THE EFFECT OF DESTINATION REPUTATION ON THE REVISIT INTENTION TO HALAL TOURISM DESTINATION OF JAKARTA

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ABSTRACT

Jakarta ranks third as a favorite halal tourist destination in Indonesia according to the halal research and certification institute, Crescent Rating during the first quarter of 2019. This list of favorite destinations is recorded in the Indonesia Muslim Travel Index (IMTI) 2019. To maintain and increase the number of visits to halal tourism, revisit intention is important. Therefore, a good destination reputation is required. Based on the background of the study, this study aims to examine the effect of destination reputation on revisit intention to Jakarta's halal tourist destinations. The research design outlines the use of quantitative research approaches. The unit of analysis and observation is International Muslim tourists who visited Jakarta. The Central Statistics Bureau (BPS) recorded the number of foreign visitors arriving DKI Jakarta amounted to 2,313,742 people at 2013. Hair et al. (1992) suggest the minimum sample size for SEM analysis is 100 to 200. So based on this opinion, this study will take a sample of 200 in accordance with the terms of use of SEM (Structural Equation Modeling) as analytic tools to test the hypotheses. The study was conducted in the cross section period of 2019. The results show that destination reputation influences revisit intention. From the five dimensions that build reputation, it is found that the dimensions of product and services has the highest influence and significant on revisit intention, followed by innovation, environment, society, and governance. The results of this study have implications for relevant stakeholders in the development of Jakarta's halal tourist destinations, that the efforts to increase tourist revisit intentions need to be done by increasing the destination's reputation in terms of products and services that giving the highest influence on revisit intention, followed by innovation, environment, society, and governance.

Keywords: destination reputation, revisit intention, SEM, halal tourist.

1. INTRODUCTION

Halal research and certification institute, CrescentRating released 10 favorite halal tourist destinations in Indonesia during the first quarter of 2019. The list of favorite destinations is recorded in the Indonesia Muslim Travel Index (IMTI) 2019. The 10 leading Halal Tourism destinations in Indonesia based on IMTI 2019 are Lombok in West Nusa Tenggara, Aceh, Jakarta, West Sumatra, Yogyakarta, West Java, Riau Islands, Malang Raya in East Java, Central Java and Makassar in South Sulawesi. The Lombok has the highest score reaching 70 outperformed 10 other destinations in the country. The IMTI implemented in Indonesia adopts the four criteria set out in GMTI. The four criteria include accessibility, communication, environment, and services.

The third halal destination is Jakarta. Jakarta has 510 hotels with halal certificates, 3,683 self claimed. In Jakarta there are around 7,795 mosques. As for the hotel each has five types of sharia, halal kitchen certificates, and no pork. Jakarta has 20 Islamic heritage sites, 19 Muslim friendly attractions and 11 Islamic events. According to data from the DKI Jakarta Tourism and Culture Office, during 2019, there were 20,165,000 tourists visiting Jakarta. DKI Jakarta Provincial Government targeted the number of tourists visiting Jakarta in 2019 to reach 34 million domestic tourists and 2.8 million foreign tourists.

The DKI Jakarta region has the most unique characteristics compared to the other nine provinces. Jakarta can raise urban tourism. As a halal tourist destination, the DKI government can create events related to the halal lifestyle, such as the Halal Tourism Expo. Tourist attractions that reflect halal tourism according to the needs of urbanites are also available, for example in Dufan, whose attractions are friendly. Another indicator that shows the feasibility of an area to become a halal tourist destination is halal-certified worship and culinary facilities. In Jakarta, there are many restaurants or restaurants that have halal certification. In addition, Jakarta is the capital of the country, so that everything is more mature in infrastructure, both public and halal. In addition, halal tourist destinations, does not mean the place is so religious or has values related to religiosity. The convenience of worship through the facilities provided can also be a benchmark, for example many shopping centers in the Capital City that have good, cool, clean, and well-managed musalas.

