Experience Quality as the Key to Successful Halal Tourism Development

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Abstract

Lombok has become Indonesia's mainstay halal tourist destination; they proved Lombok won the highest score in the GMTI and IMTI surveys. The label as the best halal tourist destination must be a competitive advantage that can attract Muslim tourists to visit Lombok. This study seeks to explain the effect of the variables Halal Tourism Index, Tourist Satisfaction, Tourist Experience Quality on Revisit Intention. This study took domestic Muslim tourist respondents aged between 17 to 60 years who had visited Lombok in the last 3 years. With 87 respondents, it processed the data using PLS-SEM. We know the results of the hypothesis test that the Halal tourism index has no effect on tourist satisfaction and revisit intention; the Halal tourism index has a significant effect on Tourist Experience quality. While the Tourist Experience quality variable has a significant effect on tourist satisfaction and revisit intention, and tourist satisfaction influences revisit intention. The limitation of this research is that respondents are not evenly distributed to all regions of Indonesia, and the number is only 87 respondents. This study revealed that the key factor in making domestic Muslim tourists satisfied and intend to visit Lombok is Experience quality.

Keywords: *Halal tourism; tourist experience; revisit intention; tourist experience; tourist satisfaction; PLS-SEM; Lombok.*

INTRODUCTION

For the past five years, Indonesia has been developing Halal tourism, which has become a priority program for the Ministry of Tourism. According to the projections made by Mastercard, in 2030, the number of Muslim tourists is predicted to number around 230 million people worldwide; this information is certainly a great opportunity for Indonesia, given that Indonesia is a country with the largest Muslim population in the world and has many destinations that can rely upon to become halal tourism (Zarkasyi et al., 2021).

During the period of 2018 and 2019, in Indonesia, 16 halal tourist destinations have developed, of which a halal tourist destination that has successfully developed and recognized by the international community is the Halal tourism destination of Lombok, which in 2019 awarded as the best halal tourist destination with score 78 together with Malaysia through the Global Muslim Travel Index (GMTI) survey, this assessment carried out by Cresent Rating-Mastercard with respondents from foreign tourists who have visited Lombok.

Besides conducting a survey on a global scale, Cresent Rating-Mastercard also conducted a survey for Indonesia internally through the Indonesia Muslim Travel Index (IMTI) in 2019, with 5 regions that got the highest score: Lombok with a score of 70, Aceh with a score of 66, Riau and Riau Islands with a score of 63, DKI Jakarta with a score of 59, and West Sumatra with a score of 59.

In Indonesia, halal tourism is still the pros and cons. This happens because there is still a lack of understanding of the concept of halal tourism. Most people have an understanding that Muslim tourists should only visit. This understanding is wrong because halal tourist destinations are open to tourists from all religions; it's just that halal tourism has facilities that make it easier for Muslim tourists to continue to carry out their obligations as Muslims while traveling, with the availability of adequate places of worship in tourist areas and the existence of restaurants with halal logos.

The fundamental problem with halal attributes for the tourism industry in Indonesia is that not all destinations have consistently implemented them. It aimed the meaning of halal at visitors who are Muslim, but ideally at all visitors without restrictions on certain religions, races, ethnicities, and differences in cultural backgrounds. For example, in Lombok, visitors are not only domestic but also many from various countries (Haris & Nashirudin, 2019). The concept of halal in tourism is also a reflection of destination development without debating the object itself.

As a comparison, the background of the vital difference between this study and previous findings lies in the concept of development, methods, analytical tools, and results. Although objectivity is similar in Lombok, they only discuss in terms of literature (e.g., Rayendra, 2017; Fitriani & Naamy, 2019), and as Taqwiem et al. (2020) only review strategies on how tourism in Lombok grows by considering the dimensions of opportunities, opportunities, weaknesses, and threats. Only Cahyono (2020) displays worship facilities, halal ness, alcohol and free gambling, general Islamic morality, Islamic attributes of destination, tourist satisfaction, and destination loyalty to create attractive value in Lombok. In fact, things that are also important to be highlighted more deeply are the Halal Tourism Index (HTI), tourist satisfaction, experience quality, and revisit intention as asymmetrical proportions in triggering the progress of the halal tourism brand in Lombok.

Does the predicate as the best halal tourist destination in Indonesia make tourists get interesting experiences and feel satisfaction while visiting halal tourist destinations in Lombok, and have the desire to visit there again? This is the question to be answered in this research.

REVIEW OF LITERATURE

Halal Tourism and Halal Tourism Index

Halal tourism is culture-based tourism by prioritizing the values and norms of Islamic law as the main foundation. Jafari & Scott (2014) in Azzam et al. (2019) stated that halal tourism is related to meeting the needs of tourists related to sharia law and all its requirements. Halal tourism is a concept of balance of life, not only aiming to achieve pleasure when traveling but also as a bridge to get happiness in the afterlife (Suid et al., 2017). The same view also emphasized by Satriana & Faridah (2018) and Sriviboone & Komolsevin (2018) that halal tourism is tourism management which in its operations is under religious rules, to serve the needs of Muslim tourists holistically, which facilitates the journey of these Muslim tourists from their country of origin to their destination. Tourism, such as hotels, transportation, restaurants, recreation, and entertainment on Islamic principles. Halal tourism appears because of individual preferences for traveling to get closer to God (Boğan & Sariişik, 2019).

