

Halal Destination Image, Electronic Word of Mouth (e-WOM), and Revisit Intention at Tourist Destinations in Sumenep Regency

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Abstract

It is still rare for research to include the concept of halal tourism in measuring the destination image and using the halal destination image as a function of the revisit intention. By looking at the importance of measuring revisit intention as part of tourism marketing, this study aims to analyze: (1) the direct effect of e-WOM on the halal destination image; (2) the direct effect of e-WOM on revisit intention; (3) the direct effect of the halal destination image on the revisit intention; and (4) the indirect effect of e-WOM on the revisit intention, through the halal destination image. The study was conducted on 100 tourists who has visited and seen social media of tourist destinations in Sumenep Regency. Data analysis was performed with Path Analysis. From the analysis, the results obtained that e-WOM has a direct effect on the halal destination image. The halal destination image has a direct effect on the revisit intention at tourist destinations in Sumenep Regency, and the halal destination image mediates the indirect effect of e-WOM on the revisit intention.

Keywords: halal destination image, electronic word of mouth, revisit intention

1. Introduction

Sumenep Regency, which is located at the eastern tip of Madura Island, consists of 27 sub-districts (19 mainland districts and 8 archipelago districts) and has 126 islands spread out to form a cluster of islands both inhabited (48 islands) and uninhabited (78 islands). With extraordinary natural potential, Sumenep Regency has a variety of tourism destinations. Existing tourism destinations can be categorized into natural tourism, island tourism, historical tourism, religious tourism and cultural education tourism (Kurniawan et al., 2018). The launching of halal tourism destinations in Sumenep Regency has begun in 2018. Famous for its Islamic Madura culture, every tourist destination is equipped with physical and non-physical Islamic attributes. There is always a mosque equipped with clean water facilities, halal food, sharia lodging and community culture that adheres to sharia principles. The image of halal destinations is crucial, considering that most Indonesians adhere to Islam. With the existence of halal attributes and facilities, it will form the image of halal destinations (Han et al., 2019).

Awareness of the halal image formation for tourist destinations in Sumenep Regency is also strengthened by the Sumenep Regency government which is actively introducing tourism through social media (visitsumenep.com). The need for digital marketing has been felt in the tourism industry where customers have instant access to all kinds of information about the latest offers and the best prices. Today digital marketing plays an important role in the success of every business that exists in the tourism industry (Kaur, 2017). The introduction of tourist destinations can be through social media managed by Producer Generated Content (PGC) and User Generated Content (UGC). Sharing information and opinions on the internet, between business to customer or customer to customer is the concept of electronic word of mouth (e-WOM) (Litvin et al., 2008). e-WOM can be used as a potentially cost-effective tool for hospitality and tourism marketing. Ye et al. (2011) highlighted the importance of online reviews delivered by tourists in the tourism business. Tourists often choose tourist destinations with the most attractive image, so influencing tourist perception through e-WOM is important (Kim & Morrisson, 2005). Travelers will use e-WOM as an additional source of information (Jalilvand et al., 2012; Jalilvand & Samiei, 2012). Tourists who feel good during their visit will give positive comments and generate interest in revisiting (Abubakar et al., 2017; Harahap & Dwita, 2020; Riyadi &

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Nurmahdi, 2022).

In addition to e-WOM, the halal destination image also influences the revisit intention (Andriani et al., 2019; Jalilvand et al., 2012). The destination image increases the revisit intention and the interest in recommending (Han et al., 2019). It is still rare for research to include the concept of halal tourism in measuring the image of the destination and using the image of the halal destination as a function of the interest in re-visiting. By looking at the importance of measuring interest in re-visiting as part of tourism marketing, this study aims to analyze: (1) the direct effect of e-WOM on the halal destination image; (2) the direct effect of e-WOM on the revisit intention; (3) the direct effect of the halal destination image on the revisit intention; and (4) the indirect effect of e-WOM on the revisit intention, through the halal destination image.

2. Literature Review

1.1 Electronic Word Of Mouth (e-WOM)

As WOM becomes digital, the large-scale, anonymous, and ephemeral nature of the internet induces new ways to capture, analyze, interpret, and manage the influence that one consumer may have on another (Litvin et al., 2008). eWOM is defined as all informal communication aimed at consumers through internet-based technologies related to the use or characteristics of certain goods and services, or its sellers, including communication between producers and consumers as well as between consumers themselves, are both integral parts of the WOM flow (Litvin et al., 2008). With the existence of social media, e-WOM has become a powerful source to spread information on a product (Tandon et al., 2020). eWOM is a useful tool for disseminating information to followers (Jalil et al., 2021). By sharing information through product reviews and testimonials, this becomes a source of motivation for followers to make future purchasing decisions (Erkan & Evans, 2016).

