

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Background

2.1.1 Theory of Planned Behavior

The Theory of Planned Behavior (TPB), proposed by Icek Ajzen in 1985, provides a robust a model for understanding and predicting human behavior in diverse contexts. It posits that behavioral intention serves as the most immediate determinant of behavior, formed by three core constructs: attitudes toward the behavior, subjective norms, and perceived behavioral control.

Attitude toward behavior is defined as an individual's evaluation of overall evaluation of performing a specific behavior, whether positive or negative. This attitude is formed based on underlying beliefs regarding the consequences of the behavior, as well as the individual's evaluation of those consequences. In the context of halal tourism, if a person believes that visiting a halal destination will provide a positive experience and satisfy their religious values, they will have a positive attitude towards such behavior.

Subjective norms reflect perceived social pressure experienced by an individual they feel to do or not perform certain behaviors. It includes the views and expectations of salient referents in an individual's life, including family, friends, and colleagues. If a traveler feels that his family and friends find it important to

choose a tourist destination that is in accordance with Islamic principles, they may feel social pressure to visit a halal destination.

Perceived behavioral control refers to an individual's perceived capacity to perform a specific behavior. It reflects beliefs about the level of ease or difficulty associated with the behavior, influenced by prior experiences and potential constraints. Within the context of halal tourism, this construct includes perceptions of the availability of adequate halal-supporting facilities, such as halal-certified food, prayer spaces, and suitable accommodation. The theoretical foundation of this study is elaborated in dedicated sub-sections for each variable.

2.1.2 Visitor Satisfaction

Visitor satisfaction is the level of satisfaction and happiness that people feel when visiting a place or using a service. This is often measured through reviews and feedback from visitors after experiencing something, such as visiting a tourist attraction, using hotel or restaurant services, or attending a specific event. Customer satisfaction about the intention to revisit halal tourist destinations is very important to me. This satisfaction is an important point for the company because basically the customer will make a purchase again if the customer is satisfied with the service received at the initial purchase. (Angioni et al., 2021)

In this study, visitor satisfaction can be influenced by various factors including the quality of service, facilities provided, atmosphere, and the suitability between the expectations and the visitor's experience. Measuring visitor satisfaction is often done through surveys, interviews, or other data analysis to better understand

how visitors feel about their experience. Understanding and improving visitor satisfaction has many benefits, including: Increasing visitor loyalty, gathering feedback for improvements, improving the reputation of your location or service in the eyes of users, and more.

2.1.3 Quality of Products and Services

Product and service quality refers to the excellence or perfection of a product or service that meets or exceeds the expectations and needs of customers.

Product Quality It is highly valued by consumers to be a determining factor in customer satisfaction. become a determining factor in customer satisfaction. Some consumers prefer higher prices but good quality than cheap prices but poor quality. Product quality is an innovation that can be used as a force to create consumer satisfaction after knowing how long the product has been used.(Dedy Setiyawan; Dr. Rini Kuswati, S.E., 2023). Product quality refers to the characteristics or attributes that a product has that cause customers to consider it good or bad. High-quality products typically meet or exceed customer expectations and provide significant added value.

Quality of Service refers to the ability of an organization or service provider to satisfactorily meet the needs and desires of its customers. The quality of service can be measured based on various factors such as: Service response to customer needs, ease of access, clarity of information provided, expertise and friendliness of staff, ability to resolve customer issues and complaints quickly and effectively.

In both situations, it's important to remember that the perception of quality can vary from customer to customer and is often influenced by pre-formed expectations

and previous experience with similar products or services. Therefore, organizations and service providers often seek to improve the quality of their products and services to achieve higher customer satisfaction and build a good reputation in the market.

