

**DETERMINANTS OF DECISION TO REVISIT AMONG MILLENNIAL MUSLIM  
TOURIST IN HALAL TOURISM DESTINATION: EVIDENCE FROM BUKITTINGGI  
CITY**

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**Abstract**

This study aims to analyze the factors that influence the decision to revisit millennial Muslims to the halal tourist area of Bukittinggi City. This research uses the Theory of Planned Behavior as a basis. This research uses quantitative methods and is analyzed using *Structural Equation Modeling - Least Square Partial* (SEM-PLS) mode. The sampling method in this study used nonprobability sampling with purposive sampling technique. Respondents used were 218 tourists who returned to the halal tourism area of Bukittinggi City. The results showed that destination image and service quality had a significant effect on revisit decisions. Meanwhile, halal awareness does not significantly influence the decision to revisit millennial Muslims to the halal tourist area of Bukittinggi City. From the research results, two things need to be improved, namely the destination image and quality of service towards the decision to revisit Millennial Muslim

**Keywords:** Halal awareness, Destination image, Service quality, Revisit decision, Halal tourism

**Abstrak**

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi keputusan berkunjung kembali muslim milenial ke kawasan wisata halal Kota Bukittinggi. Penelitian ini menggunakan landasan Theory of Planned Behavior. Penelitian ini menggunakan metode kuantitatif dan dianalisis menggunakan mode *Structural Equation Modeling - Least Square Partial* (SEM-PLS). Metode pengambilan sample pada penelitian ini menggunakan nonprobability sampling dengan teknik purposive sampling. Responden yang digunakan sebanyak 218

wisatawan yang berkunjung kembali ke kawasan wisata halal Kota Bukittinggi. Hasil penelitian menunjukkan bahwa citra destinasi dan kualitas layanan berpengaruh secara signifikan terhadap keputusan berkunjung kembali. Sedangkan kesadaran halal tidak berpengaruh secara signifikan terhadap keputusan berkunjung kembali muslim milenial ke kawasan wisata halal Kota Bukittinggi. Dari hasil penelitian, dua hal yang harus ditingkatkan, citra destinasi dan kualitas layanan terhadap keputusan berkunjung kembali Muslim Millennial.

**Kata Kunci:** Kesadaran halal, Citra destinasi, Kualitas layanan, Keputusan berkunjung kembali, Wisata halal

## Introduction

Tourism plays a significant role in the global economy, because it can be an alternative in economic development and increasing employment opportunities. Especially in Indonesia, tourism has an adequate role for national development. Tourism can be used as one of the businesses providing tourist attractions and places (Pandjaitan, 2018). According to Mantu (2019) tourism is a new field of study in the academic world.

The tourism industry must understand the interests, needs, behavior and demands of tourists is very important in developing tourist destinations (Pratiwi, 2023). Halal tourism prioritizes Islamic principles such as Creed, Morality and Monotheism which is widely introduced into the industry. In addition, halal tourism can be developed with tourism infrastructure, facilities, products and services (Hossain Bhuiyan & Darda, 2018). Halal tourism must facilitate prayer assistants, halal restaurants and accommodation that has been certified halal.

Table 1. Indonesia Muslim Travel Index Ranking

Provine	Skor IMTI 2023	Rangking IMTI 2023
Nusa Tenggara Barat	67	1
Aceh	63	2
Sumatera Barat	62	3
DKI Jakarta	60	4
Jawa Tengah	59	5

Source: Indonesia Muslim Travel Index (2023)

Global Muslim Travel Index (GMTI) is an institution issued by Crescentrating as a benchmark for halal tourism for Muslims

(<https://www.crescentrating.com/about-us.html>). In 2023, Indonesia is in the first position of global halal tourism destination. One of the leading tourist attractions in Indonesia is West Sumatra. Indonesia Muslim Travel Index (IMTI) serves as a tool to evaluate the ability of each province to accommodate Muslim tourists. This model is a comprehensive guide for tourism with the aim of increasing the attractiveness for Muslim tourists that concentrates on four main pillars, namely access, communication, environment and services.