The concept of halal tourism has developed in various regions of Indonesia; it needs to be evaluated by measuring whether what has been attempted by the government has been under the expectations of Muslim tourists in Indonesia so that in the future, it can become the basis for continuous improvement so that it becomes a competitive advantage in attracting domestic tourists and foreign tourists countries and able to stimulate domestic tourism.

The GMTI and IMTI surveys have produced an index based on tourists' perceptions of the variables of accessibility (accessibility), communication (communication), environment (environment), and service (services), as we know Lombok gets a high index in the GMTI which is 78 points, and IMTI scores 70 points, which needs to be understood whether this high index also reflects a condition where Muslim tourists have felt satisfied and had an interesting experience during their visit to Lombok, and encouraged them to come back to Lombok.

Revisit Intention

Customer loyalty is the culmination of the objectives of marketing activities, strategy implementation, and resource allocation directed at getting loyal customers, because loyal customers will bring in other customers to buy the company's products and services, one of which seen from their desire to make purchases repeat or called repurchase intention.

Repurchase intention is a powerful urge to repurchase (Fullerton & Taylor, 2009). Shriedeh (2019) defines purchase intention as a person's mental state that reflects a plan to take several actions within a certain period. This definition is assumed to be a direct antecedent of behavior. Its application in research on the definition of purchase intention is that customers will take repurchase actions in the future as a direct response to post-purchase behavior within a certain period. Meanwhile, according to Assael (1998), purchase intention is the customer's desire to make repeated purchases in the future Research conducted by Cronin & Taylor (1992) explains that purchase intention positively supports the relationship between customer satisfaction and repurchase intention behavior.

In the context of the tourism sector, tourist loyalty is also very important; that loyalty is reflected in their desire to come again to tourist attractions they have visited or recommend to those closest to them. We refer purchase intention in relation to tourist visits in purchasing tourism services as revisit intention. Revisit intention is a clue that can predict the behavior of tourists in the future before they take action actually visit the tourist spot again.

Tourist Satisfaction

Revisit intention will arise when tourists feel satisfaction with the visits they have done. Satisfaction will occur if the expectations have met with the actual performance they get during their travels. Although most times, that someone who satisfied does not mean they will be loyal. There are various conceptual definitions of customer satisfaction used by previous researchers. According to Giese & Cote (2000), in their research, they have identified various conceptual definitions from the literature and from previous researchers about customer satisfaction. Based on these conceptual definitions. Ionescu et al. (2019) concluded that there are three major components in the definition of customer satisfaction: first, customer satisfaction is an emotional and cognitive response; both responses focused more on expectations on the product and experience; all three responses occur after consumption, after selection, and based on accumulated experience (Anugrah et al., 2020).

According to Holladay (2018), consumer satisfaction is a post-consumption evaluative assessment related to product or service quality. They defined consumer satisfaction as overall satisfaction, namely overall responses about how satisfied and dissatisfied with the total attributes of a product or service are. According to Davis (2016) states that service quality affects customer satisfaction, trust, then customer loyalty, and ultimately brings profit. The perception of the quality of tourist destinations felt by tourists during, and after visiting, tourist destinations is the quality of tourism and affect tourist satisfaction as stated by Oliver (1993) that service quality is an antecedent to customer satisfaction, regardless of whether it measured the two constructs in specific experiences.

Experience Quality

According to Meyer & Schwager (2007), customer experience is a customer's response internally and subjectively because of direct or indirect interaction with the company. According to Gentile et al. (2007), customer experience is "the customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provokes a reaction. This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial, physical, and spiritual)", while Chen & Lin (2015) define customer experience as cognitive recognition because of consumer interaction with the company directly physical and emotional. The results can leave an imprint on the minds of consumers and affect the consumed ratings of the company.

Customer experience is simply a process, strategy, and implementation of a company to manage customers' experiences with a product or service. Basically, customer experience is the creation of customer satisfaction through experience. So, the point rests on the final product of a product or service. Therefore, customer experience is a matter of understanding consumer lifestyles and broadening marketers' views from the product to the consumption process. Irawan (2017) and Yu et al. (2019) propose 7 dimensions of tourist experience quality, namely hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty.

