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## The Effect of Destination Image, and Facility and Infrastructure on the Tourist Revisit Intention Mediated by Sharia Tourist Experience in Aceh Province, Indonesia

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### Abstract

The research is to find out the affect of Destination Image, Facilities and Infrastructure on The Tourists Revisit Intention which is mediated by tourist's sharia Experience in Aceh Province. This research was conducted at the Aceh Province Tourism office. Data is analyzed using the Structural Equation Model (SEM) as one of multivariate techniques. The result figures that destination image affects tourist experience of sharia travel tourists, facility and infrasturcture affects touris experience of sharia travel tourists, destination image effects sharia tourists revisit intention, facility and infrastructure effect sharia tourists Revisit Intention, religious visit experience effects sharia tourists revisit intention, destination Image effects revisit intention of Sharia tourists through tourist experience, facility and infrastructure affect revisit intention through tourist experience. These all findings are proven to be a new premise, and contribute to the realm of science that upgrader the previous causality theories. The originality lies in the integration of the previous causality models, and with Aceh as an object. The limitation resides in the amount of variables and with one objeicy. This also can be a reference and useful for the practical persons especially who involve in the tourism sector.

**Keywords:** Destination Image, Facilities and Infratsurcture, Revisit intention, Tourist experience, Sharia Tourism.

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### 1. Introduction

Syaria is a new way of tourism development pattern with islamic culture and value. (Alim *et al.*, 2015). Sharia tourism reach all tourism practices such as nature tourism, culture, and historcial tourism. Aceh Province with a population 98% muslim becomes a very promising market for sharia tourism business. Aceh geographically is located at the top of Sumatera Island that makes Aceh has a lot of historical sites and charming nature tourism and spiritual for religious tourism visits. In addition Aceh also has a lot of halal culinary and toursim accommodation facilities with sharia oriented. So it cannot be denied that Sharia tourism in Aceh Province attact many local and foreign tourists. Number of tourists visit in Aceh Province from 2010-2016 as follows.

**Table 1.** Number of Tourists Visit Aceh 2010-2016

Year	Tourists Visit					
	Local (people)	(%)	Foreign (people)	(%)	Total (People)	Growth (%)
2010	720,079	97.21	20,646	2.79	740,725	
2011	959,545	97.16	28,054	2.84	987,599	33.33
2012	1,026,800	97.25	28,993	2.75	1,055,793	6.91
2013	1,075,626	96.19	42,552	3.81	1,118,178	5.91
2014	1,377,541	96.45	50,721	3.55	1,428,262	27.73
2015	1,662,528	96.82	54,588	3.18	1,717,116	20.22
2016	1,745,488	95.75	77,520	4.25	1,823,008	6.17

Source: Statistics Center Board (BPS) of Aceh, 2017

Generally, both local and foreign tourists came to Aceh Province with Sharia Tourism motive, even though the tourists spending time on sharia tourism and marine tourism in Aceh is mostly equal. But the main motive of tourists to visit Aceh is for Sharia tourism. Everyday for a week specially on Firday, Saturday, and Sunday Banda Aceh city is filled with local tourists within the country and also a numbers of foreign tourists especially from Malaysia with the most much number of visitors reach 30.030 people in 2016. These conditions are supported by the existence of islamic historical site such as Baiturrahman mosque, Aceh Museum, Aceh Tsunami Museum, and Kerkhoff.

Islamic culture and the implementation of Islamic law which is quite same with the culture of Malaysian Society has put Aceh Province as a tourism destination sharia for Malaysia. Then also the location of Aceh province which is geographically close to Malaysia and Singapore. These countries are the largest country of origin for muslim foregin tourists visitor compare to other country such as Australia and other countries that close to Indonesia (Ministry of Tourism, 2015). But in fact the statistic of malaysian tourists continues to incerase every year. But the increase does not always present the good *Revisit intention* for Malaysia Tourists. The result shows its quite little possibility of Malaysian Tourists to revisit aceh. The preliminary Revisit intention survey can be seen as follows.

**Table 2.** Revisit intention behavioural of Tourists in Aceh Province

No	<i>Revisit intention Behaviour</i>	Total (tourists)	Percentage (%)
1	Will revisit Aceh in the future	12	30,0
2	No decision	18	45,0
3	Will not/never visit again	10	25,0
	Total	40	100

Source: Preliminary Survey, 2017

As the table on the above explained that the result of preliminary survey which conducted in several sharia tourism place in Banda Aceh city, the fact is there are still many tourists that who do not have a clear decision whether to revisit or not to Aceh Province for Sharia tourism. Only 30% of tourists declared that they will revisit Aceh again for Sharia tourism and the rest 25% will not revisit Aceh again. Therefore the tourist's trends to not revisit Aceh is still potential to occur. It can be seen from that many tourists that do not have a clear decisions. The will of tourists to revisit an area is not separated from tourist

experience. It has a very significance role in affecting the interest of tourist who has unpleasant experience (Kim and Ritchie, 2014).