1.2 Halal Destination Image

The destination image is widely recognized as a powerful managerial tool in today's dynamic and competitive global environment, to empower the tourism industry (Afshardoost & Eshaghi, 2020). The destination image can be developed based on the estimation or understanding of the characteristics of an area (Jalilvand et al., 2012). Tasci et al. (2007) observed that the image of a destination can also be influenced by promotional information from that destination. The ultimate goal of shaping the destination image in travel marketing is to attract tourists by influencing decision-making and travel choices (Tasci & Gartner, 2007). Tasci et al. (2007) also asserted that the destination image is a concept as an interactive system of thoughts, ideas, sensations, dreams and interests.

Adopting from various opinions and studies, Çoban (2012) measured the destination image through two elements, namely cognitive and emotional. The cognitive image element explains the beliefs and information that people have about a place. The cognitive image element generally comes as a result of the evaluation of the people who lived in that place and the events that occurred in that place. As for the element of emotional imagery, it describes about what people feel somewhere. The emotional image of a place is about loving or not loving somewhere. The emotional image that people have about the place, as knowledge, beliefs and thoughts can be said to be connected with cognitive imagery. By observing the cognitive and emotional image of a place, the destination image can generally be measured. To form an affective image and the destination image as a whole, it is necessary to have the existence of five attributes of halal-friendly destinations, namely a halal-friendly social environment, facilities, food and beverages, services, local residents and employees (Han et al., 2019). The high performance quality of halal products and services, such as food, facilities, and the environment, will reduce feelings of anxiety and improve the destination image in Muslim tourists (Al-Ansi & Han, 2019).

1.3 Revisit Intention

Revisit intention is the willingness to visit a destination again (Baker & Crompton, 2000). Destination marketers are interested in understanding what drives travellers' interest in revisiting, as the cost of retaining visitors is much less than the cost of attracting new visitors. The interest in visiting again targets tourists who have previously experienced tourist services to return to tourist sites (Abubakar et al., 2017).

1.4 E-WOM And Halal Destination Image

Andriani et al. (2019) stated that e-WOM has a positive and significant influence on the destination image. Martini et al. (2022) investigated the influence of e-WOM and WOM on shopping business tourist destinations and found that

both e-WOM and WOM have a significant influence on tourist destinations. Farzin & Fattahi (2018); Harahap & Dwita (2020) found that e-WOM has a positive and significant influence on the image of the destination. Thus, a hypothesis can be formulated as follows:

H1: e-WOM has a direct effect on the halal destination image

1.5 E-WOM And Revisit Intention

Thus, it will appear that eWOM is playing an increasingly important role in the consumer decision-making process (Efendi & Chrismardani, 2021; Litvin et al., 2008). e-WOM is increasing interest in repurchases (Jalil et al., 2021; Tandon et al., 2020). Ye et al. (2011) stated that online user reviews have a significant impact on online hotel bookings, and confirm the importance of e-wom for the performance of tourism companies. Jalilvand et al. (2012) studied the interrelationships among eWOM, destination image, tourist attitudes, and travel intentions in the tourism industry. The results of the study stated that (1) eWOM positively influenced the destination image, tourist attitudes and visit intention; (2) destination image and the attitude of the tourist have a significant relationship with the visit intention; (3) destination image has a positive impact on the tourists attitude, and (4) socio-demographic characteristics have an effect on the use of eWOM, destination image, the attitude of tourists, and visit intention. E-WOM is an important source for tourists and influences tourist attitudes (Jalilvand & Samiei, 2012). Andriani et al. (2019) also stated that e-WOM has a positive and significant influence on visit intention. The same results were presented by Abubakar et al. (2017); Harahap & Dwita (2020); Riyadi & Nurmahdi (2022) who stated that e-WOM has an effect on revisit intention. Thus, a hypothesis can be formulated as follows:

H2: e-WOM has a direct effect on revisit intention.

H4: e-WOM has an indirect effect on the revisit intention through halal destination image.

1.6 Halal Destination Image and Revisit Intention

Destination image has a significant influence on visit intention (Andriani et al., 2019; Jalilvand et al., 2012). Afshardoost & Eshaghi (2020); Tasci & Gartner (2007) also revealed that destination image has a direct influence on consumer behavior (before visiting, at the time of visit and after visiting). More specifically, Afshardoost & Eshaghi (2020) measured destination imagery using the dimensions of overall imagery, affective imagery, conative image and cognitive image. The four dimensions of the destination image have an influence on behavioral interest, interest in recommending, interest in visiting and revisit intention. Han et al. (2019) explored the attributes of halal-friendly destinations and found that five key halal-friendly attributes can be useful for destination marketers in South Korea to formulate an attractive destination image, induce repeat visits, and promote word-of-mouth behavior. By exploring Muslim-friendly tourism, Liu et al. (2018) gave the results of a study that showed that Muslim-Friendly Tourism has a positive and significant influence on destination image, tourist attitudes, and revisit intention. The results of the structural equation analysis also showed that revisit intention is a direct function of the destination image. Tourists who believe in a good destination, will use it as a reference to return to visit (Yerizal & Abror, 2019). Thus it can be concluded that e-wom and halal destination image have a positive and significant influence on the revisit intention and can be formulated hypotheses as follows:

H3: halal destination image has a direct effect on revisit intention.