Conceptual Framework and Hypothesis

Based on the research results of Rahmawati et al. (2021), we know that the Halal Tourism Index has a significant effect on Experience Quality but has no significant effect on revisit intention. Wirakananda (2021) states that service quality has a significant effect on satisfaction and revisit intention. Then, Sitepu & Rismawati (2021) stated that experience quality has a significant effect on revisit intention either directly or through the mediation of satisfaction. Based on several previous studies, the resulting conceptual framework is:
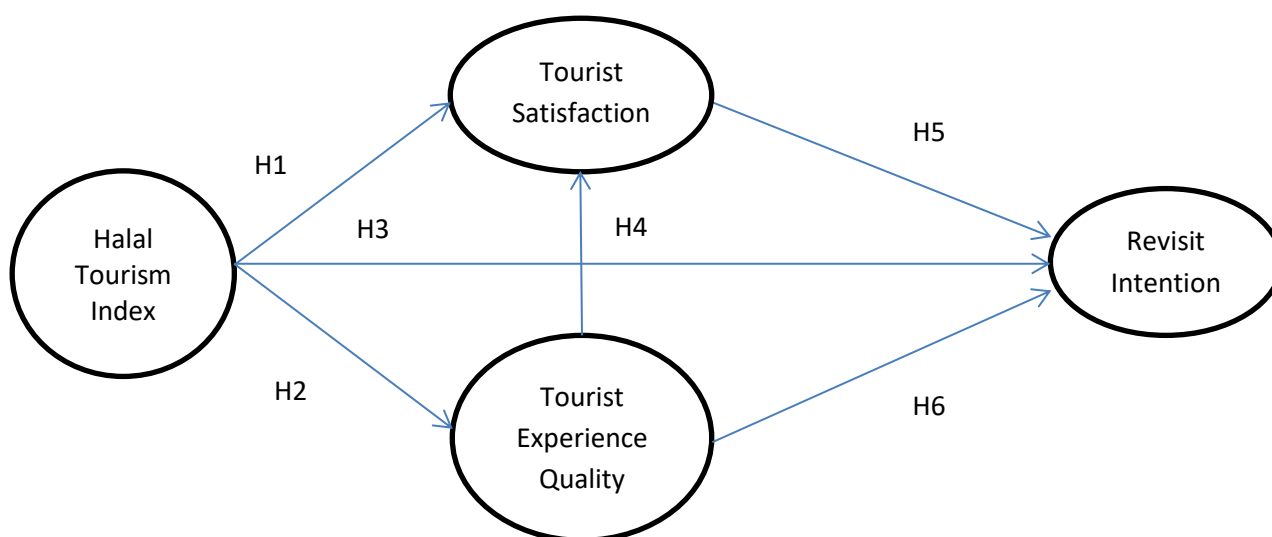

Figure 1. Research conceptual framework

The hypothesis proposed in this study:

H1 – Halal Tourism Index has a significant effect on Tourist Satisfaction;
H2 – Halal Tourism Index has a significant effect on Tourist Experience Quality;
H3 – Halal Tourism Index has a significant effect on Revisit Intention;
H4 – Tourist Experience Quality has a significant effect on Tourist Satisfaction;
H5 – Tourist Satisfaction has a significant effect on Revisit Intention;
H6 – Tourist Experience Quality has a significant effect on Revisit Intention.

RESEARCH METHOD

Survey and questionnaire-based data collection methods. We distributed questionnaires to domestic tourists who had visited tourist destinations in Lombok (Indonesia). It applied specifically the sampling technique to those who are Muslim, the minimum age is 17 years, and at least they have visited in the last three years. It limited the sample size to 87 units of informants, where the type of sample in question is purposive sampling. Lavrakas (2008) and Tongco (2007) informed that purposive sampling is very suitable for studies that classify certain samples, where they have certain characteristics and characteristics that need to be selected according to research needs. Because of the Covid-19 situation, we collected the data online with the support of WhatsApp (WA).

Table 1. Measurement of variables

Variables	Concepts	Dimensions
Halal Tourism Index	Tourists' assessment of various aspects in the Halal Tourism Index after they visit Lombok	Accessibility; Communication; Environment; Service.
Tourist Satisfaction	The feeling that arises after comparing expectations and actual performance of various aspects that are important to tourists	Satisfaction; Enjoyable trip; Fill expectation.
Experience Quality	The experience felt by tourists after doing a series of tourist activities and interacting with various things they encountered during their tour in Lombok.	Hedonism; Refreshment; Local culture; Meaningfulness; Knowledge; Involvement; Novelty.
Revisit Intention	Desire to return to visit tourist attractions in Lombok after previous visits	Intention; to spend more time; to visit more tourist; destinations; to celebrate the special day.

(*Source:* Authors elaboration)

Partial Least Squares-Structural Equation Modeling (SEM) as an analytical model for interpreting survey data (Hair et al., 2014). The basic statistical assumptions describe descriptive statistics, test validity, test reliability, test feasibility (coefficient of determination), test predictive relevance, and test the design hypothesis (Rahmawati et al., 2018).

This research includes quantitative research to explain the influence of one variable on other variables, so based on this aim, we classified this research as an explanatory research type. The data used are primary data got from online surveys on respondents who meet the criteria, including between 17 to 60 years old, Muslim, and have visited Lombok for a maximum of the last 3 years; with these criteria, the number of respondents is 87 people, because the data only amounted to 87

respondents, the data processed using PLS. The scale used in the questionnaire is 1 to 10, with the operational definitions of the variables in Table 1.

FINDINGS AND DISCUSSION

Description of Respondent Demographics

The following shows the results of data processing descriptively, which displays information on demographics, geography, and travel behavior in Lombok (see Table 2).