To maintain and increase the number of visits to halal tourism, revisit intention is something important. Pedro Moreira and Iao (2014) explain A traveler's perception about a destination influences visit or revisit intention (Rittichainuwat, Qu and Brown, 2001) and is consequently reflected in the success or failure of the destination (Deslandes, 2006). Ana Florina Lazar (2006) reveals that service quality positively influence tourists' revisit intention. Service is one aspect that shapes the reputation of the destination (Marchiori, Inversini, Cantoni, Dedekind, 2010).

Regarding the reputation of halal tourism destinations in Indonesia, there are a number of things that can be a problem. Pedro Moreira dan Iao (2014) menjelaskan bahwa "A traveler's perception about a destination influences visit or revisit intention (Rittichainuwat, Qu and Brown, 2001) and is consequently reflected in the success or failure of the destination (Deslandes, 2006). This illustrates that revisit intention is related to the perception of tourists about the reputation of the destination. Reputation is considered as "a perceptual representation of a company's past actions and future prospects that describes the firm's overall appeal to all of its key constituents when compared with other leading rivals" (Fombrun, 1999:72). Menurut Marchiori, Inversini, Cantoni, Dedekind (2010), desinasi reputasi dibentuk oleh dimensi-dimensi: product and services, innovation, society, governance, environment, leadership, dan performance. On the other hand, it can be seen that there is still

unconsciousness of the community around the tourist sites in protecting the environment. There are still unethical behavior around tourist sites that can make tourists reluctant to return to a tourist spot.

Based on this background, this study aims to examine the effect of destination reputation on revisit intention to Jakarta as a halal tourist destination.

2. LITERATURE REVIEW

In the current market scenario, a good reputation undoubtedly represents a competitive advantage for a destination (Reputation Institute, 2013). Morgan et al. (2011, 8) in Komšić and Dorčić (2016, p.153) state that destination reputation is the culmination of three factors. First, conversation – reputation is something you talk about; secondly, discrimination – reputation is something you critically assess; and thirdly differentiation – reputation makes you distinctive. The reputation of a destination is the result of the social assessment the public expresses on the place: it derives from the image every person has of the destination identity and then depends on the alignment between identity and image (Prado and Trad, 2012).

Marchiori, Cantoni, Fesenmaier (2013) argue that in tourism, the reputation of a destination is important as prospective travelers who do not have previous experience with a destination encounter several risks/limitations during theiru decision-making and therefore use the reputation of the place to guide their decision. Recently, several researchers have noted that the role of recommendations from several second-hand sources, which act as reputation mediators, is crucial in this decisions making process (Fesenmaier, et al.2006, Passow et al, 2005, Yang et al, 2008). Marchiori, Inversini, Cantoni, Dedekind (2010) develop Destination Reputation Model (DRM) based on RepTrak Framework (reputation institute.org) based on 7 driver namely: product and service, Innovation, Society, governance, environment, leadership, and performance.

The concept of revisit intention derives from behavioral intention. Oliver (1997) defines behavioral intention (e.g., repurchase and word-of-mouth intentions) as "a stated likelihood to engage in a behavior" (p. 28). From the view of leisure and recreation, behavioral intention is the intention of visitors to revisit within a year and their willingness to travel often to the destination (Baker & Crompton, 2000; Wu, Li, & Li, 2018). Further factors involved in the evaluation of behavioral intention include the willingness to recommend to others and positive word-of-mouth (Bigne, Sanchez, & Sanchez, 2001). The revisit intention of visitors to a destination may be affected by their performances at the destination, as well as by the promotional efforts and the spreading news of new attractions at the destination (Aziz et al., 2012; Wu, Li, & Li, 2018). Revisit intention has been seen as an extension of satisfaction rather than an initiator of revisit decision-making process (Um, Chon, & Ro, 2006). In line with Han, Back, and Barrett (2009), revisit intention is described as an affirmed likelihood to revisit the restaurant in both the absence and presence of a positive attitude towards the service provider.