2.1.4 Halal Awareness

Halal is a Muslim religious teaching that has become the lifestyle of Muslim consumers in the world.(Genoveva & Utami, 2020). Consciousness is the capacity to see, experience, and be aware of things and objects.(Genoveva & Utami, 2020). Halal awareness refers to an individual's or society's understanding and awareness of the principles and standards related to Halal in Islam. The term "Halal" in Islam literally means "permitted" or "not prohibited" and refers to products, foods, beverages, and services that meet certain requirements according to Islamic Sharia law.

Halal is an Islamic term that refers to what is permitted in accordance with established principles according to Islamic law. This includes halal food and beverages, as well as other products that are manufactured and sold in accordance with Islamic regulations. Halal awareness is very important in the context of religion, culture, and the market. For Muslims, obedience to halal principles is a religious obligation. On the other hand, in an increasingly integrated global market, halal awareness has significant economic implications, especially in the food, beverage, cosmetics, pharmaceutical, and tourism industries.

In line with the TPB (Planned Behavior theory), tourists with high halal awareness to visit halal destinations will be more likely to actually make a visit if they have adequate behavioral control within the meaning of this study.

2.1.5 Travel Experience

A travel experience is a series of activities, interactions, and experiences that a person or a group of people go through while traveling or visiting a specific location or destination. In the context of wildlife tourism sites, tourists' interaction with nature, surrounding areas, and other types of stimulation are components of the services that tourists want.(Andi Kele et al., 2022).

The travel experience also includes the emotional and perceptive aspects that tourists feel during the trip. Among them are feelings of pleasure, admiration, satisfaction, interest, and even fear that can arise when experiencing a unique activity or scenery. Tourism often leaves good memories for tourists. This could be fond memories, new knowledge about culture or history, skills learned, or new insights into the world around you. Travel experiences vary from person to person depending on personal preferences, interests, goals, and past experiences. Even when visiting the same destination, everyone can have a different experience. The traveler experience is important in the tourism industry because it can affect travelers' satisfaction, loyalty, and recommendations to others.

2.1.6 Visitor Loyalty

Visitor loyalty is a visitor's or customer's continued tendency or commitment to a particular brand, product, service, or location. It reflects how loyally or often someone visits or reuses services or products from a particular

company or location. Consumer loyalty includes both an attitude component and a consumer behavior component.(Diaz et al., 2015).

Loyal customers are more likely to give positive feedback about the products and services they use. They can be strong supporters of the brand, recommend it to others, and provide favorable reviews and recommendations. Visitor loyalty is often closely linked to customer satisfaction and perceived value by a company or place. Customers who are satisfied with their experience and feel they get value for money from your product or service are more likely to become loyal customers.

Visitor loyalty is invaluable to businesses because loyal customers tend to generate more stable revenue and can be a strong foundation for business growth and sustainability. Therefore, businesses often seek to build and maintain customer loyalty through marketing strategies, customer service, and a satisfying visitor experience.

2.1.7 Revisit Intention

Revisit intention is a visitor's or customer's desire or plan to revisit or reuse a location, service, or product in the future. This reflects a positive attitude and a tendency to relive the same or similar experiences in the future. A revisiting intention is a visitor's or customer's affirmation of a place or what they experienced reflecting a person's aspirations. It may indicate that they are satisfied, happy, or impressed by a previous experience and want to repeat it in the future.

In this study, the intention to review can be closely related to the satisfaction and loyalty of visitors to a particular location. Satisfied and loyal visitors are more likely to return and use the same product or service. It can be influenced by various

factors, including: Service quality, price, facilities, brand reputation, recommendations from others, and previous experience. These factors can affect visitors' perception of value and satisfaction, which in turn can affect visitors' intent to return.

Intention to return is often part of the careful planning of visitors and customers who plan to repeat the fun experience in the future. It also shows the level of loyalty and commitment of visitors to a location or brand. Repeat intent is essential for businesses and travel destinations because it is a potential indicator of repeat revenue, increases customer loyalty, and allows for the development of effective marketing strategies to retain and attract repeat visitors. Visitor loyalty is invaluable to businesses.