Good experience that tourist obtained will provide satisfaction for the tourist. (Tan, 2016). These experiences will become a reliable information source for the tourist in order to revisit than information from media or rumors. But the survey results show that not all tourists have a pleasant experience during sharia tourism in Aceh province. Even lot of tourists experiencing an unpleasant experience during the sharia tourism in Aceh. The preliminary survey results of tourists experience as follows.

**Table 3.** Tourist Experience During Sharia Tourism in Aceh Province

No	Tourist Experience	Number (tourist)	Percentage (%)
1	Pleasant	12	30.0
2	Ordinary	18	45.0
3	Unpleasant	10	25.0
	Total	40	100

Source: Preliminary Survey, 2017

Table 3 above explains the experience of Sharia tourism of tourists in Aceh. It becomes a problem that still affecting Revisit Intention due to the experience of Sharia tourism tourists in Aceh is still low that is only 30% of total tourists who really get a pleasant experience in visiting Sharia Aceh Province Tourism. While total number of unpleasant tourists experience is also below the percentage of pleasant experience that is 25%.

Unpleasant experience is caused by unpleasant image of Sharia tourism destination which is still not good enough because its not supported by some determinant aspects of the enhancement of Sharia Tourism Destination. Destination or commonly called tourist destination is a geographical area which is located in an administrative area which include tourism attractive, public facility, tourism facility, accessibility, and also correlated society. (Khadaroo and Seetana, 2008). While the destination images is a way to find characteristics in the mind of sharia tourists. Images differentiates between one and another destination. (Quintal and Polczynski, 2010).

Then beside the destination image, facility and infrastructure also become a factor that affecting experience and decision making to visit Aceh Sharia Tourism destination. Destination of Aceh Sharia tourism has a unique, beauty, and value which tourists not only get from historic, nature, and culture but also the quality of infrastructure and facility development. So that for tourists who have visited aceh province will obtain knowledge of experience and deep impression and then influence the tourists for making a decision to visit again.

In supporting the tourism sector, local government is also continue to increase budget allocations to build various forms of tourist facilities in Aceh Province. But though accommodation facilities, infrastructure and tourism transportation has been provide. But many of the entrepreneurs of transportation and accommodation services putting unrealistic prices on tourists so that the tourists feel the costs paid tend to be more expensive. Then the lack of direction information to the Sharia tourism destination become an aspect of the availability of tourist facilities and infrastructure that often makes tourist confused to visit the location of sharia destination so that will decrease the tourists will to revisit Aceh.

## 2. Literature Review

## **Sharia Tourism**

Sharia tourism is an effort of tourism or recreation to find halal happiness which is not contradict and violate the Islamic law from the beginning it was intended to admire the Greatness of Allah.” (Buang, Ishak and Nagarathanam, 2016). As recommended by World Tourism Organization (WTO), the consumer or traveler of sharia tourism is not only Muslims but also non-Muslim who wants to enjoy local wisdom. (Soesilowati, 2010)

Sharia tourism is very broad and not just religious tourism. Sharia tourism is a tour based on the value of Islamic laws, all components are framed with Islamic values. Consumer of sharia tourism not only Muslims but also non-Muslims who want to enjoy local wisdom. (Kholidah, 2014).

Basic principles of sharia tourism is very contra with the principle of conventional tourism. In conventional form of tourism, various kinds of tourist attraction activities can be presented with the regardless of religious norms, such as alcoholic beverages, evening entertainment, food dishes containing pork, and social order structure of travelers who is free to dress and behaviour as their wishes.

General criteria of sharia tourism according to (Soesilowati, 2010) can be done as follows:

1. Have an orientation to the common benefits of others.
2. Have an enlightenment orientation, refreshment and calmness.
3. Avoid polytheism and khurafat.
4. Free from immorality.
5. Maintain security and comfort.
6. Preserve the environment.
7. Respect the socio-cultural values and local wisdom. As it does not conflict with the values and ethics of sharia.