Ana Florina Lazar (206) explore tourists' perceptions and their intention to revisit Norway. The aim is to find out what are the factors that drive the overall satisfaction, the willingness to recommend and the revisit intention of international tourists that spend their holiday in Norway. The result reveals that service quality positively influence tourists' revisit intention. Artigasa, Yrigoyen, Moraga, Villalón's study (2017) confirms that tourists' trust in a destination is a result of the place's´reputation. The study shows that reputation also influences the trust tourists place in a tourist destination. Increase in a place's reputation will permit it to be considered more competitive than other destinations in the long term and will be the place's best calling card for visitors, increasing the probability that they will choose to revisit the destination.

Based on the literature review, then proposed the hypothesis :

H : **Destination Reputation** affect on the **Revisit Intention** to halal tourism destination of Jakarta

3. METHODOLOGY

The research design outlines the use of quantitative research approaches. Quantitative approach is an analysis technique includes mathematical or scientific data to understand a research problem. For example analyzing questionnaire to predict employee satisfaction, loyalty, commitment et cetera, as it is known that the quantitative method depends on the findings from a large number of participants, instead of focusing on some cases (Creswell, 2013, p.156).

The four main features of the quantitative method are hypotheses, generalizability, causality and reliability. In the quantitative method the researcher is focusing to find evidence to support his/her hypotheses (their expectations of some answer to their research problem or interest) or ideas by collecting and analyzing data. This method depends on collecting data from a sample which reflects the population of the study (Creswell, 2013; Johnson and Christensen, 2008; Mertens, 2014; Punch, 2013).

The unit of analysis and observation is International Muslim tourists who visited Jakarta. The main quality of the adopted methodology is the utilize of primary research to collect data related to the perceptions of the Muslim tourists who visited Jakarta, Indonesia regarding Islamic attributes value, destination affective image and destination reputation in order to develop and estimate the structural equation model (SEM). SEM (*Structural Equation Modeling*) is a statistical technique that is able to analyze the pattern of relationships between latent constructs and indicators, latent constructs with each other, and direct measurement errors. SEM allows analysis directly between several dependent and independent variables (Hair, Anderson, Tatham and Black., 1992).

The research instrument, in this study, is a questionnaire linked to the survey methodology administered to a sample of international Muslim tourists in the Indonesia tourism industry. The Central Statistics Bureau (BPS) recorded the number of foreign visitors arriving DKI Jakarta amounted to 2,313,742 people at 2013. Based on the Monte Carlo study conducted by researchers of various estimation methods, it was concluded that: (1) The minimum sample size needed to reduce bias in all types of SEM estimates is 200 (Loehlin, 1998). (2) The sample size for ML estimation must be at least 15x the number of observed variables (Stevens, 1996). (3) The sample size for ML estimation must be at least 5x the number of free parameters in the model, including error (Bentler & Chou, 1987). (4) Data that have high kurtosis values, the minimum sample size must be 10 times the number of free parameters (Hoogland and Boomsma, 1998).

The research instrument, in this study, is a questionnaire linked to the survey methodology administered to a sample of international Muslim tourists in the Indonesia tourism industry. Hair et al. (1992) suggest the minimum sample size for SEM

analysis is 100 to 200. So based on this opinion, this study will take a sample of 200, in accordance with the terms of use of SEM (Structural Equation Modeling) as analytic tools to test the hypotheses.