Because loyal customers tend to generate more stable income and can be a solid foundation for business growth and sustainability. Therefore, businesses often seek to build and maintain customer loyalty through marketing strategies, customer service, and a satisfying visitor experience.

2.2 Literature Review of Previous Research

Based on previous research, researchers took several previous studies to be used as a reference in the preparation of similar research. The results of similar research can be seen below:

- *Factors influencing halal tourism destinations revisit intent among Bangladeshi Muslim tourists: the mediating role of emotional attachment.*
(Hasan, 2024)

The study investigated several key variables, including the a halal social environment, halal food and beverages, and Sharia-compliant services entertainment, clothing, and emotional attachment. The results demonstrate that these attributes significantly affect tourists' revisit intention. In addition, emotional attachment serves as a significant mediating variable in the relationship between halal tourism attributes and revisit intention.

- *Tourist satisfaction with the attributes of Islamic destinations: systematic mapping*

Learn. (Basendwah et al., 2024)

The variables used are attributes of Islamic destinations, tourist satisfaction, and halal. The findings show that the Islamic attributes of a destination such as the existence of Islamic customs and norms related to tourism in customs and norms related to tourism in the destination, the presence of worship facilities and halal food affect tourist satisfaction. The study also found that emotional attachment erves as an important mediating variable in shaping traveler satisfaction.

- *Factors influencing travel to Islamic destinations: an empirical analysis of Kuwaiti citizens.* (Nassar et al., 2015)

This study investigates travel motivation, Muslim-friendly facilities and lifestyle, destination image, and service quality as key determinants of travel intention. The results reveal that travel motivation significantly influences Kuwaiti tourists'

intention to visit Islamic destinations, driven by both push (intrinsic) and pull (extrinsic) factors. However, Muslim-friendly facilities and lifestyle do not exhibit a significant effect, indicating that their role may be secondary compared to other determinants. In contrast, destination image—encompassing both cognitive and affective dimensions—emerges as a significant predictor, with positive perceptions enhancing travel intention. Similarly, service quality is found to be insignificant, suggesting that motivational and perceptual factors outweigh service-related considerations in shaping travel decisions. These findings enhance the understanding of travel behavior within Islamic tourism in Kuwait and highlight potential areas for future scholarly inquiry.

- *Emotional experiences about behavioral intentions for halal tourism.*

This study investigates halal culinary certification, destination branding, emotional experience, customer satisfaction, and behavioral intentions as key variables. The results reveal that halal certification does not significantly influence customer satisfaction, although it has a direct effect on behavioral intentions. Likewise, destination branding in Lombok does not significantly affect customer satisfaction. However, customer satisfaction is found to significantly influence behavioral intentions. In addition, emotional experience plays a significant role in shaping both customer satisfaction and behavioral intentions.

2.3 Hypothesis Development

Visitor satisfaction significantly affects the intention to revisit halal tourism.

Visitor satisfaction refers to tourists' overall evaluation of their experience after visiting a destination. Within the framework of the Theory of Planned Behavior, satisfaction plays a pivotal role in shaping favorable attitudes, which in turn influence behavioral intentions, including revisit intention. Consequently, higher levels of satisfaction are associated with a stronger likelihood of repeat visitation.

Research conducted by Basendwah et al. (2024) shows that tourist satisfaction with Islamic destination attributes has a significant effect on the intention to revisit. Additionally, Hasan (2024) found that tourist satisfaction has a positive influence on revisit intention in the context of halal tourism, as a satisfying experience increases tourists' tendency to repeat that experience.

Based on the findings above, visitor satisfaction is expected to enhance revisit intention, as positive and fulfilling experiences tend to motivate tourists to return to halal tourism destinations.

Visitor satisfaction significantly affects visitor loyalty.

Visitor satisfaction represents a key antecedent of loyalty. Loyalty not only manifests in repeat visitation but also encompasses affective commitment and positive word-of-mouth intentions. Higher levels of satisfaction foster stronger emotional attachment to the destination.

