



## The influence of halal tourism destination performance, memorable experience and perceived value on revisit intention of Sharia Eco-Parks Tankayo Malalo

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### ABSTRACT

This research aims analyze the influence of Halal Tourism Destination Performance, Memorable Experience and Perceived Value on Revisit Intention of Sharia Eco-Parks Tankayo Malalo. Population of this study were tourists who had visited the Sharia Eco-Parks Tankayo Malalo tourist attraction in Tanah Datar Regency, West Sumatra. The number of samples used in this research was 190 respondents. Data was collected by distributing questionnaires online via google form and data processing was carried out using IBM SPSS Statistics 25 software. The results of this research show that (1) Halal Tourism Destination Performance has a positive and significant effect on Revisit Intention. This means that the better the Halal Tourism Destination Performance, the greater a person's intention to visit again. (2) Memorable Experience has a positive and significant effect on Revisit Intention. This means that the better the Memorable Experience, the greater a person's intention to visit again. (3) Perceived Value has a positive and significant effect on Revisit Intention. This means that the better the Perceived Value, the greater a person's intention to visit again.

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## INTRODUCTION

Tourism sector is one sector strategic in movement Indonesian economy and become part from global economy (nel arianty, 2014). Tourism sector is one capable sector increase income original area so that role important in increase economy something area (Study et al., 2021). According to Law No. 10 of the Year 2009, tourism is various type activity supported tourism with various facility as well as service provided by the community, entrepreneurs, government, and government area. Whereas according to Cooper, tourism is series activity trips undertaken by individuals, families, as well group from place stay origin to various another place with objective do visit tourist and not For Work or look for on site income goal. Diversity potency nature and culture in Indonesia make lots traveler foreigners who want visit to Indonesia. Purpose of arrival traveler foreign travel to Indonesia, namely for enjoy beauty nature that this country has.

West Sumatra is one of them provinces in Indonesia that have potency tourism. In the 2021 - 2026 West Sumatra RPJMD, it is stated that potency source power West Sumatra tourism is very large especially in amount destination tour including grace beauty nature and culture people of West Sumatra. Other than that, almost in every district and city in West Sumatra there are diverse variety destination still tourism is natural, so need business for increase Power pull it become destination worth the trip visited traveler archipelago and abroad (BAPPEDA, 2021). Basically, beauty nature in West Sumatra own power pull separately. Lots of it offer tourism in West Sumatra can interesting tourists, fine traveler local, or traveler international.

As it goes time and development needs, then sector tourist This always do innovation. One growing innovation in the sector tourist that is the concept of Halal Tourism. Halal Tourism Destination Performance is part from industry based tourism Muslims. Service traveler in this halal tourism refers to rules Islam. In definition this halal tourism is all object or permitted actions according to teachings Islam for used or involved by the people Islam in industry tourist (Maharani & Ulum, 2020).

Every place tour will give experience for tourists who visit it. Experience that's what was said with Memorable Experience. Memorable Experience is experience tourism that can remembered and remembered in a way positive after the incident happened. Memorable experience own a number of consisting of indicators from hedonism, novelty, interaction social and cultural, knowledge, refreshment, involvement and meaningfulness.

Apart from providing a Memorable Experience, the place tourism will to provide Perceived Value to tourists. Perceived Value is benefits expected by customers from object tourist the (Damayanti, 2018). Perceived Value consists of from mark service, beauty, comfort, image, etc.

Not rare traveler want to visit return place ever travel he visit before. Incident as it is called with Revisit Intention. Revisit Intention is desire for come return somebody to locations you have visited previously (Rosmina et al., 2021).

Sharia Eco-Parks Tankayo Malalo This have the concept of sharia indeed addressed for those who visit to here must polite, like close intimate parts for race woman with use it clothes equipped closed with the hijab, meanwhile for race man required for close intimate parts with use trousers long for can visit go there. Additionally, for stay at the object tour this there is a number of mandatory rules obeyed, like show marriage book for partner husband and wife and if book his marriage no carried away can be matched with Resident Identity Card (KTP) for those who already have it married, so if no sufficient condition like it would immediately rejected for can stay at the object tour (Mulyadi, 2022).

Based on results observations made at the Sharia Eco-Parks Tankayo Malalo, known that application Sharia Eco-Parks Tankayo Malalo regulations are in place good, and capable increase economy in sector tourism. However, when writer see opinion visitors regarding the Sharia Eco-Parks Tankayo Malalo still there is a number of lack in it.