4 RESULT AND DISCUSSION

4.1 Evaluation of model research

The following discussion regarding the results of identification of research models. Based on the results of data processing, the degree of freedom is obtained so that it can be concluded that the model is identified with the over identified category. The path diagram of the estimated model research results is shown in Figure 1 below.
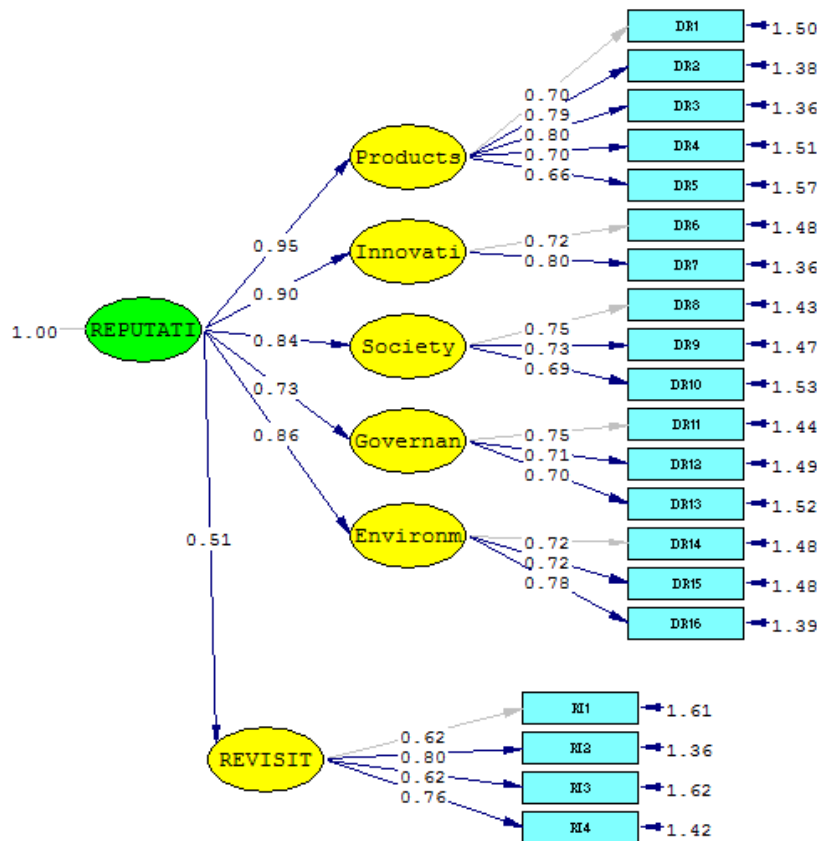
Chi-Square=123.81, df=164, P-value=0.99167, RMSEA=0.000
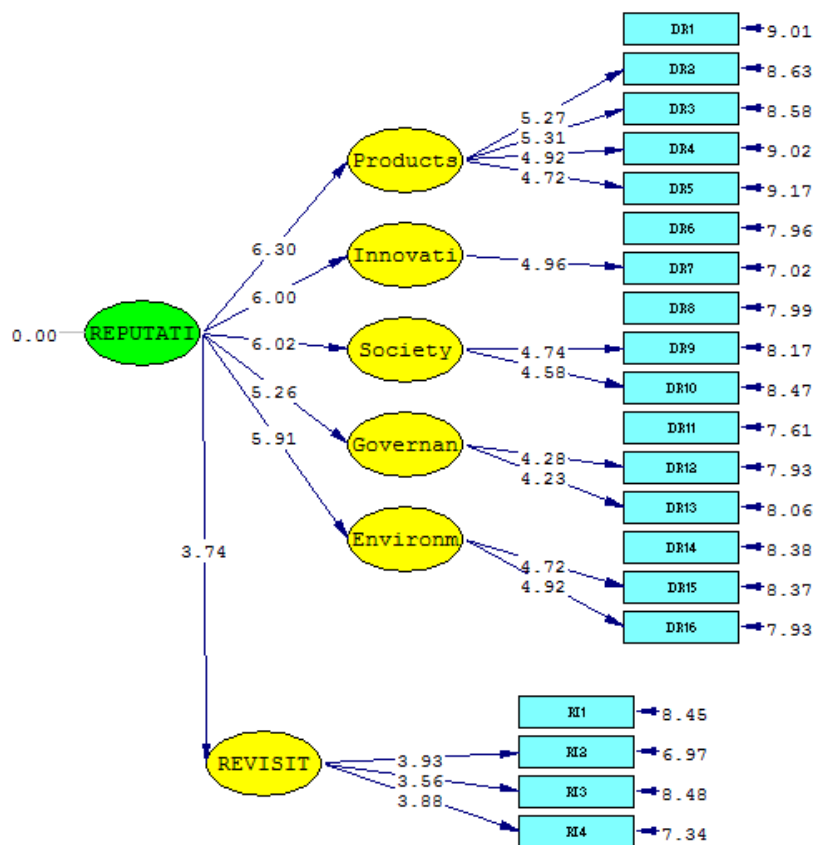
Chi-Square=123.81, df=164, P-value=0.99167, RMSEA=0.000