Based on data from the Ministry of Tourism and Creative Economy, West Sumatra is one of the provinces that has successfully won 4 (four) awards at the 2021 Tourism Village Awards, in 2016 West Sumatra successfully won *World Halal Tourism Award* by winning 3 (three) award categories, consists of World's Best Halal Tour Operator, World's Best Halal Destination, And World's Best Halal Culinary Destination (<https://dispar.sumbarprov.go.id/details/news/195>).

Table 2. Halal Tourism in West Sumatera

No	Destination	Area	Organiser
1	Ngarai Sianok Area (Japanese Hole Panorama Park) and the Jam Gadang Area (Kinantan Cultural Wildlife Park)	Bukittinggi city	Bukittinggi city tourism office
2	Padang Beach	Padang city	Padang city tourism office
3	Carocok Beach	Padang city	Padang city tourism office

Source: Tourism Office of Sumatera Barat (2022)

Based on the results of the decision letter for determining the ranking of Halal Tourism Attractions in West Sumatra Province in 2022, Bukittinggi City was selected in first place with the destinations of the Ngarai Sianok Area (Japanese Hole Panorama Park) and the Jam Gadang Area (Kinantan Cultural Wildlife Park).

In West Sumatera, especially in Bukittinggi, Minangkabau society adheres to the principle "*Adat Basandi Syarak, Syarak Basandi Kitabullah*". The term has been ingrained in every society and is strengthened by the existence of Islam. However, along with the development of the times, it began to fade due to ideologies that came from outside which had a direct impact on the cultural and moral aspects of a person.

The theory of planned behavior is a person's action to carry out a behavior along with the belief process that can produce intention (Ajzen, 1991). The theory of planned behavior has three factors for behavior, including behavioral beliefs, subjective norms, and perceptions of behavioral control. In terms of behavioral beliefs, tourists who have a high level of halal awareness tend to have a positive attitude toward halal destinations. In addition, the image of the destination is considered to support Islamic values (such as being alcohol-free and offering halal food), so behavioral beliefs become more positive. Subjective norms support the decision to visit halal destinations by Muslim Millennials. Furthermore, perceived behavioral control is related to the perception that services (such as places of worship and halal food) can increase perceived behavioral control.

According to El-Gohary (2016) halal tourism is the main term that describes a tourism activity that prioritizes the concept of halal and Islamic sharia. According to Anggraini in the research of Aziz (2023) the concept of halal awareness emphasizes the safety, cleanliness and integrity of food. The criteria used to measure halal awareness Yunus (2014) include knowledge and understanding, awareness of halal, safety and cleanliness. According to Tjiptono in Yunantias (2015) quality is a relative measure of the perfection or goodness of a product or service, which consists of the quality of conformity and design. According to Zhang et al in Maulidiyah (2022) destination image is a set of beliefs and impressions resulting from the chronological processing of data from various sources and describes the various properties, benefits, and impacts desired by the destination. The decision to revisit according to Hasibuan in Maulidiyah (2022) is a person's mental condition that shows a plan to take several actions within a certain period of time.

According to Rostiani (2023), the role of high halal awareness by consumers will tend to question the motives of travel providers who offer Islamic attributes. According to Widjadja in Rostiani (2023), destination image also has an important antecedent in influencing the decision to visit a destination by Muslim tourists. The success of a tourism destination also depends on the quality of its service (Nassar et al., 2015). Service quality is one of the factors that is needed, because from the quality of service someone will judge the quality of a company as well as in tourism.

According to Rozalinda (2019), as an area that received “*World Best Halal Destination*” West Sumatra has the potential to develop halal tourism, both in terms of cultural tourism, nature tourism, culinary and history. However, the fact is that in several tourist attractions, for example at Air Manis Beach in Padang

City, Godoriyah Beach in Pariaman and various other tourist attractions, there are still many problems, both in terms of service quality and cleanliness of business actors in the tourism. In addition, Azizah (2022) explains that public knowledge in West Sumatra regarding the halal tourism industry is still relatively low. This is in line with Priyadi's research in Ministry of Tourism (2015) which states that regarding the development of sharia-based tourist villages in Sleman Regency, there are several obstacles, one of which is that the community does not understand what a sharia tourist village is, there is no adequate promotion and services, and the number of craft and art creativity is limited.