## LITERATURE REVIEW

### Revisit Intention

The concept of Revisit Intention (intention to visit again) comes from a tourist's intention. In the definition of revisit intention, it is a situation of everything that is connected in behavior from a tourism and recreation point of view. Return intention concept This consists of two types, namely repurchase and by word of mouth (Bintarti & Kurniawan, 2017). Apart from that, the influencing factor in evaluating behavioral intentions usually occurs due to the desire to recommend to others with positive things that originate from word of mouth (Khoo, 2022).

Revisit Intention (intention to visit again) visitors to a particular destination can be influenced by the performance of the destination itself, such as efforts in promotions and news that spreads about new attractions or entertainment venues in a destination (Pai et al., 2021). One factor in a customer's intention to return to visit is the satisfaction felt by the customer himself. Satisfying these customers is very important, because it will have an impact on the customer's expectations and intention to repurchase decisions to revisit a destination (Markus et al., 2019)

### Halal Tourism Destination Performance

Halal Tourism Destination Performance (performance destination halal tourism) is tourism which refers to provision products and services fulfilling tourism need traveler Muslim in facilitate worship activities and requirements other in accordance with Islamic law. In case This Halal tourism is one of them tourism that has potency big for do something business profitable and growing tourism in the future come (Elshaer et al., 2022).

In relationships tourism and religion can conceptualized as continuum based on level intensity attached to religious teachings, for example in one side someone does journey to pilgrimage sacred driven by faith, religion, and other spiritual fulfillment, and in one the other side is there a number of satisfying tourists interest personal or spiritual needs through tourism. On two sides This can concluded difference form or intensity halal tourism is possible seen from more degrees big or more small with teachings religious, cultural, as well knowledge (Jaelani, 2017).

### Memorable Experience

Memorable Experience is definition as circumstances subjectively felt participant during meeting service. So, experience memorable tour defined as experience tour to be remembered with in a way positive after journey tourist end (Mahdzar, 2019). After traveler go home in do activity tourism, definitely traveler own different experience although they do the same thing in the same place, because atmosphere heart and feelings personal they momentcertain influence interpretation they to experience the (Mgxekwa et al., 2017).

### Perceived Value

In understanding perception is a process used by a person individual for selecting, organizing and interpreting inputs information to use create a picture of the world that has meaning (Damayanti, 2018). Perception no only influenced stimulation physique but also related with environment surroundings and circumstances the individual concerned. Perceived Value (value profit) from object tour is bunch expected benefits can obtained from customer.

### RESEARCH MODELS AND HYPOTHESIS

H1: Halal Tourism Destination Performance has a significant positive on Revisit Intention

H2: Memorable Experience has a significant positive on Revisit Intention

H3: Perceived Value has a significant positive And Significant on Revisit Intention

To facilitate research, the authors put forward a scheme for research guidelines. The conceptual framework is as follows:

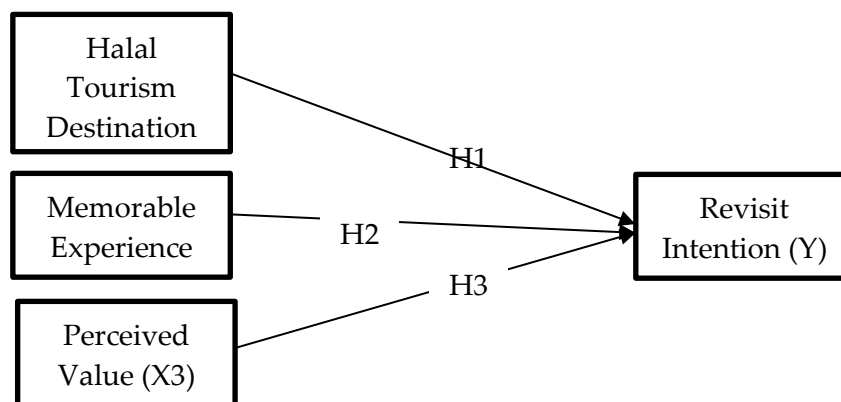


Figure 1. Conceptual Framework

## METHOD

Study This done use method quantitative with testing hypothesis that would explain connection variable certain through analysis statistics for measure significance from variables that have connection that. Quantitative method this fits perfectly used in research This Because For identify and analyze influence of Halal Tourism Destination Performance, Memorable Experience and Perceived Value. Insidestudy this, the population is tourists who have once visit to object Sharia Eco-Parks Tankayo Malalo in Tanah Datar Regency, West Sumatra. With minimum sample in research This is as many as 190 respondents. Data collection was carried out using a questionnaire distributed through the Google form.