Source: primary data, 2019

Figure 1. Estimated Results Path Diagram

Evaluation of the overall model criteria (goodness-of-fit index), conducted to determine whether the model obtained has been appropriate in describing the relationship between variables being studied so that it can be categorized into good models (Hair et.al, 2014). Table 1 presents a comparison of the hypothesis test indexes produced with the goodness-of-f fit index criteria.

Table 1. Evaluation of Goodness-Of-Fit Criteria

No.	Ukuran Derajat Kecocokan	Value	Acceptable Goodness-Of-Fit	Conclusion
1.	*Normed Chi Square (x2/df)*	123.81	*P -value>0.05*	Close Fit
	Proility	*P -value = 0.99167*		
2.	*Root Mean Square Error of Approximation (RMSEA)*	0.000	RMSEA≤ 0.08 (good fit) RMSEA< 0.05 (*close-fit*)	Close fit
3.	*Goodness of Fit Index (GFI)*	0.94	>0,8	Close fit
4.	*Adjusted Goodness of Fit Ind ex (AGFI)*	0.93	> 0,8	Close fit
5.	Parsimony Goodness of Fit Index (PGFI	0.94	> 0,9	Close fit

Source: SEM dalam Penelitian Manajemen (Ferdinand 2000)

Based on table 1, it can be seen that the overall model shows a good level of conformity. Goodness of fit in the model shows that the data being observed is appropriate or consistent with the theory or model to be tested. GFI measures the relative number of variants and covariates whose magnitude ranges from 0 - 1. If the value is close to 0 then the model has a low match while the value is close to 1 then the model has a good match. GFI> 0.8 and AGFI> 0.8 are considered to meet the requirements, so the proposed model is considered good and can be accepted as an appropriate model in this study. The Parsimony model serves to consider the complexity of the model hypothesized in relation to the overall fit of the model. The ideal match value is 0.9.

4.2 Evaluation of Measurment Model

Evaluation on latent variables is used to test the validity and reliability of each indicator from each dimension that forms the latent variable. Based on the weight of the factors contained in the picture above obtained the results of testing each indicator on the latent variable as presented in the following table.

Table 2. Result of the Evaluation of Measurement Model

Variable	Dimension	Indicator	Validity			Reliability	
			Standardize loading	varians error (ei)	t value	construct reliability	AVE
DESTINATION REPUTATION	Products and service	Destination offers quality tourism products and services	0,70	0,51	-	0,949	0,538
		Destination offers a pleasant environment	0,79	0,38	5.27		
		Destination features adequate infrastructure for tourists	0,80	0,36	5.31		
		Destination offers a safe environment	0,70	0,51	4.92		
		Destination offers products and services that are good value for the money	0,66	0,56	4.72		
	Innovation	Destination continuously improves their tourism products and services	0,72	0,48	-		
		Destination presents innovative tourism products and services	0,80	0,36	4.96		
	Society	Destination encourages responsible behavior between their visitors / residents	0,75	0,44	-		
		Destination offers interesting local culture and traditions	0,73	0,47	4.74		
		Destination has hospitable residents	0,69	0,52	4.58		
	Governance	Destination tourism industry and organizations cooperates and interacts between them	0,75	0,44	-		
		Destination tourism industry and organizations behave ethically in confront of their visitors and residents	0,71	0,50	4.28		
		Destination delivers tourism products and services that match their offering	0,70	0,51	4.23		
	Environment	Destination is responsible in the use of their environment	0,72	0,48	-		
		Destination is responsible in the use of their environment	0,72	0,48	4.72		
		Destination supports ecological initiatives	0,78	0,39	4.92		
REVISIT INTENTION		Destination is a sustainable tourism destination	0,62	0,62	-	0,796	0,497
		I will visit again to this destination	0,80	0,36	3.93		
		I would revisit the destination in the near future	0,62	0,62	3.56		
		I intent to revisit the destination	0,76	0,42	3.88		