According to the author, knowledge about halal does not always lead to a positive attitude towards halal behaviour. Someone may understand the importance of halal products, but at the same time, have other preferences such as higher product popularity, relatively lower prices, or convenience. In addition, if someone wants to act in accordance with halal values, it will be difficult to do so if their intentions are weak. Obstacles such as not understanding halal labels, the higher price of halal products, or limited access. This is in line with Juliana (2023) that there are several problems in the halal tourism sector, such as low public interest in visiting halal tourism, low public understanding of halal tourism, lack of promotion, weak halal tourism concepts and infrastructure that has not developed optimally.

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Several empirical studies discuss the topic of factors influencing the decision to visit halal tourism, although the studies use different terms. The variables used are knowledge, religiosity, and loyalty. The analysis shows that the studies discuss more about the intention to visit. Based on the results above, there are still a few studies that discuss the influence of halal awareness on the decision to revisit. Therefore, the difference and renewal of this study is to

examine the influence of halal awareness, destination image and service quality on the decision to revisit halal tourism.

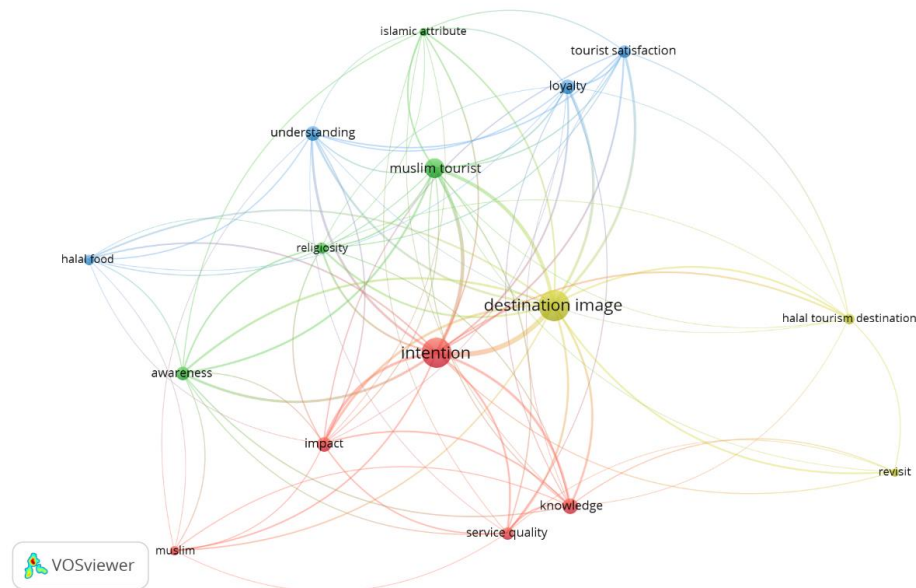


Figure 1. VOSViewer Data Processing Results

This study presents empirical novelty. First, previous studies have discussed the influence of halal awareness on visit intentions (Aziz & Najmudin, 2023). In addition, previous studies have examined the influence of destination image on the decision to revisit Penang, Malaysia (Abbasi et al., 2021). Another study discusses the influence of destination image on the decision to visit Bukittinggi City (Mulyati & Masruri, 2019). Then, previous research examined the influence of service quality on the decision to revisit Pesona Alam Puncak (Baharta, 2019). However, to date, the author has not found any research discussing the relationship between halal awareness and the decision to revisit Bukittinggi City's halal tourism. Therefore, this study will focus on this issue by examining the influence of halal awareness, destination image, and service quality on the decision of Millennial Muslims to revisit halal tourism in Bukittinggi City.

## Method

This study uses a quantitative method. This study was conducted by distributing questionnaires to millennial Muslim tourists who had visited the halal

tourism area of Bukittinggi City. The questions in the questionnaire are measured using the likert scale. The questionnaire will be distributed to millennial Muslims aged 21-41 years both offline and online. The sampling method in this study is using nonprobability sampling with the technique of purposive sampling. Determination of sample size based on Supranto (2010) in Rahmiati (2019) states that the number of respondents is five times the number of questions. This study has a questionnaire consisting of 39 questions, so the number of respondents in this study is 195 ~ 200 respondents.