## **Revisit intention**

Revisit intention is a direct antecedent from an individual behaviours who planned to do several activities in a certain period of time. (Stylos *et al.*, 2016) provides four impacts that could lead the revisit intention namely:

1. *Travel Motivation* to investigate the impact from various motivational factors on tourists behaviour during a visit on one destination and in the intention of wanting to visit again.
2. *Past Experience* to test the effect of past travel experience on the behaviour of tourists during revisit a destination and the intention of wanting to revisit.
3. *Perceived Constraint* to investigate influence or obstacles felt by tourist to revisit.
4. *Attitude* to measure the extent of tourist attitudes in mediating the impact of certain factors on the intention to revisit.

Factors that affecting tourist intention to revisit according to (Ngoc and Trinh, 2015):

- a. New Search.
- b. Nature & Culture Environment.
- c. Safety and Security.
- d. Comfort and Entertainment.
- e. Local Food.
- f. Infrastructure.
- g. Accessibility.
- h. Price.
- i. Negative Attribute.
- j. Destination Image.

Tourists behaviour includes 1) choice of destinations to visit, 2) further evaluation, and 3) future behavioral intentions. Further evaluation is travel experience or perception of value and satisfaction of tourists in general, while future behavioral intentions refers to the consideration of tourists about the possibility of revisit and will be recommended to others. In other words, environmentally friendly is a feature which is considered very important to increase tourists to get them revisit. (Chan, 2018)).

Behavior intention according to (Mamman, Ogunbado and Abu-Bakr, 2016) can be grouped as 3 main indicators:

*a. Recommendation*

An intention to behave which drive the tourists to recommend the tourism attraction to the other community.

*b. Repurchase Intention*

An intention to behave which drive the tourists to revisit certain destination on a certain period.

*c. Pay More*

An intention to behave which drive the tourists to revisit even though it is quite expensive, tourists dare to pay more to enjoy the tourism attraction.

### **Tourist Experience**

Experience is a result of observation from the activity participation, both a wishful, virtual, and reality (Kim and Ritchie, 2014). Tourist experience while traveling especially relates to visit, seeing, study, enjoy and live in a different life style. (Ley and Durand-Bush, 2009) mentioned that there are 8 dimensions of customer experiences but researcher only examined 6 dimensions related to the object of research. That 6 dimensions are as follows:

- a. Comfort
- b. Educational
- c. Hedonic
- d. Novelty
- e. Beauty
- f. Safety

(Chan, 2018) stated that in order to increase the interest of visit, or revisit, the thing that must be focused is tourist satisfaction.

### **Destination Image**

Destination image is become the most important antecedent from the pre-purchase and post-purchase decisions for tourist in travel behaviour (Baloglu, Henthorne and Sahin, 2014). Destination image is a compilation of trust and impression based on information that obtained from various sources which explained the images of attribute, benefit, different of attention which is focused on the goal. Destination image focused on the whole individual perception of a destination. Information obtained from social media can also affect the destination image thus increasing intention to purchase or plan a goal because information that obtained from the media is considered more effective, and has a wider range (Khalisa and Kesuma, 2018). (Hallmann, Zehrer and Müller, 2015) explained that the indicator of destination consists of architecture style, local festival, archeological heritage, nature beauty, urban planning, museum and art galleries, adventure, weather, cultural heritage, far from the crowd, friendly local people, easy to find hotel with good quality, food, lifestyle, customs, standard of living, dress, road condition, cleanliness, safety and convenience, culture, shopping facilities, preservation

of nature and wilderness area, availability of tourism office, skiing opportunities, national parks, and price and best value for money.

So, the attribute is used then made into 9 dimensions::

1. Nature Resources (that are weather, temperature, rainfall, sunlight, beach, sea water quality, beach length and density, rural wealth, protected natural reserves, lake, mountain, desert, diversity and uniqueness of flora and fauna);
2. Tourist Recreation (that are accommodation, number of beds, category, quality, number of restaurants, easy of access, visit to destination, tourist center, and tourist information network.);
3. Nature Environment (is a scenic beauty, attractiveness, cleanliness, excessive population density, air pollution, and noise and also traffic jam);
4. Public Infrastructure (is a development and improvement of road quality, airport, and port, public and private transport facility, the health development, telecommunication, commercial infrastructure, level of building construction);
5. Culture, historical, and art (which are festival, concert, cooking, folklore, handicraft, historical building, monument, customs, monument, and life);
6. Social Environment (which are life quality, poor and poverty, language problems, hospitality of local society);
7. Tourist Infrastructure (which are number of beds, category, quality, number of restaurants, bar, dischoutege and club, hotel, and catering, the ease of accessibility to tourism site, tourist center, tourist information network);
8. Politic factor and Economic (which is the stability of politic, politic tendencies, security disturbances, rates of crime, economic development and prices)
9. Safety and Recreation (golf, fishing, hunting, skiing, entertainment, sport, scuba diving, trekking, adventure, amusement parks, zoo, nightlife, and shopping).