Empirical evidence supports this association Diaz et al. (2015), identified a positive and significant relationship between customer satisfaction and loyalty. In line with this. Hasan's (2024) confirmed that, within halal tourism, satisfied tourists are more likely to develop loyalty and sustain long-term relationships with destinations.

Therefore, it can be inferred that visitor satisfaction plays a significant role in strengthening loyalty, as it encourages continued engagement and favorable recommendations.

The quality of products and services significantly affects the intention to revisit halal tourism.

Product and service quality are among the key determinants in shaping tourists' perceptions of a destination. High quality reflects a destination's ability to meet or even exceed tourists' expectations, thereby increasing satisfaction and the intention to return.

Research by Nassar et al. (2015) indicates that service quality influences tourists' travel decisions. Additionally, Lestari et al. (2023) found that high-quality destination attributes increase tourists' intention to visit halal destinations.

Based on the empirical evidence presented, product and service quality is hypothesized to positively influence revisit intention, as higher perceived quality enhances the likelihood of repeat visitation

The quality of products and services significantly affects visitor loyalty.

Superior product and service quality strengthen travelers' trust and satisfaction, thereby promoting loyalty. Tourists are more inclined to revisit and

engage in positive word-of-mouth when destinations deliver consistently high service standards. Findings by Setiyawan & Kuswati (2023) demonstrate that service and product quality exert a significant effect on customer loyalty, mediated by satisfaction.

Based on the findings above, product and service quality is expected to contribute to visitor loyalty, as better quality fosters trust and long-term attachment to the destination.

Halal awareness significantly affects the intention to revisit halal tourism.

Halal awareness refers to an individual's level of awareness regarding the importance of halal principles in consumption and daily activities, including tourism. In the context of halal tourism, travelers with a high level of halal awareness will be more selective in choosing destinations that align with Sharia values.

Research by Genoveva & Utami (2020) indicates that halal awareness has a significant influence on consumer decisions regarding the selection of halal products. In the context of tourism, this awareness also influences the intention to revisit halal destinations.

Based on the findings above, halal awareness is predicted to positively influence revisit intention, as tourists with greater awareness are more likely to choose and return to halal-compliant destinations.

Halal awareness significantly affects visitor loyalty.

Individuals with heightened halal awareness demonstrate a greater tendency to have a strong preference for destinations that meet halal standards, thereby increasing their loyalty to those destinations. Hasan (2024) found that halal attributes influence tourists' emotional attachment and loyalty in halal tourism.

Based on the findings above, halal awareness is likely to enhance visitor loyalty, as stronger awareness of halal principles promotes a deeper connection with halal tourism destinations.

Travel experience significantly influences the intention to revisit halal tourism.

Travel experience encompasses the entire journey of a traveler, including emotional, social, and cognitive aspects. A positive experience leaves a lasting impression and increases the desire to repeat it. Research by Andi Kele et al. (2022) reveals that travel experience has a significant impact on traveler behavior, including the intention to return.

Based on the findings above, travel experience is expected to positively affect revisit intention, as enjoyable and memorable experiences encourage tourists to revisit the destination.

Travel experience significantly affects visitor loyalty.

In the context of consumer behavior, positive experiences create an emotional attachment between travelers and a destination, which forms the basis for loyalty. Furthermore, from the perspective of the Theory of Planned Behavior, positive experiences foster favorable attitudes toward a destination, which in turn strengthen the commitment to continue choosing that destination in the future.

Loyalty in this context involves not only repeat visits but also a willingness to recommend the destination to others.

Research by Andi Kele et al. (2022) shows that travel experience has a significant influence on visitor loyalty, where enjoyable experiences increase tourists' emotional attachment. Furthermore, other research in the field of tourism indicates that memorable travel experiences are a key determinant of loyalty because they foster long-term relationships between tourists and destinations.

Based on the findings above, travel experience is likely to influence visitor loyalty, as meaningful and satisfying experiences build emotional bonds with the destination.