### Operational Variable

The operational definition is the elaboration of the variable and indicator definitions in this study. The operational definition describes the measurement of the variables and indicators developed in this study.

**Table 1. Operational Variable**

Variable	Defenition Operational	Indicator	Source	Scale
Halal Tourism Destination Performance (X1)	Halal Tourism Destination Performance in study this is something service tourism offered by Sharia Eco-Parks Tankayo Malalo which is not contradictory with Islamic law.	Availability halal food. There is environment and atmosphere halal social. Availability halal facilities. There is information religious. Own friendly and faithful staff. Use modest clothing in accordance Sharia.	(Al-Ansi & Han, 2019)	Likert
Memorable Experience (X2)	Memorable Experience in study this is Experience impression felt by visitors when visit something object tourism Sharia Eco-Parks Tankayo Malalo.	Hedonism. Recency. Social and cultural interactions. Knowledge. Refreshme. Engageme. Meaningfulness	(Mahdzar, 2019)	Likert
Perceived Value (X3)	Perceived Value in study This is a set of benefits that visitors are expected to obtain from object tour Sharia Eco-Parks Tankayo Malalo.	Suitability with the money spent. Worth buying or not. Affordability price.	(Damayanti, 2018)	Likert
Revise Intention (Y)	Revisit Intention in study this is desire for come return somebody to Sharia Eco-Parks Tankayo Malalo.	Tendency to want to visit. Desire to return. Plan to return in the near future.	(Bintarti & Kurniawan, 2017)	Likert

Source: Results of analysis researcher, 2023

## RESULT AND DISCUSSION

### Result

Following is characteristics respondents based on type gender, age, marital status, occupation, expenses per month, ever visit to the Sharia Eco-Parks Tankayo Malalo and will visit return to the Sharia Eco-Parks Tankayo Malalo.

**Table 2. Characteristic Respondens**

Characteristics	Category	Frequency (person)	Percentage	
<b>Gender</b>	Boy	79	42%	
	Woman	111	58%	
<b>Age</b>	< 18 Years	9	4.7 %	
	18 – 24 Years	110	52.4 %	
	25 – 34 Years	17	8.9 %	
	35 – 44 Years	16	8.4 %	
	45 – 54 Years	27	14.2 %	
	>55 Years	11	5.8 %	
<b>Marital Status</b>	Not Married	120	63.1 %	
	Marry	70	36.9 %	
	BUMN	3	1.6 %	
<b>Work</b>	Student / Student	79	41.6 %	
	Civil Servants	16	8.4 %	
	Police/Army	2	1.1 %	
	Self-employed	27	14.2 %	
	Employee Private	22	11.6 %	
	Housewife	32	16.8 %	
	Other	7	3.9 %	
	<b>Expenditure Per Month</b>	≤ Rp. 500,000	51	26.8 %
		Rp. 500,001 - Rp. 1,000,000	79	41.6 %
		Rp. 1,000,001 – Rp. 2,000,000	48	25.2 %
Rp. 2,000,001 – Rp. 5,000,000		11	5.8 %	
≥ Rp. 5,000,001		1	0.5 %	
<b>Characteristics of Respondents Based on Having Visited</b>	Characteristics of respondents based on having visited	190	100 %	
	<b>Sharia Eco-Park Tankayo Malalo and Will Visit</b>	Eco-Park Syariah Tankayo Will Visit	189	99.5 %
<b>Sharia Eco-Park Tankayo Malalo Again</b>	Eco-Park Syariah Tankayo Again			

Source: Results of analysis researcher, 2023

Following is the results of the research instrument trial consisting of from the validity test and reliability test:

**Table 3. Validity Test Results**

Variable	Indicator	r <sub>count</sub>	r <sub>table</sub>	Information
Revisit Intention (Y)	Visiting tendencies	1.00	0.119	Valid
	Desire returns	0.705	0.119	Valid
	Return plan	0.529	0.119	Valid
Halal Tourism Destination	Halal food	0.378	0.119	Valid
	Halal atmosphere	0.363	0.119	Valid
Performance (X1)	Halal facilities	0.320	0.119	Valid
	Religious Information	0.437	0.119	Valid
	Friendly staff	0.490	0.119	Valid
Memorable Experience (X2)	Modest clothing	0.496	0.119	Valid
	Satisfying experience	0.581	0.119	Valid
Perceived Value (X3)	New experience	0.542	0.119	Valid
	Meaningful knowledge	0.464	0.119	Valid
	Experience matches the price	0.581	0.119	Valid
	Affordable ticket prices According to the tickets offered	0.542 0.464	0.119 0.119	Valid Valid