### **Facilities and Infrastructure**

Facilities and tourism infrastructure is an available facilities to make tourism will be more attractive and growing in order to satisfy the needs of various tourists needs an interest of an tourism site. (Warpani, 2007) stated that the indicator of facilities and infrastructure of a tourism is everything that allows the activity process to run smoothly. Infrastructure available in order to support every tourism activities. The good facility consists following characteristics:

a. Accessibility

Accessibility is an important factor in tourism activity process, level of ease to reach a tourist area can be seen from it accessibility in the form of road conditions to shorten travel time.

b. Utility

Include Electricity, toilet, musholla.

c. Network Services

Which includes to network services are health services in form of medical post or or first aid kit. Safety in the form of security post or security officer, or all forms that keep tourists away from harm and criminal while in tourism area.

### **Research Hypothesis**

From the literature discussion above, then authors formulate the research hypotheses as follows:

**H1:** destination image affects tourist experience of sharia travel tourists.

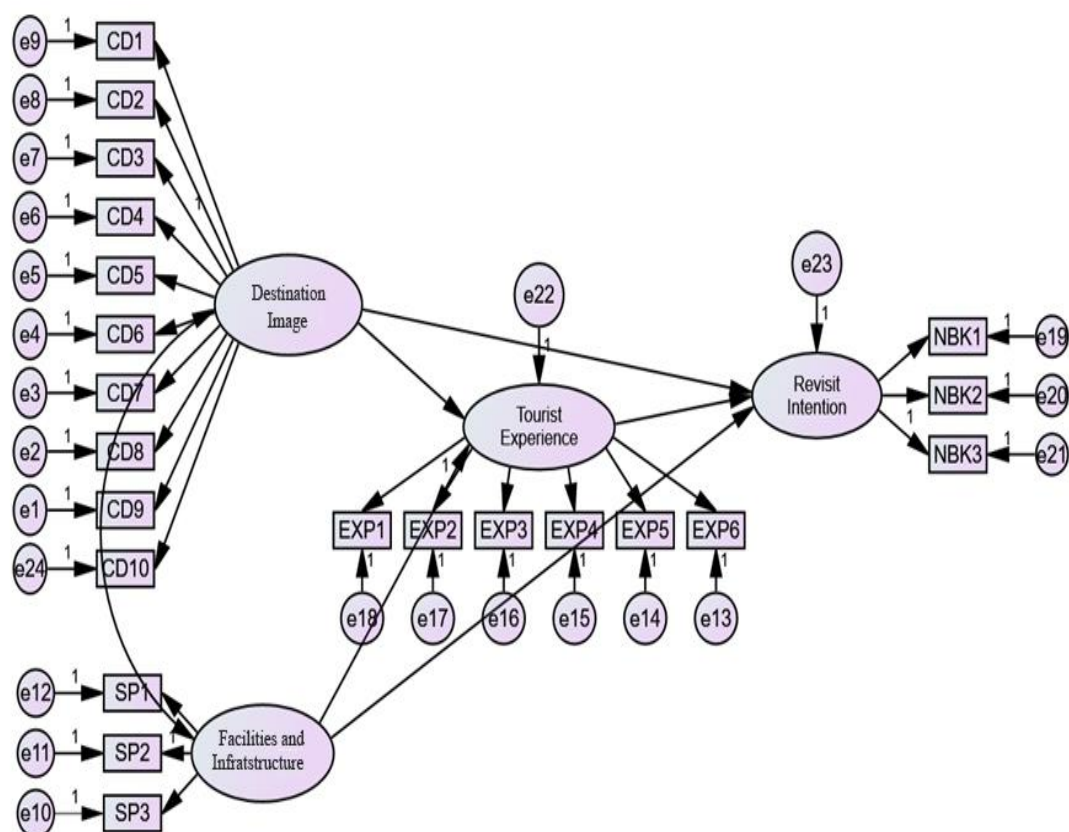
- H2:** facility and infrasturcture affects touris experience of sharia travel tourists.  
**H3:** destination image effects sharia tourists revisit intention.  
**H4:** facility and infrastructure effect sharia tourists Revisit Intention.  
**H5:** religious visit experience effects sharia tourists Revisit Intention.  
**H6:** destination Image effects revisit intention of Sharia tourists through tourist experience.  
**H7:** Facility and infrastructure effect revisit intention through tourist experience.