Definition of Halal Awareness (X<sub>1</sub>) is the level of understanding that Muslims have in their efforts to understand problems related to the concept of halal. The questionnaire indicators used in the halal awareness variable are adopted from research Yunus (2014) with indicators; understanding or knowledge, halal awareness, and cleanliness and safety. Destination image (X<sub>2</sub>) is a set of beliefs and impressions based on the chronological processing of information from various sources and resulting in spiritual representations of the various attributes, benefits, and effects sought by the goal. Destination image is adopted from research Qu (2011) with indicators; Cognitive Image, Unique Image and Affective Image. Service quality (X<sub>3</sub>) is one of the most important aspects in measuring customer satisfaction levels is achieving satisfaction. Service quality is adopted from research Al-Ababneh (2013) with indicators; environment, accessibility and service. The decision to revisit is adopted from research Huang (2017) with indicators; revisit, plan to visit, wish to revisit. The data that has been collected is then processed with an equation model Structural Equation Model-Partial Least Square (SEM-PLS) with the help of SmartPLS version 3.

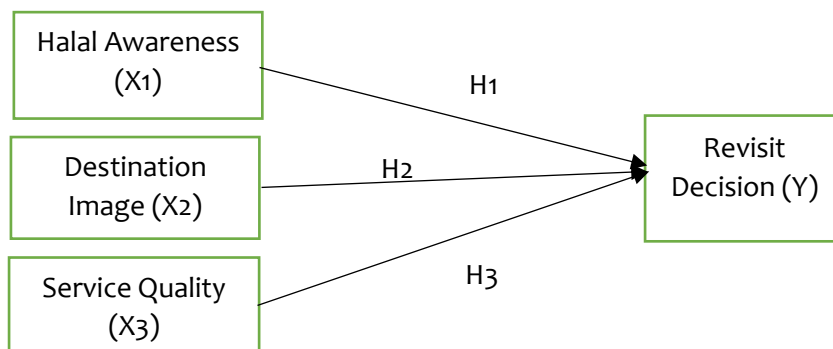


Figure 2. Research Framework

The research framework below shows that there are three hypotheses that will be examined in this study, including:

- H1 : Halal awareness affects the decision of millennial Muslims to revisit halal tourist areas in the city of Bukittinggi.
- H2 : Destination image affects the decision of millennial Muslims to revisit halal tourist areas in the city of Bukittinggi.
- H3 : Service quality affects the decision of millennial Muslims to revisit halal tourist areas in the city of Bukittinggi.

## Results and Discussion

### Respondent Profile

This research was conducted by distributing questionnaires to 218 millennial Muslim tourists visiting the halal tourism area of Bukittinggi City.

Table 3. Respondents Based on Gender

	<b>Total</b>	<b>Percentage (%)</b>
Male	46	21,10%
Female	172	78,90 %
<b>Total</b>	<b>218</b>	<b>100%</b>

Source: Data processing by researchers

Based on information from Table 3, the distribution between female respondents of 78.90% is more dominant than male respondents of 21.10%. It can be concluded that most of those who visit the halal tourism area of Bukittinggi City are women.

Table 4. Respondent Based on Age

<b>Age Central Tendency Measures</b>	<b>Result</b>
Mean	25,75
Median	26
Modus	26
Minimum	21
Maximum	41
Range	20

Source: Data processing by researchers



Based on Table 4, it can be concluded that the average number of tourists visiting the halal tourism area of Bukittinggi City is 25.75. The median or middle value of the data above is 26. The mode or value that appears most often from the data above is 26. The mode or value that appears most often from the data above is 26. The minimum or lowest value of the data above is 21. The maximum or largest value of the data above is 41. The range or difference between the largest and smallest values is 20.

Table 5. Respondents Based on Origin

Province to Origin	Total	Percentage (%)
Aceh	1	0,46%
Banten	1	0,46%
Jambi	4	1,83%
Jawa Barat	6	2,75%
Kalimantan Timur	1	0,46%
Lampung	1	0,46%
Riau	4	1,83%
Sulawesi Selatan	1	0,46%
Sumatera Barat	195	89,45%
Sumatera Selatan	3	1,38%
Sumatera Utara	1	0,46%
<b>Total</b>	<b>218</b>	<b>100%</b>

Source: Data processing by researchers

Based on Table 5, it can be concluded that tourists visiting the halal tourism area of Bukittinggi City are dominated by those from West Sumatra, namely 89.45%.