Table 2. Profile of respondents

Informations	Category	Frequency	%
Home town (islands)	Jawa	35	40
	Kalimantan	26	30
	Sumatera	23	26
	Lombok	2	2
	Sulawesi	1	1
	Total	87	100.0
Educational background	Diploma	7	8.0
	Bachelor	39	44.8
	Master	23	26.4
	Doctoral	18	20.7
	Total	87	100.0
Age	17 - 25 years	4	4.6
	26 - 35 years	20	23.0
	36 - 45 years	26	29.9
	46 - 55 years	24	27.6
	> 55 years	13	14.9
	Total	87	100.0
The main job	Government employees	27	31.0
	Company employees	28	32.2
	Entrepreneur	22	25.3
	Student	5	5.7
	Others	5	5.7
	Total	87	100.0
Spending	< IDR 3,000.000	11	11.5
	IDR 3,000,000 – IDR 7,500,000	38	43.7
	IDR 7,500,001 - IDR 15,000,000	22	25.3
	IDR 15,000,001 – IDR 25,000,000	6	6.9
	> IDR 25,000,000	10	11.5
	Total	87	100.0
Last visit	< 6 months	19	21.8
	6-12 months	12	13.8
	12-18 months	10	11.5
	18-24 months	15	17.2
	> 24 months	31	35.6
	Total	87	100.0
Long time visiting	< 3 days	11	12.6
	3-7 days	62	71.3
	> 7 days	14	16.1
	Total	87	100.0
Number of visitors	Self	5	5.7

	2-5 people	53	60.9
	6-10 people	13	14.9
	> 10 people	16	18.4
	Total	87	100.0
With whom	Couple	5	6.9
	Family	28	32.2
	Friends/colleagues	39	44.8
	Community	10	11.5
	Alone	5	4.6
	Total	87	100.0

(*Source:* Data processing)

Most respondents in this study came from the 3 most populous islands in Indonesia, namely from Java, Sumatra, and Kalimantan, with the highest education level being Bachelor (strata 1) at 45%, 57.5% of respondents aged between 36-55 years, amounting to 63, 3% of respondents work as employees, either as private employees or civil servants, most of the respondents, i.e., 68%, are from the middle economic class with an expenditure of 3 million to 15 million per month, judging from the length of visit, 71.3% of respondents visit Lombok for 3-7 days, with 61% of the group number of 2-5 people, and with whom they travel to Lombok mostly come with family, friends, and colleagues.

Categorization of Respondents' Answers

We calculated the categorization of the assessment based on the score of the respondents' responses, where the assessment category was determined based on the number of measurement scales used, namely five classifications.

$$P = \frac{X_{maks} - X_{min}}{b} \text{where:}$$

P = class length each interval
X_{maks} = maximum value
X_{min} = minimum value
b = observations

Based on the results of the calculation of the class length for each interval, Table 3 presents the classification of the assessment categories for the arithmetic mean value.

Table 3. Classification of assessment categories for descriptive statistics

Average value count	Rating category
1 – 2.80	Very low
2.81 – 4.60	Low
4.61 – 6.40	Moderate
6.41 – 8.20	High
8.21 – 10.00	Very high

(*Source:* Data processing)

Classification of categories of assessment of respondents' answers to provide a classification of answers to each research variable (Table 4, Table 5, Table 6, and Table 7).

Table 4. Respondents' perceptions of the halal tourism index

Dimensions	Average	Std. Dev.
Accessibility	7.563	1.680
Communication	7.557	1.719
Environment	8.077	1.587
Service	8.115	1.565
	7.860	**1.633**

(*Source:* Data processing)

Table 5. Respondents' perceptions of tourist experience

Dimensions	Average	Std. Dev.
Hedonism	8.141	1.623
Refreshment	7.945	1.658
Local Culture	8.006	1.594
Meaningfulness	8.282	1.479
Knowledge	7.613	1.901
Involvement	7.513	1.739
Novelty	7.544	1.760
	7.902	**1.664**

(*Source:* Data processing)

Table 6. Respondents' perception of tourist satisfaction

Variables	Code	Average	Std. Dev.
Tourist Satisfaction	TO 1	7.862	1.549
	TO 2	7.874	1.569
	TO 3	7.966	1.624
	TO 4	8.264	1.482
		7.991	1.556

(*Source:* Data processing)

Table 7. Respondent's perception on revisit intention

Variables	Code	Average	Std. Dev.
Revisit Intention	Rei 1	8.448	1.627
	Rei 2	8.161	1.724
	Rei 3	8.287	1.691
	Rei 4	8.414	1.632
	Rei 5	7.828	1.930
		8.228	1.721

(*Source:* Data processing)

Judging from the average answers on all variables, it can see that the Halal Tourism Index, Tourist Experience, and Tourist satisfaction variables are in the high category, while the revisit intention variable is in the very high category, with an average answer above 8.21 points.

PLS-SEM Analysis Results

Table 8 presents the indicators that produce a loading factor value of over 0.5. And also, all variables produce Average Variance Extracted (AVE) values that are greater than 0.5. Thus, these indicators were declared valid to measure the variables.