## 2. Research Method

This research is conduct in Aceh Province. The research variables are destination image, facilities and infrasturcture, tourist experience and revisit intention. The data is collected by using questionnaire then distributed the questionnaire to the tourists. The questionnaire contains 6 questions about the respondent identity, 10 questions about destination image, 3 questions about the facilities and infrastructure, 4 questions about revisit intention, and 6 questions about tourist experience. The questionnaire used is closed with a number of question items in the form of choice.

Data analysis and techniques used in this study is a multivariate technique method with Structural Equation Model (SEM) by using IBM SPSS AMOS V.22 program. The specification of the model that is properly built becomes the basis of the framework in developing the structural model. (Latan and Ghozali, 2012).

The following is the structural model in this study.



**Figure 1.** Structural Equation Modelling

Equation obtained from Path diagram which had been converted consists several Structural Equation to express causality between various forms as follows :

$V \text{ endogen} = V \text{ eksogen} + V \text{ endogen} + \text{error}$

$$\varepsilon_1 = \gamma_1 \zeta_1 + \delta_1$$

$$\varepsilon_2 = \gamma_1 \zeta_1 + \beta_2 \varepsilon_1 + \delta_2$$

or

Tourist experience =  $\beta_1$  Destination Image +  $\beta_2$  Facility & Infrastructure +  $\delta_1$

Revisit intention =  $\beta_1$  Destination Image +  $\beta_2$  Facility & Infrastructure +  $\delta_2$

### Mediation Test with Baron and Kenny Approach

This Sobel test is used to know the effect of mediating/intervening variable. According to (Baron and Kenny, 1986) in (Latan and Ghazali, 2012) a variable is called intervening if these variables also influence the relationship of independent and dependent variable. Sobel test is used to test the strength of the indirect effect of the independent variable (X) to dependent variable (Y2) through intervening variable (Y1). By multiplying indirect effect of X to Y2 through Y1 by multiplying X – Y1 (a) with Y1 – Y2 (b) or ab. So the coefficient ab = (c-c') where c is the effect of X on Y2 without connecting Y1, while c' is the effect of X on Y2 after connecting with Y1. So the hypothesis testing can be done by using the Sobel test procedure, the Sobel test formula is as the following:

$$Sab = \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}$$

Sab : The error value of indirect effect

a : Independent Variable path (X) with intervening variable (Y1)

b : Intervening variable path (Y1) with dependent variable (Y2)

sa : Coefficient error standard a

sb : Coefficient error standard b

To test the significance of indirect effect, then the value of t coefficients needs to be calculated with following formula :

$$t = \frac{ab}{sab}$$

The t calculated value then compared with t table value, if the t calculated > t table then it can be concluded that the mediation effect is occurred. Sobel test requires a large number of samples, if the number of samples is small, then the Sobel test is less conservative (Latan and Ghazali, 2012)

## 3. Result

### Characteristics of Respondent

The respondents are the Sharia tourists of Aceh Province. 110 respondents have been chosen based of the sample size in a number of sharia tourism objects in Banda Aceh. They have different demographic background consisting of age, gender, and education level. They also have different tourist visit experiences. Differences in these characteristics will influence them in developing and giving opinions. The characteristic of Sharia tourists Respondents in Aceh province are as follows:



**Table 4.** The Characteristics of Respondents

Characteristics		Frequency (n)	Percentage (%)
Age	25-30 yrs	10	9.1
	31-35 yrs	10	9.1
	36-40 yrs	18	16.4
	41-45 yrs	26	23.6
	46-50 yrs	24	21.8
	>50 yrs	22	20.0
	Total	110	100.0
Gender	Male	60	54.5
	Female	50	45.5
	Total	110	100.0
Education Level	Senior High School	36	32.7
	DIII	5	4.5
	SI	53	48.2
	S2	16	14.5
	Total	110	100.0
Visit Frequency	1 - 2 Times	93	84.5
	3 - 4 Times	17	15.5
	Total	110	100.0

Source :Primary Data (processed), 2018

Seen from the visits frequency, most of Sharia tourists or 84,5% sharia tourists who visited Aceh Province made only 1 to 2 trips to Aceh. Only 15,5% of the Sharia tourists who have visited 3-4 trips to Aceh Province.

### **Result of Reliability Test**

The use of question items about destination image, facility and infrastructure, tourist experience and revisit intention as stated in the questionnaire requires a consistency test through reliability test, so that the data used is fulfill the reliability aspect so it can be able to be analyzed further. The more consistent that the respondent gives then the more reliable the measuring instrument used.