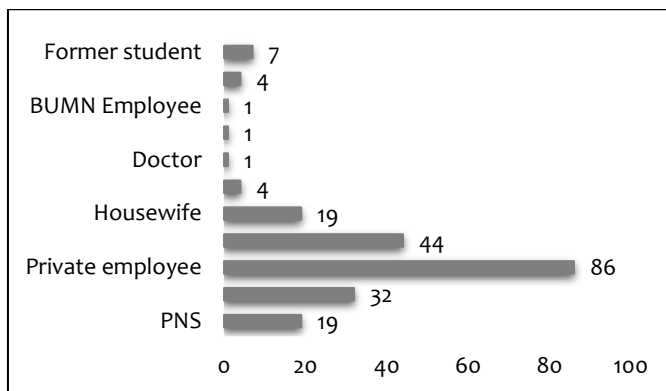


Figure 2. Respondents Based on Job

Based on Figure 3, the respondents who visited the halal tourism area of Bukittinggi City were dominated by tourists who worked as private employees, amounting to 39%.

### Outer Model Test

The following results of the first running outer model algorithm can be seen in Figure 4. and as follows:

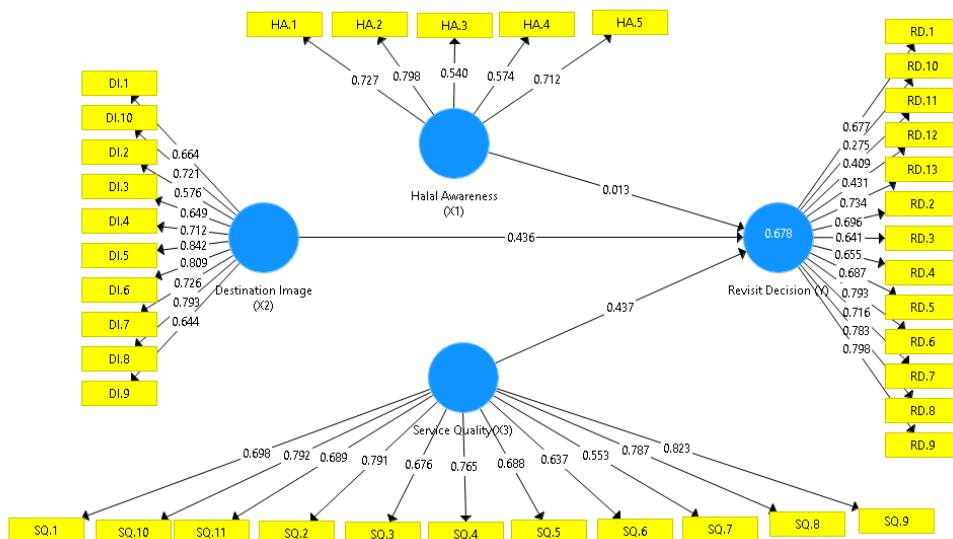


Figure 4. Results of the Outer Model Algorithm in the First Processing

Based on Figure 4, in the latent variable of revisit decision (Y) there are 3 indicators (manifest variables) that must be removed from the model because the

factor loading value does not meet the standard, which is more than 0.5, namely indicator 10 worth 0.275, indicator 11 worth 0.409 and variable 12 worth 0.431.

Table 6. Results of Reliability and Validity Construct in the First Processing

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE
DI (X2)	0,893	0,901	0,913	0,515
RD (Y)	0,880	0,901	0,903	0,432
HA (X1)	0,734	0,727	0,806	0,459
SQ (X3)	0,906	0,911	0,922	0,521

Source: Data processing by researchers

Based on Table 6, the AVE criteria for the revisit decision variable and the halal awareness variable do not meet the criteria, which are less than 0.50, with the revisit decision variable worth 0.432, and the halal awareness variable worth 0.459. Therefore, one of the indicators on the halal awareness variable which has the smallest outer loading value will be eliminated. Then, for the criteria for composite reliability and Cronbach's alpha, it has met the criteria, which is more than 0.70.