Source: primary data, 2019

Both variables have valid dimensions and indicators with Standardize loading (λ)> 0.50 with t arithmetic> 1.96 (t table at $\alpha = 0.05$. Reliability value of both AVE and CR shows that these indicators have a high degree of conformity in forming the latent variable is an acceptable value, and the AVE value is still greater than 0.5, which shows that on average, more than 50% of the information contained in each indicator can be reflected through their respective dimensions which are able to reflect all variables.

4.3 Evaluation of Structural Model

Mathematical model equation in the form of Structural Equation Model (SEM) is:

$$\text{REVISIT} = 0.51 \cdot \text{REPUTATION}, \qquad R^2 = 0.26$$

Determination coefficient (R^2) resulting from the structural equation model to express the magnitude of the effect of Reputation on Revisit.

4.4 Result of Hypothesis Testing

Based on data processing, verification of influence between variables is obtained as shown in the following table.

Tabel 2 Result of Hypothesis Testing

Hypothesis	Coeficient of Estimation	t values	R^2	Conclusion
Desination Reputation ➜ Revisit Intenstion	0.51	3.74*	0.26	Hypothesis accepted

Source: Primary data processed, 2019

*Significant at α=0.05

Through R^2, it can be seen that Desination Reputation affects the Revisit Intention by 26%.

The recapitulation of the results of the hypothesis test can be explained in the following construct image:
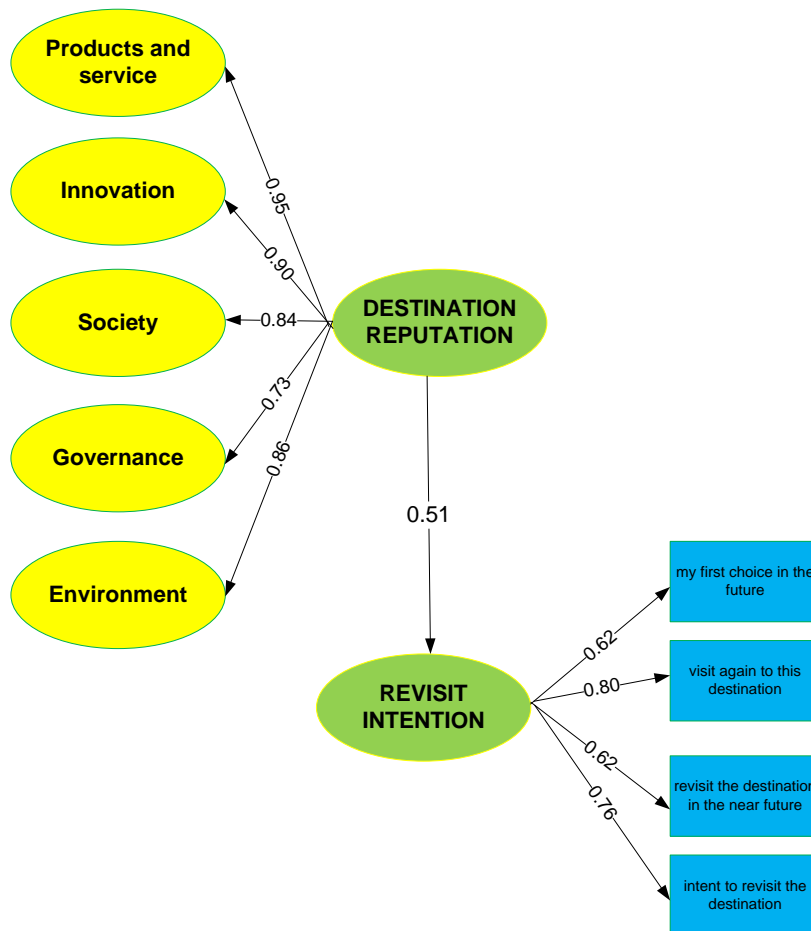