Reliability test can be seen through Cronbach Alpha number. Reliability is considered to be reliable based on 0,60 alpha coefficient. (Priyatno, 2012). If the degree of data reliability is greater than the alpha coefficient ( $\alpha$ ), then the measurement result can be considered as a measuring instrument with a good level of accuracy and consistency. The result of reliability test can be seen on Table 5.

**Table 5.** Result of Reliability Test

No	Variable	Number of items	Value	Information
1	Destination Image (X <sub>1</sub> )	10	0.973	Reliable
2	Facility and infrastructure (X <sub>2</sub> )	3	0.815	Reliable
3	Tourist Experience (Y)	6	0.915	Reliable
4	Revisit Intention (Z)	3	0.906	Reliable

Source : Primary Data (processed), 2018

The result from the table explains the alpha values of each indicator of 4 variables used in this research are greater than the standard credibility value of Cronbachs Alpha which is 0.60. Thus all question items used in these questionnaires have been able to fulfill the consistency and reliability aspects.

### Validity Test Result

After being reliable, then the questionnaires must be error free in specific sense the questionnaires used must be able to function to provide actual data in accordance with the conditions and relaity that occur as expected. Therefore questionnaires used in primary data collecting must have paseed the validity test so the data about Destination Image, Facility and Infrasturcture, Tourist Experience And Revisit Intention can represent various events that are really expect to be occurred.

Validity test is done by using Pearson Product-Moment Coeffisient of Corelation test. The *Pearson Product-Moment* test produces values from 0 to 1 which describes the strength relation score of the question items and the overall data score used. The closer to 1 then the stronger the supporting capacity of the research indicators to the variable used in the research. The correlation value is then compared the correlation critical value of product moment at 5% significane level and df of 110 samples which is equal to 0.195. The result of Validity Test can be seen on Table 6

**Table 6.** Results of Validity Test

Question Items		Correlation Coefficient	Critical Value r N = 110	Information
CD1	Destination Image	0.889	0.195	Valid
CD2		0.926		
CD3		0.955		
CD4		0.876		
CD5		0.922		
CD6		0.917		
CD7		0.868		
CD8		0.872		
CD9		0.920		
CD10		0.839		
SP1	Facility and Infrastructure	0.920	0.195	Valid
SP2		0.911		
SP3		0.929		
EXP1	<i>Tourist Experience</i>	0.955	0.195	Valid
EXP2		0.881		
EXP3		0.769		
EXP4		0.756		
EXP5		0.947		
EXP6		0.805		
RVIT1	<i>Revisit Intention</i>	0.920	0.195	Valid
RVIT2		0.911		
RVIT3		0.929		

Source: Primary Data (processed), 2018

The table above explains that all of the question items used in this research are have greater correlation value than the product-moment critical value on the level of signifiant at 5% (0.195). Therefore data collecting used in the questionnaire can be delcared valid because it in accordance with the expected reality.

## Revisit Intention

**Table 7.** Table of Sharia Tourist Revisit Intention in Aceh Province.

No	Question Attribute	Deviation Standard	Average
1	Tourists always prioritize Aceh Province as a sharia tourist place that should be visited.	0.5537	3.5273
2	after tourists evaluate with various sharia tourist places that have been visited, Aceh Province is much more fun to visit again.	0.6445	3.5455
3	If there is free time tourists will intend to return to Aceh Province to have a Sharia Tour.	0.6545	3.7091
	Average		3.594

Source: Primary data (processed), 2018

The table above explains the revisit intention of sharia tour in Aceh Province is still has chance to occur on various occasions with an average value of 3.594 units of liker scale. The value is close to 4 it shows that most of the respondents' answer that they are agrees to revisit intention questions. Even though there are tourists who chose the alternative answer such as very agree, less agree, and disagree but the amount is small.

The chance of revisit intention in Aceh province is supported by future behavioral intentions with answer value 3.0791 units of likert scale. The value of future behavioral indicator is higher than the other indicator value and approaches to 4. This condition shows that most of tourists answered agree if there is fee time will return to aceh for Sharia tour

While the indicator for revisit again is being the small indicator with answer value 3.5273 units of likert scale. This value is lower than other indicators but still close to 4. This condition signifies that most of the tourists aree that they always prioritize Aceh Province as a sharia tourist place that is worth to visit.