Table 7. Result of Heterotrait-Monotrait Ratio (HTMT) in the First Processing

	DI (X2)	RD (Y)	HA (X1)	SQ (X3)
DI (X2)				
RD (Y)	0,848			
HA (X1)	0,551	0,429		
SQ (X3)	0,834	0,834	0,460	

Source: Data processing by researchers

Based on Table 7, it can be concluded that the Heterotrait-Monotrait Ratio (HTMT) value of all variables shows a value < 1. Based on previous research (Henseler et al., 2014) recommends that the HTMT value should not be more than 0.90 if the path model includes constructs that are conceptually similar. Thus, the HTMT value in table 5 shows that all variables have met the criteria. Therefore, based on the results of testing the outer model of the first run, there are still indicators that do not meet the criteria and are declared invalid. So it is necessary to eliminate the indicator.

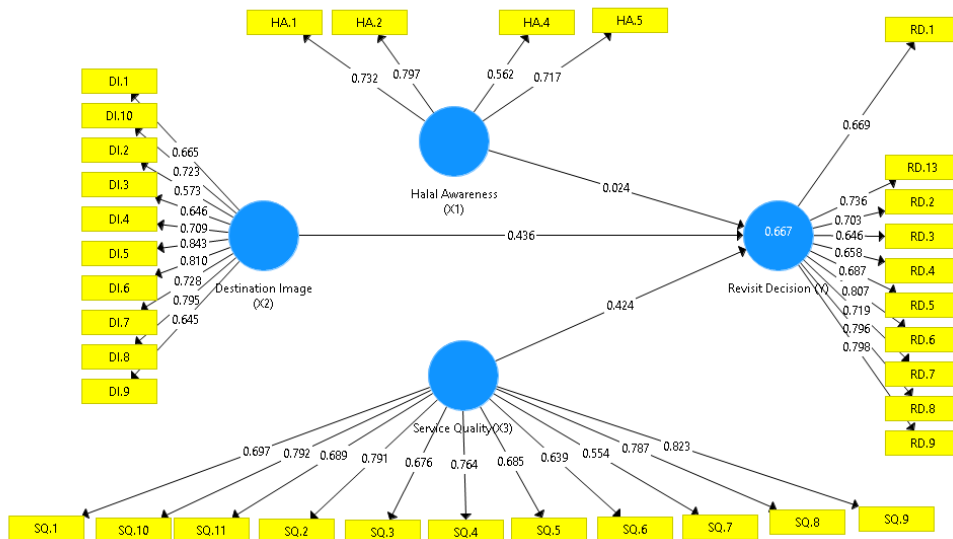


Figure 3. Results of the Outer Model Algorithm in the Second Processing

Based on Figure 5, it can be seen the outer loading value of the indicators of each variable has met the standard, which is above 0.5.

Table 8. Results of Reliability and Validity Construct in the Second Processing

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE
DI (X2)	0,893	0,901	0,913	0,516
RD (Y)	0,898	0,901	0,916	0,524
HA (X1)	0,675	0,690	0,798	0,500
SQ (X3)	0,906	0,911	0,922	0,521

Source: Data processing by researchers

Based on the results of Table 8, it shows that all variables have an AVE of more than 0.50. Then, all variables have a composite reliability of more than 0.70. In addition, all variables have a Cronbach's alpha of more than 0.70, except for the halal awareness variable of 0.675. However, according to a few other authors, the Cronbach's alpha  $\geq$  0.60 is still acceptable (Hair et al., 2012).

Table 9. Result of Heterotrait-Monotrait Ratio (HTMT) in the Second Processing

DI (X2)	RD (Y)	HA (X1)	SQ (X3)
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<b>DI (X2)</b>			
<b>RD (Y)</b>	0,850		
<b>HA (X1)</b>	0,631	0,519	
<b>SQ (X3)</b>	0,834	0,841	0,530

Source: Data processing by researchers

Based on Table 9, it can be concluded that the Heterotrait-Monotrait Ratio (HTMT) value of the second run of all variables shows a value  $<1$ . Based on previous research (Hair et al., 2012) recommends that the HTMT value should not exceed 0.90 if the path model includes conceptually similar constructs. Thus, the HTMT value in table 7 shows that all variables have met the criteria. After seeing the results of testing the second run model, all variables and indicators have met the criteria and show that the variables and indicators in this study are declared valid and reliable, so there is no need to eliminate them again.