Table 8. Convergent validity test results

Variables	Dimensions	Indicators	Loading Factors	AVE
Halal Tourism Index	Accessibility	Acc 1	0.872	0.700
		Acc 2	0.895	
		Acc 3	0.746	
		Acc 4	0.826	
	Communication	Com 1	0.854	0.754
		Com 2	0.882	
		Com 3	0.854	
		Com 4	0.851	
		Com 4	0.900	
	Environment	Env 1	0.899	0.773
		Env 2	0.874	
		Env 3	0.913	
		Env 4	0.839	
		Env 5	0.889	
		Env 6	0.861	
	Service	Serv 1	0.917	0.763
		Serv 2	0.827	
		Serv 3	0.909	
		Serv 4	0.921	
		Serv 5	0.784	
Tourist Satisfaction		TO 1	0.871	0.835
		TO 2	0.881	
		TO 3	0.952	
		TO 4	0.948	
Tourist Experience	Hedonism	Hed 1	0.856	0.822
		Hed 2	0.916	
		Hed 3	0.919	
		Hed 4	0.934	
	Refreshment	Ref 1	0.896	0.801
		Ref 2	0.891	
		Ref 3	0.916	
		Ref 4	0.907	
		Ref 5	0.866	
	Local Culture	LC 1	0.858	0.794
		LC 2	0.925	
		LC 3	0.867	
		LC 4	0.912	
	Meaningfulness	Mean 1	0.956	0.862
		Mean 2	0.953	
		Mean 3	0.909	
		Mean 4	0.895	
	Knowledge	Know 1	0.905	0.725
		Know 2	0.927	
		Know 3	0.704	
	Involvement	Inv 1	0.936	0.869
		Inv 2	0.949	
		Inv 3	0.912	

	Nov 1	0.933	
Novelty	Nov 2	0.931	0.878
	Nov 3	0.948	
	Rei 1	0.925	
	Rei 2	0.954	
Revisit Intention	Rei 3	0.960	0.847
	Rei 4	0.943	
	Rei 5	0.811	

(*Source:* Data processing)

Table 9. Discriminant validity test results

Dimensions	Halal Tourism Index	Tourist Experience	Revisit Intention	Tourist Satisfaction
Acc_1	**0.781**	0.482	0.456	0.513
Acc_2	**0.747**	0.408	0.401	0.394
Acc_3	**0.636**	0.270	0.253	0.250
Acc_4	**0.778**	0.401	0.365	0.406
Com_1	**0.834**	0.323	0.357	0.354
Com_2	**0.875**	0.415	0.406	0.427
Com_3	**0.733**	0.349	0.301	0.332
Com_4	**0.751**	0.325	0.257	0.327
Com_5	**0.795**	0.286	0.233	0.261
Env_1	**0.878**	0.446	0.463	0.472
Env_2	**0.842**	0.435	0.462	0.465
Env_3	**0.885**	0.501	0.530	0.511
Env_4	**0.801**	0.520	0.454	0.527
Env_5	**0.843**	0.495	0.518	0.512
Env_6	**0.827**	0.429	0.481	0.470
Serv_1	**0.849**	0.594	0.606	0.618
Serv_2	**0.779**	0.550	0.505	0.545
Serv_3	**0.855**	0.574	0.594	0.577
Serv_4	**0.892**	0.509	0.528	0.554
Serv_5	**0.742**	0.476	0.440	0.448
Hed_1	**0.489**	**0.750**	0.710	0.668
Hed_2	**0.478**	**0.830**	0.703	0.784
Hed_3	**0.430**	**0.829**	0.698	0.763
Hed_4	**0.407**	**0.862**	0.723	0.739
Inv_1	**0.404**	**0.815**	0.745	0.744
Inv_2	**0.382**	**0.791**	0.678	0.747
Inv_3	**0.418**	**0.859**	0.691	0.837
Know_1	**0.521**	**0.872**	0.799	0.809
Know_2	**0.317**	**0.801**	0.693	0.739
Know_3	**0.175**	**0.556**	0.452	0.494
LC_1	**0.649**	**0.775**	0.659	0.733
LC_2	**0.494**	**0.889**	0.752	0.781
LC_3	**0.350**	**0.771**	0.613	0.695
LC_4	**0.454**	**0.827**	0.689	0.757
Mean_1	**0.566**	**0.903**	0.775	0.809
Mean_2	**0.516**	**0.920**	0.769	0.804
Mean_3	**0.513**	**0.872**	0.741	0.831

Mean_4	**0.580**	**0.851**	0.742	0.797
Nov_1	**0.442**	**0.853**	0.762	0.809
Nov_2	**0.382**	**0.767**	0.693	0.700
Nov_3	**0.381**	**0.803**	0.771	0.732
Ref_1	**0.417**	**0.843**	0.582	0.718
Ref_2	**0.464**	**0.758**	0.509	0.597
Ref_3	**0.509**	**0.845**	0.685	0.781
Ref_4	**0.431**	**0.836**	0.629	0.724
Ref_5	**0.476**	**0.789**	0.603	0.710
Rei_1	**0.530**	0.820	**0.925**	0.817
Rei_2	**0.483**	0.779	**0.954**	0.775
Rei_3	**0.516**	0.797	**0.960**	0.809
Rei_4	**0.565**	0.802	**0.943**	0.871
Rei_5	**0.374**	0.661	**0.811**	0.670
TO_1	**0.478**	0.857	0.813	**0.871**
TO_2	**0.466**	0.760	0.661	**0.881**
TO_3	**0.521**	0.840	0.810	**0.952**
TO_4	**0.582**	0.855	0.844	**0.948**

(*Source:* Data processing)

Based on the measurement of cross loading in Table 9, we can see that overall, the indicators of all variables (bold font) produce a loading value that is greater than the loading value of the other variables. Thus, it can be stated that from the discriminant validity test, each indicator can measure the latent variable that corresponds to the indicator.