## Tourist Experience

**Table 8.** Table of Sharia Tourist Experience in Aceh Province

No	Question Attribute	Deviation Standard	Average
1.	Every travel to Aceh Province always reminded of a comfortable feeling and serenity in worship	0.543	3.7909
2.	Every travel to Aceh Province tourist always remember about various things that are benefecial to life.	0.696	3.7818
3.	Every travel to Aceh Province tourist always rember about fun things and happy feelings.	0.734	3.7091
4.	Every travel to Aceh Province tourist always reminded of new things that have never been found elsewhere.	0.747	3.5818
5.	Every Travel to Aceh Province toruist always rember the beauty of tourism places.	0.589	3.7636
6	Every Travel to Aceh Province tourist always remember the freedom to travel without fear.	0.554	3.7000
	Average		3.721

Source : Primary Data (processed), 2018

The table above explains the sharia *tourist experience* in Aceh Province is relatively good with an average value of 3.721 Likert Scale. The value is close to 4. It shows that most of the tourists answered agree to a number of tourist experience questions. Even though there are tourists who chose the alternative answer such as very agree, less agree, and disagree but the amount is small.

Preferably the sharia tourist experience in Aceh Province is mainly supported by comfort in tour with an average value of 3.7909 Likert scale units. This value is higher than the other value indicators and close to 4 (score for agree responds). This condition signifies that many of Sharia tourists in Aceh Province answered agree if every attempt to travel to Aceh Province always remember the feeling of comfort and peace in praying.

While the novelty which is considered something unique is become the lower indicator of tourist experience with an answer value of 3.5818 units of likert scale. It is lower than the other indicators but still close to 4. This condition indicates that most of the tourists answered agree that every time they travel to Aceh Province reminded them of new things that have never been found elsewhere.

### Destination Image

**Table 9.** Table of Sharia Tourism Destination Image in Aceh Province

No	Question Attribute	Deviation Standard	Average
1	Panorama Scenic of aceh nature giving a pleasant impression for Sharia Tour.	0.753	3.8273
2	Aceh Province is a unique and distinctive sharia tourism place.	0.710	3.8091
3	Natural Environment with a wide coastal areas will complement syariah tourism trips.	0.817	3.7909
4	Public infrastructure such as roads and city maps are very organized.	0.690	3.2909
5	The art and history culture of aceh is always captivates.	0.725	3.9000
6	The Social environment in Aceh Province is harmonious and very supportive for the Sharia tourism.	0.699	3.5455
7	The sharia tourism infrastructure in aceh Province always attracts tourists.	0.726	3.4455
8	The economic condition in tourism place does not cause high costs and the high prices of tourism services.	0.692	3.5182
9	Political conditions in Aceh Province does not make threats and discrimination to the tourists.		3.7000
10	Topographic conditions and air temperatures in Aceh Province is very comfortable to travel.	0.19	3.8182
	Average		3.665

Source : Primary Data (processed), 2018

Table 9 explains that the destination image of sharia tourism in Aceh is relatively good with an average value of 3.665 Likert Scale. The value is close to 4. It shows that most of the tourists answered agree to most of destination image questions. Even though there are small number of tourists who chose the alternative answer such as very agree, less agree, and disagree.

The good image of sharia destination tourism in Aceh Province according to tourists is supported by the culture, history and art with an average value of 3.900 Likert Scale units. Baiknya citra destinasi wisata Syariah di Provinsi Aceh menurut wisatawan terutama didukung oleh budaya, sejarah, dan seni dengan nilai jawaban 3,900 unit skala likert. Nilai tersebut lebih tinggi dari nilai indikator lainnya dan mendekati 4. This value is higher than the other value indicators and close to 4 (score for agree responds). This condition signifies that many of Sharia tourists in Aceh Province answered agree if the art and history culture in Aceh Province is captivate.

While the public infrastructure is still considered to the tourists as the lowest indicator value with an average value of 3.291 likert scale units. This value is the lowest value than to other indicators and close to 3 (disagree). This condition indicates that most of the sharia tourists in Aceh Province is disagree about the public infrastructure such as roads and urban planning are very organized.

### Facility and Infrastructure

**Table 10.** Table of Facility and Public Infrastructure of Sharia Tourism in Aceh Province

No	Question Attribute	Deviation Standards	Average
1	All locations and places in Sharia tourism can be accessed easily both by foot and driving.	0.615	3.6455
2	All tourists facilities and infrastructure managed by the government are beneficial and has unique value for tourists.	0.853	3.7364
3	Tourists service activities since from airport, hotel accommodation, and transportation always provide satisfaction.	0.814	3.7182
	Average		3.700

Source : Primary Data (processed), 2018

Table 10 explains that the facility and infrastructure of sharia tourism in Aceh is relatively good with an average value of 3.700 Likert Scale. The value is close to 4 (agree statement). It shows that most of the tourists answered agree about facility and infrastructure questions. Even though there are small number of tourists who chose the alternative answer such as very agree, less agree, and disagree