### Inner Model Test

To evaluate the structural model is the R square value which indicates the predictive power of the model. The criteria used are 0.75 (strong model); 0.50 (moderate model); and 0.25 (weak model) (Hair et al., 2019). The following is the result of the R square value:

Table 10. Result of R Square

<b>Variable</b>	<b>R square</b>	<b>R square Adjusted</b>
<b>RD (Y)</b>	0,604	0,599

Source: Data processing by researchers

Based on Table 10, it shows that the R square value for the revisit decision variable (Y) is 0.625 or the percentage level is 60.4%. This means that the halal awareness variable (X1), destination image (X2), service quality (X3) has an influence on the decision to visit again (Y) by 60.4% and the remaining 39.6% is influenced by other variables. From these results, it can be concluded that the results of the structural model test (inner model) of the revisit decision variable are included in the “moderate” category.

Furthermore, the criteria used to assess effect size are small (0.02), medium effect (0.15), and large effect (0.35) if the effect with a value of less than 0.02, this

indicates that the variable has no effect (Hair et al., 2019). The results of the effect size value can be seen in the table below:

Table 11. Result of Effect Size

Variable	RD (Y)
DI (X2)	0,425
HA (X1)	0,005
SQ (X3)	0,162

Source: Data processing by researchers

Based on Table 11, it can be concluded that the effect of the independent variable destination image provides a value of 0.425 (strong) on the decision to visit again, the independent variable of service quality provides an effect of 0.162 (moderate) on the decision to visit again. As for halal awareness, it has no effect, namely with a value of 0.005. To find out the predictive capability of how good the resulting value is, the Q square test is carried out. The criteria for assessing q square are if the value obtained is 0.02 (small), 0.15 (moderate) and 0.35 (large). The results of the q square value can be seen in Table 12 below:

Table 12. Result of Q Squared

Variable	Q Squared
RD (Y)	0,396

Source: Data processing by researchers

Based on Table 12, it can be concluded that the q square value for revisit decisions (Y) is  $0.396 > 0$ , which means that halal awareness (X1), destination image (X2) and service quality (X3) have predictive relevance for revisit decisions (Y). It is known that the q square value is  $0.396 > 0.35$ , it can be concluded that the predictive relevance is strong.

### Significance and Hypothesis Test

Hypothesis testing in this study uses the significance criteria of p-values  $< 0.05$  and a significance value of 5%. Path coefficients are considered significant if the t-statistic  $> 1.96$ .

Table 13. Results of Path Coefficient

Variable	Original Sample	Sample Mean	STDEV	T-Stat	P Values	Desc.
DI (X <sub>2</sub> ) -> RD (Y)	0,436	0,423	0,095	4,600	0,000	Accepted
HA (X <sub>1</sub> ) -> RD (Y)	0,024	0,036	0,045	0,541	0,598	Rejected
SQ (X <sub>3</sub> ) -> RD (Y)	0,424	0,431	0,075	5,661	0,000	Accepted

Source: Data processing by researchers

Based on Table 13, we can conclude that of the three influential variables there is 1 (one) variable whose hypothesis is rejected, namely halal awareness (X<sub>1</sub>) because the t-statistic value < 1.96 and p-values > 0.05. While the other 2 variables the hypothesis is accepted because the t-statistic value > 1.96 and p-values < 0.05, namely the destination image variable (X<sub>2</sub>) and service quality (X<sub>3</sub>).

#### Halal Awareness on Revisit Decisions

Based on the hypothesis testing carried out, it can be concluded that halal awareness has no influence on millennial Muslim revisit decisions to halal tourist areas in Bukittinggi City. This means that millennial Muslim halal awareness has little role in influencing the decision to revisit the halal tourist area in Bukittinggi City.

The results of this study contradict research conducted by Dewi (2023), Aziz (2023) which suggests that there is a positive influence of halal awareness on visiting decisions to tourist destinations. The results of this study explain that millennial Muslim tourists who visit the halal tourism area of Bukittinggi City have a good understanding and knowledge of halal awareness, but it is not the main factor in making the decision to visit halal tourism again.