Construct Reliability

Calculations that can test construct reliability are Cronbach's alpha (CA) and composite reliability. The test criteria state that if the composite reliability is greater than 0.7 and Cronbach's alpha is greater than 0.6, then the construct is declared reliable. We can see the results of the calculation of composite reliability and CA through the summary presented in Table 10.

Table 10. Construct reliability test results

Variables	Cronbach's Alpha	Composite Reliability
Halal Tourism Index	0.972	0.974
Revisit Intention	0.954	0.965
Tourist Experience	0.980	0.982
Tourist Satisfaction	0.934	0.953

(*Source:* Data processing)

Table 10 clarifies that only each variable produces a CA value greater than 0.6 or a composite reliability value greater than 0.7. Thus, based on the calculation of the CA value or the composite reliability value, all indicators were declared reliable in measuring the variables.

Coefficient of Determination

The coefficient of determination (R^2) is used to determine the magnitude of the ability of endogenous variables to explain the diversity of exogenous variables, or in other words, to determine the magnitude of the contribution of exogenous variables to endogenous variables. As for the results of R^2.

Table 11. The result of the coefficient of determination

Dependent var.	R Square	1 - R Square	R^2
Revisit Intention	0.764	0.236	
Tourist Experience	0.302	0.698	0.972
Tourist Satisfaction	0.831	0.169	

(*Source:* Data processing)

Table 11 shows that the total R-square value is 97.2%. This can show that the diversity of the Revisit Intention variables can be explained as a whole by the Halal Tourism Index, Tourist Experience, and Tourist Satisfaction of 97.2%. Or the contribution of the influence of the Halal Tourism Index, Tourist Experience, and Tourist Satisfaction on the Revisit Intention is 97.2%. Whilst, the remaining 2.8% is the contribution of other variables that are not discussed in this study.

Predictive Relevance (Q^2)

The value of Q^2 can be used to measure how well the observed values are generated by the model and also the estimated parameters. A Q^2 value greater than 0 (zero) indicates that the model is said to be good enough, while a Q^2 value less than 0 (zero) indicates that the model lacks predictive relevance.

Table 12. Predictive relevance test results

Dependent var.	SSO	SSE	Q^2 (=1-SSE/SSO)
Revisit Intention	435.000	178.133	0.590
Tourist Experience	2,262.000	1,883.719	0.167
Tourist Satisfaction	348.000	128.865	0.630

(*Source:* Data processing)

All variables produce Predictive Relevance (Q^2) values greater than 0 (zero), which shows that the model is good enough (see Table 12).