3. Methods

The study was conducted on 100 visitors of tourist destinations in Sumenep Regency and has seen social media about tourist destinations in Sumenep Regency. Data analysis is carried out using Path Analysis to measure the influence between variables. The variables used in this study are presented in the table 1.

4. Result and Discussions

The study was conducted on 100 visitors of tourist destinations in Sumenep Regency who had also accessed social media about tourism in Sumenep Regency. Instrument tests are performed and presented in the table 2.

From the table 2, it can be seen that the calculated r value for each question item is more than 0.3 and the cronbach alpha value for each variable above 0.6, it is concluded that the instrument used is valid and reliable, so that it can be analyzed further.

Table 1. Variable Definition

No.	Variables	Definition	Indicators
1.	e-WOM	It is an important online space for customers to give their opinions and is considered more effective than word of mouth due to its wider scope and accessibility (Goyette et al., 2010; Jalilvand & Samiei, 2012)	<ul style="list-style-type: none"> - Intensity - Positive comments - Negative comments - Fill in the information
2.	Halal Destination Image	It is one concept as an interactive system of thoughts, ideas, sensations, dreams and interests (Çoban, 2012; Han et al., 2019; Tasci et al., 2007)	<ul style="list-style-type: none"> - The atmosphere of tourist attractions obeys Islamic rules - Availability of worship facilities - Availability of halal food and beverages - There is information about halal facilities in tourist attractions - In tourist attractions, local staff are well aware of halal products and services - Charming tourist attractions
3.	Interest in revisiting	Willingness to visit a destination again (Abubakar et al., 2017)	<ul style="list-style-type: none"> - Revisiting in the near future - It is quite possible to revisit - Want to visit more often

Table 2. Validity and Reliability Test Results

Variable	Statement Items	Calculated r value	Cronbach Alpha Value
e-WOM	e-WOM1	0,678	0,696
	e-WOM2	0,633	
	e-WOM3	0,734	
	e-WOM4	0,647	
Image of halal destinations	CS1	0,757	0,768
	CS2	0,728	
	CS3	0,696	
	CS4	0,649	
	CS5	0,583	
	CS6	0,724	
Interest in revisiting	RI1	0,867	0,765
	RI2	0,818	
	RI3	0,790	

3.1 Path Analysis

To solve the equation, we conducted two multiple regression analysis using SPSS. For the first equation obtained the results of Table 3.

Table 3. Regression Analysis Results for e-WOM Variables against Halal Destination Image

Variable	Standardized coeff.beta	Significance level	Information
e-WOM	0,654	0,000	Significant
R square = 0.427			

For the second equation, the results of the analysis are obtained of Table 4.

Table 4. Regression Analysis Results for e-WOM Variables (X) and Halal Destination Image (Y1) On Revisit Intention (Y2)

Variable	Standardized coeff. Beta	Significance level	Information
e-WOM	0,263	0,005	Significant
Image of halal destinations	0,534	0,000	Significant
R square = 0.529			

The results of the path analyst can be described as follows.

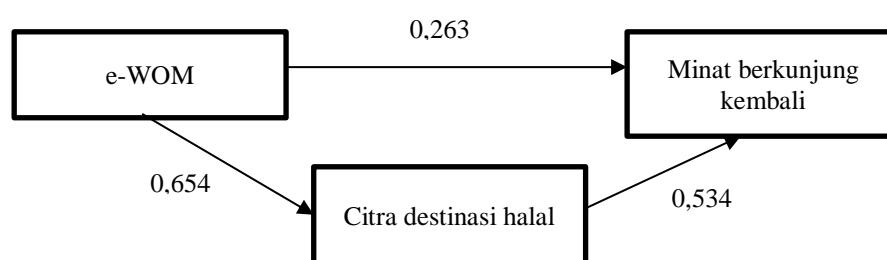


Figure 1. Path Analysis

3.2 Hypothesis testing

Hypothesis 1 states that e-WOM has a direct effect on halal destination image. This hypothesis is proven by seeing that e-WOM has a significance level below 0.05, it can be stated that e-WOM has a direct effect on halal destination image.

Hypothesis 2 states that e-WOM has a direct effect on revisit intention. The second hypothesis is also proven by looking at the significance level of e-WOM below 0.05, it can be stated that e-WOM has a direct effect on revisit intention.