The result of this study explain that Muslim Millennial who visit halal tourist areas in Bukittinggi City have a good understanding and knowledge of halal awareness, but this is not major factor in their decision to revisit halal tourist destinations. This may be due to a lack of understanding among tourists about halal related aspects of specific tourist destinations. This certainly poses a challenge for the government and society. Rahmayanti et al (2021) explains the challenges for the development of halal tourism in West Sumatera, including: 1) The public's understanding of halal tourism is still lacking, 2) Government socialisation of halal tourism to the public is still lacking, 3) There is a lack of a national legal basis for halal tourism, and 4) Promotion of halal tourism is still lacking. Therefore, cooperation between all parties, including the government, administrators, and the community, is needed to transform these challenges into opportunities for the city of Bukittinggi.

### **Destination Image on Revisit Decisions**

Based on the hypothesis testing carried out, it is known that destination image has a significant influence on the decision to revisit millennial Muslims to the halal tourist area of Bukittinggi City. This indicates that if the destination image of a tourist area is good, it will increase the number of visitors to travel back to the halal tourist area of Bukittinggi City. The results of this study are supported by several previous studies including research by Irfan (2020), Nassar (2015) which found that destination image has a significant effect on tourist visiting intentions.

Destination image is closely related to planned behaviour theory. The halal tourism area of Bukittinggi City has a positive image, as tourists perceive the tourist spot as attractive, safe, and beautiful, leading to positive attitudes and a strong intention to visit the destination. Furthermore, destination image can influence subjective norms. If the destination image of the halal tourism area in Bukittinggi City is positive, it will be recommended or promoted positively by the social environment, leading tourists to perceive that social norms support visiting the tourist destination.

### **Service Quality on Revisit Decisions**

Based on the hypothesis testing conducted, the quality of service has a significant influence on the decision to revisit millennial Muslims to the halal tourist area of Bukittinggi City. This indicates that if the quality of service in a tourist area is good, it will increase the number of visitors traveling back to the halal tourist area of Bukittinggi City. The results of this study are supported by previous research including research by Baharta (2019), Irfan (2020) which found that service quality has a significant influence on revisit decisions.

The results of this study explain that millennial Muslim tourists consider the quality of service provided by employees in the halal tourism area of Bukittinggi City to be quite good, as seen from the neat appearance of the employees' attire and their friendly manner in serving tourists, which ultimately makes tourists feel comfortable when visiting the halal tourism area of Bukittinggi City. Service quality influences planned behaviour theory. If the services provided are considered satisfactory, such as cleanliness, staff friendliness, adequate physical facilities, and easy access, then tourists' attitudes towards visiting the tourist area will be more positive. In addition, if the service quality is good, it will build a positive reputation and increase recommendations from people.



## Conclusion

Based on 218 respondents among millennial Muslims, the results of the study indicate that halal awareness does not significantly influence millennial Muslims' decisions to revisit the halal tourist area of Bukittinggi City. If awareness of the halal status of a tourist destination does not have a positive and significant impact on the decision to revisit, this may be due to a lack of understanding of halal among tourists regarding a tourist destination. Therefore, cooperation between all parties, including the government, managers, and the community, is needed to turn these challenges into opportunities in the city of Bukittinggi.

Meanwhile, the destination's image and service quality significantly influence Muslim millennials' decisions to revisit the halal tourism area of Bukittinggi City. Muslim millennials decide to revisit because the area offers an attractive environment to explore, and the halal tourism area of Bukittinggi City has unique features that capture the attention of Muslim millennial travelers, encouraging them to revisit the halal tourism area of Bukittinggi City. Millennial Muslim tourists consider the quality of service provided by employees in the halal tourism area of Bukittinggi City to be quite good, judging from the fact that employees dress neatly and serve tourists in a friendly manner, which ultimately makes tourists feel comfortable when visiting the halal tourism area of Bukittinggi City.

This study is expected to serve as a reference for the government and tourism office of Bukittinggi City in improving policies related to halal awareness among tourists, thereby creating a positive perception of the tourist area. This study is expected to serve as a reference for increasing the loyalty of tourists who have had positive experiences with a good image of the tourist destination. Satisfaction will increase loyalty and encourage tourists to recommend the tourist spot to others. This study is expected to serve as a reference for the development and creation of Muslim-friendly services to facilitate tourists in meeting their needs, such as adequate worship facilities, halal food and beverages, guaranteed security, and ensuring that services comply with halal standards. Future research is expected to compare halal tourism areas in other regions or countries to improve the generalization of research results.

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