Hypothesis Test

Significance testing is used to test whether there is an effect of exogenous variables on endogenous variables. The test criteria state that if the value of T-statistics T-table (1.96) or the value of P-value <5%, it stated that there is a significant effect of exogenous variables on endogenous variables. We can see the results of the significance and model testing in Figure 2.
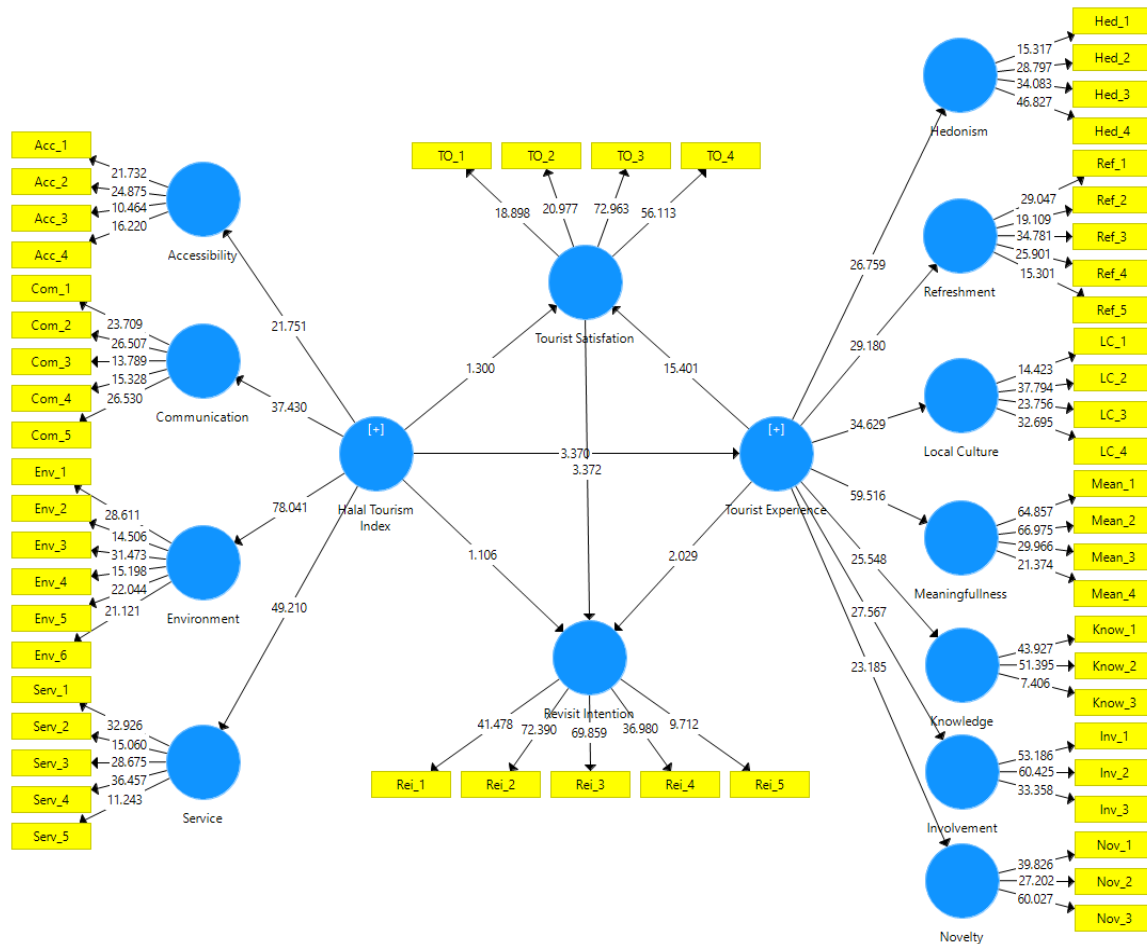
Fig. 2. Bootstrapping construct

Table 13. Hypothesis testing results

H	Effects	Coeff.	T-Statistics	Prob.
H1	Halal Tourism Index -> Tourist Satisfation	0.090	1.300	0.194
H2	Halal Tourism Index -> Tourist Experience	0.550	3.370	0.001
H3	Halal Tourism Index -> Revisit Intention	0.065	1.106	0.269
H4	Tourist Experience -> Tourist Satisfation	0.859	15.401	0.000
H5	Tourist Satisfation -> Revisit Intention	0.526	3.372	0.001
H6	Tourist Experience -> Revisit Intention	0.328	2.029	0.043

(*Source:* Data processing)

The hypothesis is accepted if it meets the requirements that the P values are less than 0.05 and the T statistic is greater than 1.96. Table 11 presents that hypotheses 1 and 3 were rejected, while hypotheses 2,3,4, and 5 were accepted.

Finding Restructuring

The results of the hypothesis are that the halal tourism index has a significant effect on tourist satisfaction. This result is not in line with several previous studies conducted by Bigné et al. (2005), Chen & Chen (2010), and Cleber & Beisemba (2020) that the halal tourism index will encourage the creation of tourist satisfaction.

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Growing a sense of satisfaction in tourists is difficult; the results prove that performing the tourism aspects included in the halal tourism index variable has no significant effect on tourist satisfaction.

Tourist satisfaction is influenced by the expectations that are built before they travel; aspects in the Halal tourism index are not the main factor that triggers tourist satisfaction, is possible because when a tourist destination gets a label as a halal tourist destination, various types of facilities and services are available in Lombok has become a standard that must exist, or in the product hierarchy, it is possible for tourists to judge that what they enjoy in Lombok is still at the level of expected products, there are no augmented or potential product services available, so all aspects of the halal tourism index variable could not have a significant effect on tourist satisfaction.

The Halal Tourism index is an assessment of tourists based on their perceptions of various important aspects in the world of tourism, which include ease of access, availability of information, comfort, uniqueness of tourist attractions, and the quality of tourism services. Interactions that exist between tourists and various aspects of tourism that occur while tourists are traveling will form an experience that is recorded in mind. This experience can be positive or negative.

Tourists who get pleasant service during their tour feel safe and comfortable in the tourist environment and find unique things that they have never encountered in other tourist attractions will lead to a positive experience.

In this study, the dimensions of the Halal Tourism Index variable with a high value are Environment and Service, meaning that tourists feel the comfort and safety of the environment in every tourist destination they visit and feel the compatibility of Lombok's original culture with the values they profess. In addition, they also feel the service and the availability of facilities that make it very easy for them to continue to carry out Islamic religious sharia while traveling. These conditions form a positive experience in the minds of Muslim tourists. This is in line with the results of research by Rajesh (2013), Soler & Gemar (2017), which prove that a positive destination image or travel index will produce an experience that is difficult for tourists to forget.