Hypothesis 3 states that halal destination image has a direct effect on revisit intention. This hypothesis is proven by looking at the significance of the halal destination image smaller than 0.05, it can be stated that halal destination image has a direct effect on revisit intention.

Hypothesis 4 states that e-WOM has an indirect effect on revisit intention through halal destination image. The indirect effect of halal tourism to the revisit intention can be calculated as follows: $(P1)(P3) = (0.654)(0.534) = 0.349$

This means that the indirect influence of halal tourism on the revisit intention through tourist satisfaction is 0.349

Based on the results of regression analysis and hypothesis testing, the magnitude of the influence between variables can be summarized as follows:

Table 5. Summary of results of regression analysis and hypothesis testing

Information	Direct influence	Indirect influence	Total influence
e-WOM on the image of halal destinations	0,654	-	0,654
The image of halal destinations for the interest in visiting again	0,534	-	0,534
e-WOM for re-visiting interest	0,263	0,349	0,612

3.4 Discussion

Sumenep Regency is one of the regencies located on Madura Island. Famous for its ingrained Islamic culture in everyday life, including in organizing tourist attractions. The availability of Islamic facilities with the existence of a mosque, the availability of halal food and beverages have formed the image of halal destinations (Han et al., 2019). The halal destination image is also formed from the existence of e-WOM which is a comment from tourists who have visited and experienced the services of halal facilities in tourist destinations. Tourists can provide comments about tourist destinations that have been visited through social media, both in the form of personal social

media and those managed by tour managers. The results of the study stated that e-WOM has a direct effect on the halal destination image (H1). This shows that online comments or reviews given by tourists have formed the halal destination image. The same results were obtained from Andriani et al. (2019); Farzin & Fattahi (2018); Harahap & Dwita (2020) which stated that e-WOM has a positive and significant influence on the destination image. Martini et al. (2022) investigated the influence of e-WOM and WOM on shopping business tourist destinations and found that both e-WOM and WOM have a significant influence on tourist destinations.

eWOM is a useful tool for disseminating information to followers (Jalil et al., 2021). By sharing information through product reviews and testimonials, this becomes a source of motivation for followers to make purchase decisions in the future (Erkan & Evans, 2016). Hypothesis 2 proves that e-WOM has a direct effect on the revisit intention. This result is in line with Abubakar et al. (2017); Andriani et al. (2019); Harahap & Dwita (2020); Jalilvand et al. (2012); Riyadi & Nurmahdi (2022) who stated that e-WOM has a positive and significant influence on visiting intention. Jalilvand & Samiei (2012) also stated that e-WOM is an important source for tourists and influences tourist attitudes. Online user reviews have a significant impact on online hotel bookings, and confirm the importance of e-wom for the performance of tourism companies (Ye et al., 2011).

Muslim tourists who visit tourist destinations in Sumenep Regency and believe in the halal destination image, will be eager to visit again. The high performance quality of halal products and services, such as food, facilities, and the environment, will reduce feelings of anxiety and improve the image of the destination in Muslim tourists (Al-Ansi & Han, 2019). The results of the study prove that the halal destination image has a direct effect on revisit intention (H3). The same result was stated by Liu et al. (2018) who provided the results of a study that showed that Muslim-Friendly Tourism has a positive and significant influence on the image of the destination, tourist attitudes, and interest in visiting. The results of the structural equation analysis also show that the interest in visiting is a direct function of the destination image. The same results were also presented by Han et al. (2019), who explored the attributes of halal-friendly destinations and found that the five main attributes of halal-friendly can be useful for destination marketers in South Korea to formulate an attractive destination image, induce repeat visits, and promote word-of-mouth behavior.

Hypothesis 4 proves that e-WOM has an indirect effect on revisit intention through halal destination image. The desire of tourists to visit tourist destinations in Sumenep Regency is influenced by the formation of the halal destination image and positive comments that have been conveyed through social media. The halal destination image is important for Muslim tourists. With positive comments or reviews and halal destination image, it will cause tourists' desire to visit again. This result is in line with Jalilvand et al. (2012), who studied the interrelationships among eWOM, destination image, tourist attitudes, and travel intentions in the tourism industry. The results of the study stated that eWOM positively influenced the image of the destination, tourist attitudes and interest in visiting. Learning what shapes the interest in revisiting visits is important for tourism managers, because the cost of retaining visitors is much less than the cost of attracting new visitors (Baker & Crompton, 2000).

5. Conclusions

From the analysis, the results obtained that e-WOM has a direct effect on halal destination image. Halal destination image has a direct effect on revisit intention to tourist destinations in Sumenep Regency, and halal destinations image mediates the indirect effect of e-WOM on revisit intention.

This research only connects e-WOM, halal destination image and revisit intention. However, in measuring the revisit intention, other specific characteristics can also be explored, to better understand the reasons for tourists to revisit.

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