Visitor loyalty significantly affects the intention to revisit halal tourism.

Visitor loyalty is a deep-seated commits by tourists to continue choosing a particular destination in the future. Loyalty reflects a long-term relationship formed on the basis of positive experiences, satisfaction, and trust in the destination. In the context of tourism, loyalty is often measured through two main dimensions: behavioral loyalty (repeat visits) and attitudinal loyalty (intention to recommend).

According to Diaz et al. (2015), customer loyalty has a significant influence on repeat purchase behavior. In the context of tourism, the study shows that loyal travelers are more inclined to revisit a destination than individuals who do not feel attached to it.

Based on the findings above, visitor loyalty is anticipated to increase revisit intention, as loyal visitors tend to show a stronger intention to return.

Visitor loyalty mediates the effect of customer satisfaction on the intention to revisit halal tourism.

Loyalty serves as a mediating mechanism that links satisfaction to revisit intention. Satisfaction increases loyalty, which in turn drives revisit intention.

Research by Hasan (2024) indicates that loyalty serves as a mediating construct that links satisfaction to tourist behavior. The study confirms that satisfied tourists do not always immediately develop a revisit intention, but rather go through a process of loyalty formation first.

Based on the findings above, visitor loyalty is hypothesized to function as a mediating mechanism between visitor satisfaction and revisit intention, where satisfaction fosters loyalty, which subsequently leads to a higher intention to revisit.

Visitor loyalty mediates the effect of product & service quality on halal tourism revisit intentions.

Product and service quality are critical determinants in shaping a positive experience for tourists. However, the impact of quality on revisit intention is not always direct. High quality first enhances tourist satisfaction and trust, which then develops into loyalty. This loyalty serves as the mechanism linking quality to revisit intention. Thus, the higher the perceived quality of products and services, the stronger the loyalty formed, and ultimately, the greater the revisit intention.

Research by Lestari et al. (2023) indicates that destination quality exerts a significant indirect effect on revisit intention through tourism loyalty. This suggests that loyalty functions as a crucial intervening variable in this relationship.

Based on the findings above, visitor loyalty is likely to serve as a mediating construct linking product and service quality and revisit intention, as improved quality enhances loyalty, which in turn drives revisit intention.

Visitor loyalty mediates the effect of halal awareness on halal tourism intention to revisit.

Halal awareness reflects the level of tourists' awareness regarding the importance of Sharia principles in tourism activities. Individuals with strong halal awareness demonstrate a preference for destinations that comply with Islamic values and norms. However, this awareness doesn't always have a direct effect on revisit intention. Rather, halal awareness first shapes preferences and attachment to halal destinations, which then develop into loyalty. This loyalty becomes a key factor driving tourists to revisit the same destination.

Research by Genoveva & Utami (2020) indicates that halal awareness influences consumer decisions through attitudes and loyalty. In the context of tourism, this suggests that loyalty serves as a crucial mediator in the relationship between halal awareness and revisit intention.

Based on the findings above, visitor loyalty is predicted to mediate the relationship between halal awareness and revisit intention, as increased awareness strengthens loyalty, ultimately influencing the intention to revisit.

Visitor loyalty mediates the effect of the tourist experience on the intention to revisit halal tourism.

A positive travel experience not only provides temporary satisfaction but also fosters a long-term emotional bond between travelers and the destination.

Memorable experiences enhance attachment, which then evolves into loyalty. In this context, loyalty serves as a mediating variable linking travel experience to revisit intention. In other words, a positive travel experience first increases loyalty, and it is this loyalty that drives the intention to revisit.

Research by Andi Kele et al. (2022) shows that travel experience has an indirect influence on revisit intention through loyalty. This underscores the importance of loyalty as a connecting mechanism between experience and traveler behavior.

Based on the findings above, visitor loyalty is hypothesized to mediate the relationship between travel experience and revisit intention, as positive travel experiences strengthen visitor loyalty, which subsequently increases the likelihood of repeat visitation.