Figure 2 Research Finding

The results show that destination reputation influences revisit intention. So the findings of this study support the hypothesis. Destination reputation is built on five dimensions, namely products and services, innovation, society, governance, and the environment. Of the five dimensions, the test results show that the dimensions of product and services have the highest influence on revisit intention, followed by innovation, environment, society, and governance.

Products & services that shape the destination reputation are related to what is offered by destinations in terms of the quality of products and services, pleasant environment, adequate infrastructure, safe environment, and appropriate value for money of the products and services offered. Innovation that is able to become a tourist attraction to revisit invention is if the destination is able to continuously improve its product and service services and offer innovative products and services. An

environmental reputation that can increase revisit invention is if the destination is able to be responsible in its environment and in supporting ecological initiatives.

In the aspect of society, the reputation of a destination can increase if the destination is able to encourage responsible behavior between visitors/ residents. In addition, destinations that offer interesting local culture and traditions and have friendly residents can also enhance the destination reputation, thereby increasing the revisit intention of tourists. While in terms of governance, reputation can increase if the industry and destination tourism organizations work together and interact between them. In addition, if destination industry and tourism organizations behave ethically in facing visitors and residents and provide tourism products and services that match their offerings, it can also enhance the reputation of destinations that have an effect on increasing revisit intention.

5. CONCLUSION AND RECOMMENDATION

This study aims to examine the effect of reputation destinations on tourist revisit intentions to Jakarta's halal tourist destinations. The results of hypothesis testing support the hypothesis, that the destination reputation influences revisit intention of tourists. Destination reputation is built on five dimensions, namely products and services, innovation, society, governance, and environment. Of the five dimensions, it was found that the dimensions of product and services had the highest influence on revisit intention, followed by innovation, environment, society, and governance.

The results of this study are in line with the research of Ana Florina Lazar (206) who revealed that service quality positively influences revisit intention, as well as the results of Artigasa, Yrigoyen, Moraga, Villalón's study (2017) study that confirm that " reputation also influences the trust tourists place in a tourist destination. Increase in a place's reputation will permit it to be considered more competitive than other destinations in the long term and will be the place's best calling card for visitors, increasing the probability that they will choose to revisit the destination."

The results of this study have implications both theoretical and practical. The theoretical implication of this research is that increasing revisit intention is built by the reputation of the destination. This study also has practical implications for relevant stakeholders in the development of Jakarta's halal tourist destinations, that the efforts to increase tourist revisit intentions need to be done by increasing the reputation of the destination in terms of products and services that giving the highest influence on revisit intention, followed by innovation, environment, society, and governance.

The development of product & service is related to increasing offers by destinations in terms of product and service quality, pleasant environment, adequate infrastructure, safe environment, and appropriate value for money of the products and services offered. The development of innovation is carried out by encouraging the improvement of Destination's products and services as well as offering innovative products and services. The development of the environment aspect is to increase the responsibility of destination managers in their environment and to support ecological initiatives.

Development of reputation in the aspect of society, is done by encouraging responsibility among visitors / residents, as well as by offering interesting local culture and traditions and having friendly residents. Meanwhile, the development of reputation in terms of governance is carried out by encouraging cooperation and interaction between tourism organizations. In addition, it also needs to be encouraged by the ethical behavior of destination managers in dealing with their visitors and residents and providing tourism products and services in accordance with their offerings.

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