Many previous studies state that the Halal Tourism Index variable, which comprises the dimensions of Access, Communication, Services, and Environment, influences revisit intention. Research by Court & Lupton (1997), Bigné et al. (2001), and Faullant et al. (2018), states that a high Halal tourism index or destination image will encourage tourists to revisit intentions to tourist attractions that they previously visited ever visited. But the results are not in line with the results of several previous studies. In this study, the Halal tourism index had no effect on revisit intention.

All parties involved in the management of tourist attractions in Lombok will definitely try to provide the best service for tourists, they try to provide convenience, comfort, and pleasure for tourists, but apparently, all these things are not enough to encourage domestic Muslim tourists to have the desire to visit tourist attraction in Lombok again. Why does this happen? Because all the things they get at tourist attractions are easy, they also get from tourist attractions in other areas; there is nothing special that tourists get. Or maybe what they enjoy in Lombok is still standard, so it cannot encourage domestic Muslim tourists to intend to return to visit halal tourist destinations in Lombok.

It proves the fourth hypothesis that tourist experience quality has a significant effect on tourist satisfaction. When someone goes on a tour, besides he wants to do refreshing to get energy again after being forced into their daily routines for a long time, tourists also want a new memorable experience for them to get during their trip. Experience is the principal thing that influences the success of managing a tourist destination.

This study proves that the basic aspects of tourism in the halal tourism index variable have no significant effect on tourist satisfaction, but the experience factor has a significant effect on the satisfaction of domestic Muslim tourists visiting Lombok. This proves that various dimensions that can provide convenience and comfort for Muslim tourists when traveling have become an expected product that must exist and not a driving variable for satisfaction.

Domestic Muslim tourists really need positive experiences so that it satisfies them when visiting halal tourist destinations in Lombok. In this study, the dimensions that were highly rated by respondents were hedonism, local culture, and meaningfulness. Tourists gain experience through the enjoyment of enjoying the natural beauty of Lombok, which pampers all senses. The local culture is unique and fun, and the tourists feel filled with their spiritual needs during their trip to Lombok, things that can make them satisfied.

It is common when satisfied tourists intend to make repeat visits to tourist destinations they have previously visited. Likewise, domestic Muslim tourists who have been satisfied visiting Lombok want to visit there again; the results of this study are in line with several previous studies conducted by Aziz et al. (2012) and Baker & Crompton (2000). What is important to understand is what factors can satisfy tourists so that they are encouraged to visit Lombok again.

Tourism business actors have focused on creating and managing the experience quality of their visitors (Walls et al., 2011; Tung & Ritchie, 2011), although creating positive experiences in the minds of tourists is not as easy as creating experiences in the minds of consumers of products and services the results. This study reveals that good service but cannot generate a positive experience for tourists will not encourage tourists to make revisit intentions.

The dimension of tourist experience quality that gets the highest rating in this study is meaningfulness, so domestic Muslim tourists will feel a high experience; when in making a tourist visit, they feel an experience that fulfills spiritual needs, namely the feeling that they have meaning for themselves and others. They love, and when they can learn the greatness of God.

Tourism providers are competing to provide the best service to tourists, but even wonderful service will be easy to copy and paste by other travel providers, so exemplary service will fall into commodity services that are easily available in many places. So that the tourism providers are trying to devote their attention to strategies on how to provide a positive quality experience to tourists, because when tourists feel-good service but cannot provide a memorable experience, it is unlikely that tourists will visit tourist attractions that are visited.

The positive experiences gained by tourists will encourage tourists to make return visits. This is in line with the results of research (Correia et al. 2011; Lehto et al., 2003; Kim, 2014; Agustina et al., 2019).

CONCLUSION

Lombok halal tourism has become a leading halal destination owned by Indonesia; even based on the results of the GMTI survey, it has the highest score that competes with Malaysia. The results of this survey have become their own advantage for Indonesia because it published them in many countries, which indirectly became a medium of communication for halal tourism in Indonesia. Indonesian halal tourism has topped the GMTI survey results, so Lombok has received positive ratings from foreign tourists.

The Covid-19 pandemic period, which seems to go on for a long time, will also be better when Lombok halal tourism begins to be intensively communicated to domestic Muslim tourists because the potential market for domestic Muslim tourists is also very large. Based on the results, they will know how domestic Muslim tourists evaluate Lombok's halal tourism and what variables will make these domestic Muslim tourists happy to visit Lombok.

LIMITATION & FURTHER RESEARCH

This research contributes to the knowledge that in the tourism business, the key to success is how to provide a positive quality experience for tourists because the important aspects of tourism in the Halal tourism index variable which comprise the dimensions of accessibility, communication, environment, and service have become an expected product. It is natural that there is, unable to be a driving factor for tourist satisfaction and intention to make return visits. So

creating a strategy to provide a memorable positive experience must be a core strategy in preparing a grand design for the development of a tourist place.

The time of data collection is the weakness of this study because of the Covid-19 condition, which we only carried out for 3 months. In addition, limitations also include the context of halal destinations in Lombok, which makes respondents have few options to respond to the questionnaire and that respondents are not evenly distributed to all regions of Indonesia, and the number is only 87 respondents. For further research, it can do with more respondents with respondents from various religions. The object in question is only a few tourist attractions, does not describe the whole (such as restaurants and hotels).

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