2.3 Research Model

Drawing on the theoretical foundations outlined above, the conceptual framework of this study is presented as follow:

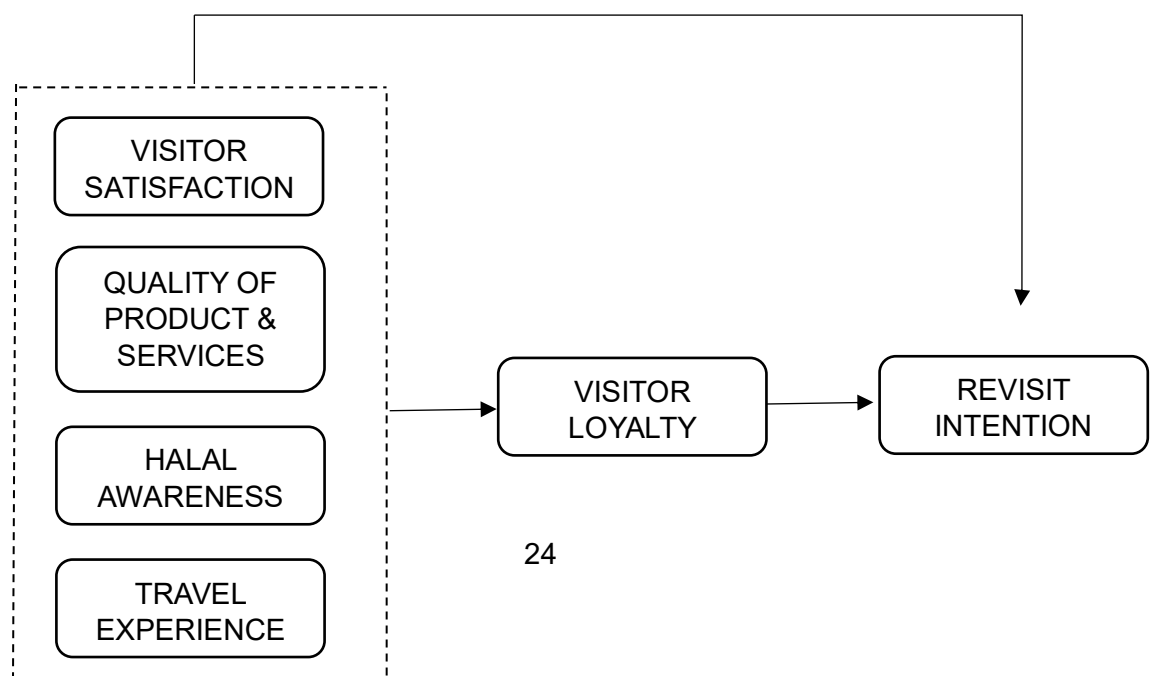


Figure 2. 1 Research Model

The research model in this study is developed to examine the factors influencing revisit intention in halal tourism by incorporating visitor loyalty as a mediating variable, namely visitor satisfaction, product and service quality, halal awareness, and travel experience, which are proposed to exert both direct and indirect influences on revisit intention through visitor loyalty. Visitor loyalty functions as a mediating variable that reinforces the relationship between these determinants and revisit intention, reflecting the importance of emotional attachment and long-term commitment in shaping tourist behavior (Hasan, 2024; Diaz et al., 2015). This model is grounded in the Theory of Planned Behavior proposed by Icek Ajzen (1991), which explains that behavioral intention is influenced by individuals' attitudes and perceptions formed through their experiences. Previous studies also support that satisfaction, service quality, halal attributes, and travel experience significantly influence tourist behavior and revisit intention in halal tourism contexts (Basendwah et al., 2024; Andi Kele et al., 2022) . Therefore, this model provides a comprehensive framework to understand how tourists' perceptions and experiences contribute to their intention to revisit halal tourism destinations.