits and contribute to the development of science and become a reference for future research.

Surakarta, 23 April 2026

Evitriana Yoggi Destaningrum

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