Source: Results of analysis researcher, 2023

Following is table data reliability test results:

**Table 4. Data Reliability Test Results**

Variable	Cronbach's Alpha Coefficient	Critical Value	Information
Revisit Intention (Y)	0.842	0.60	Reliable
Halal Tourism Destination Performance (X1)	0.901	0.60	Reliabel
Memorable Experience (X2)	0.934	0.60	Reliabel
Perceived Value (X3)	0.830	0.60	Reliabel

Source: Results of analysis researcher, 2023

Based on table The results of the validity and reliability test of the data above are known that instruments used in research nature this is valid and reliable. Following is an assumption test classic on research this is what it consists of from the normality test, multicollinearity test, heteroscedasticity test and linearity test.

**Table 5. Data Normality Test Results**

One-Sample Kolmogorov Smirnov Test	
asymp.sig (2-tailed)	0.098

Source: Results of analysis researcher, 2023

From the normality test that has been done obtained mark Asymp.Sig. (2-tailed) of 0.098. that value more big from mark significance that has been determined of 0.05. So that can concluded that variable dependent (Y) and independent (X) has normal distribution.

**Table 6. Data Multicollinearity Test Results**

Variable	Tolerance Value	VIF value	Information
Halal TourismDestination Performance (X1)	,484	2,067	There is no multicollinearity
Memorable Experience (X2)	,351	2,847	There is no multicollinearity
Perceived Value (X3)	,346	2,887	There is no multicollinearity

Source: Results of analysis researcher, 2023

Based on table on is known all over variable free in study This stated free from multicollinearity . This thing proven with got it tolerance value for all variable free more of 0.10 and VIF (variance inflation factor) throughout variable free under 10.

**Table 7. Heteroskedasticity Test**

Variable	Sig	A	Information
Halal TourismDestination Performance (X1)	,612	0.05	There is no heteroscedasticity
Memorable Experience (X2)	,082	0.05	There is no heteroscedasticity
Perceived Value (X3)	,899	0.05	There is no heteroscedasticity

Source: Results of analysis researcher, 2023

Based on table above, concluded that No there is heteroscedasticity in the variables studied. That's it can seen with Sig value for each variable own more value big from value (A) is 0.05.

**Table 8. Linearity Test Results**

Linearity Test	Information
Deviation From Linearity	0.449 Linear

Source: Results of analysis researcher, 2023

Based on table above, it is known that Sig value of Deviation From Linearity variable > 0.05. So that canis said to be linear.

For see connection between one variable bound with two or more variable free analysis test is used multiple linear regression. Following is table results analysis multiple linear regression.

**Table 9. Multiple Linear Regression Analysis**

Model	Understandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.632	.388	-4.202	.000
	X1	.186	.160	.186	.003
	X2	.269	.248	.269	.000
	X3	.650	.552	.650	.000

Source: Results of analysis researcher, 2023

Based on data analysis using IBM SPSS Statistics 25, the following regression equation results were obtained:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

$$Y = 1.632 + 0.186 X_1 + 0.269 X_2 + 0.650 X_3$$

For know how much big mark percentage contribution independent variable against variable dependent, a coefficient test is carried out determination. Following is table coefficient test results determination:

**Table 10. Coefficient Test Determination (R<sup>2</sup>)**

R	R Square	Adjusted R Square
,883	,780	,776

Source: Results of analysis researcher, 2023

Based on the table above, it is known that the coefficient of determination (R<sup>2</sup>) is 0.780. This means that all independent variables in this study have an influence of 78% on the dependent variable and the remaining 22% are influenced by other variables not explained in this study.

Following is table Hypothesis test results:

**Table 11. T-test results**

Variable	T	Sig.
(Constant)	1,632	,000
Halal Tourism Destination Performance (X1)	,186	,003
Memorable Experience (X2)	,269	,000
Perceived Value (X3)	,650	,000

Source: Results of analysis researcher, 2023

Testing hypothesis on done with t-test. The t-test shows influence individual independent variables against variable dependent with use it significance by 5%. From table the seen that Sig value. For every variable < 0.05 means all hypothesis accepted.

## Discussion

### The Influence of Halal Tourism Destination Performance on Revisit Intention (H1)

In this research, it is known that the t-table is 0.119. From the results of data processing, it is known that the calculated t for the halal tourism destination performance variable on revisit intention is 0.186. with Sig value. 0.003. The t-calculated value > t-table is 0.186 > 0.119 and the Sig value. < 0.05. Thus, the hypothesis which states that halal tourism destination performance has a positive and significant effect on revisit intention is accepted.

### The Influence of Memorable Experience on Revisit Intention (H2)

In this research, it is known that the t-table is 0.119. From the results of data processing, it is known that the calculated t for the memorable experience variable on revisit intention is 0.269. with Sig value. 0,000. The t-calculated > t-table is 0.269 > 0.119 and the Sig value. < 0.05. Thus, the hypothesis which states that memorable experience has a positive and significant effect on revisit intention is accepted.

### The Influence of Perceived Value on Revisit Intention (H3)

In this research, it is known that the t-table is 0.119. From the results of data processing, it is known that the t-calculated for the perceived value variable on revisit intention is 0.650. with Sig value. 0,000. The t-calculated > t-table is 0.650 > 0.119 and the Sig value. < 0.05. Thus, the hypothesis that perceived value has a positive and significant effect on revisit intention is accepted.



## CONCLUSION

Based on the tests that have been carried out in this research, it can be concluded that:

1. Halal Tourism Destination Performance has a positive and significant effect on Revisit Intention. This means that the Halal Tourism Destination performance is getting better the greater the person's intention to visit again.
2. Memorable Experience has a positive and significant effect on Revisit Intention. This means that the better the Memorable Experience, the greater a person's intention to visit again.
3. Perceived value has a positive and significant effect on Revisit Intention. This means that the better the perceived value, the greater a person's intention to visit again.

## RECOMMENDATIONS

Based on the research results that have been described, to increase Revisit Intention at Sharia Eco-Parks Tankayo Malalo, the author conveys several suggestions to the management as follows:

### 1. Improving Halal Tourism Destination Performance

Following are ways to improve Halal Tourism Destination Performance:

- a) In this variable, the statement that has the lowest value is related to adequate worship facilities. Based on the research that has been carried out, it is known that there are still inadequate worship facilities in Sharia Eco-Parks Tankayo Malalo, such as a small prayer room and few ablution places, so it is necessary to build a larger prayer room and adequate ablution places.
- b) Based on research that has been carried out, it is known that statements relating to the social environment that are in accordance with Islamic law are still relatively low. This, it is necessary to add Islamic nuances so that Halal Tourism Destination Performance is more pronounced and meaningful.
- c) Based on the research that has been carried out, it is known that the statement relating to the staff at Sharia Eco-Parks Tankayo Malalo that they have Islamic principles is quite high, but still needs to be improved to be more optimal.
- d) Based on the research that has been carried out, it is known that statements relating to polite clothing rules have been implemented well, but regulations must be improved in order to retain visitors to continue wearing polite clothing.
- e) Based on research that has been carried out, it is known that all food in Sharia Eco-Parks Tankayo Malalo is guaranteed halal. However, officers must remain vigilant so that there is no smuggling of non-halal food in the future.
- f) Based on research that has been carried out, it is known that religious information is easily accessible in Sharia Eco-Parks Tankayo Malalo. However, improvements must still be made so that the provision of this information remains consistent.

### 2. Increase Memorable Experience

The following are ways to increase memorable experience:

- a) In this variable, statements related to gaining new experiences have the lowest value. Based on research that has been carried out, it is known that Sharia Eco-parks Tankayo Malalo is almost the same as other tourist attractions that offer sea views in the afternoon. To increase new experiences, innovation is needed that can provide new experiences to visitors.
- b) Based on research that has been carried out, it is known that statements related to meaningful experiences have quite high criteria, but improvements need to be made so that the experience felt by visitors is more meaningful.
- c) Based on research that has been carried out, it is known that statements related to satisfying experiences have quite high criteria, but improvements need to be made so that the experience felt by visitors is more satisfying.

### 3. Increase Perceived Value

The following are ways to increase perceived value:

- a) Based on the research that has been carried out, it is known that statements relating to the experience gained according to the ticket price are in the quite high category. However, Sharia Eco-Parks Tankayo Malalo must continue to make improvements so that the prices offered remain consistent without reducing the experience gained.
- b) Based on research that has been carried out, it is known that statements relating to affordable entrance ticket prices are in the quite high category. That said, Sharia Eco-Parks Tankayo should be able to make improvements and remain consistent with pricing.
- c) Based on the research that has been carried out, it is known that the statement relating to Sharia Eco-Parks Tankayo Malalo is worth it, the ticket prices offered are in the quite high category. Nevertheless, Sharia Eco-Parks Tankayo Malalo must be able to make improvements and remain consistent with the prices and quality of its tours.

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