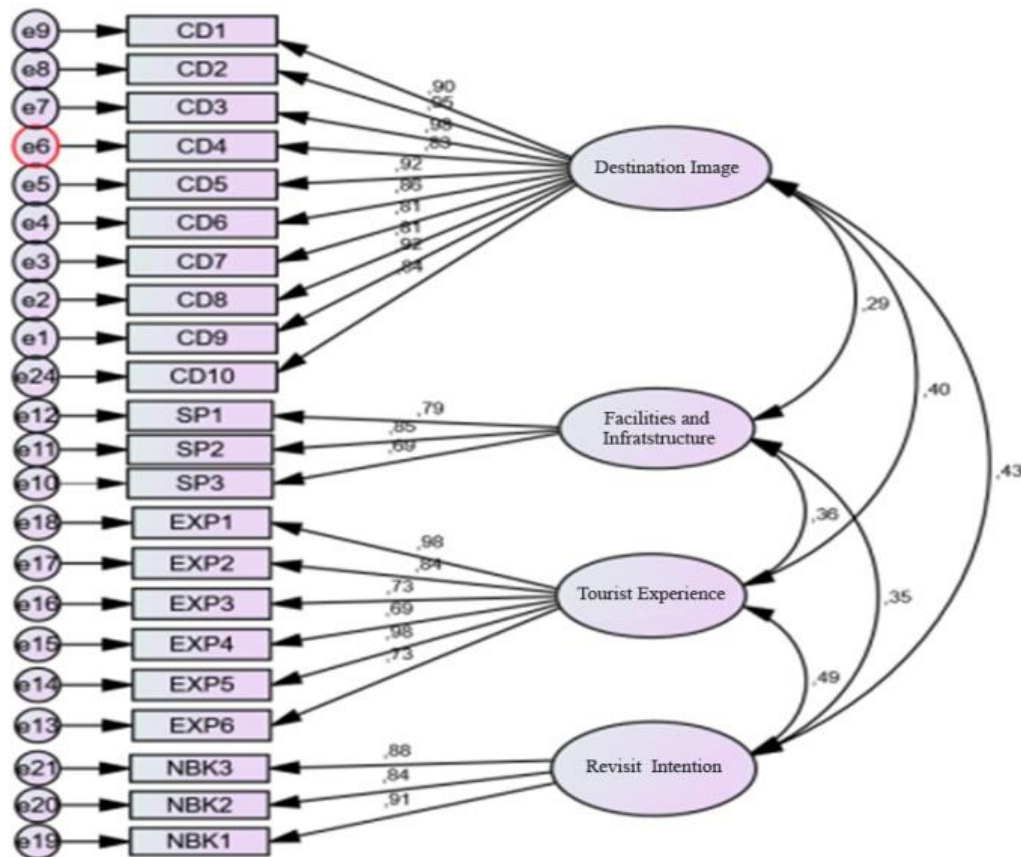
The good value of facility and infrastructure in Aceh Province according to the tourists is supported by the utility indicator with an average of 3.7364 units of likert scale. This value is higher than the other indicator which close to 4 (score for agree answer). This condition signifies that most of the sharia tourists in Aceh Province agreed that all of the facility and sharia tourism infrastructure has managed well by the government with benefits and has unique value for tourists.

While the accessibility is still considered to the tourists as the lowest indicator value with an average value of 3.6455 likert scale units. This value is the lowest value than to other indicators and close to 3 (disagree). This condition indicates that most of the sharia tourists in Aceh Province is disagree about locations and places in Sharia tourism can be accessed easily both by foot and driving.

### Test of Measurement Model

This confirmatory factor analysis is a step to measure the dimensions that forms latent variables in the research model. The purpose of confirmatory factor analysis is to test the

unidimensionality from the dimensions which forming each latent variable. This measurement models is done in absolute terms for all of the constructs wheter it exogenous or endogenous construct. The analysis of confirmatory factor for the endogenous and exogenous constructs can be seen on the following figure:



**Figure 2.** Result of Confirmatory Factor Analysis

The result of confirmatory factor analysis can be explained as follows:

1. The confirmatory factor analysis of destination image (CD) it is known from 10 indicators used in this variable has loading value greater than 0.5 with the significance of regression weight below 0.05. So that no indicator of the destination image that needs to be discarded.
2. The confirmatory factor analysis of facility and infrastructure, it is known from 3 indicators used in this variable has loading value greater than 0.5 with the significance of regression weight below 0.05. So that no indicator of facility and infrastructure that needs to be discarded.
3. The confirmatory factor analysis of tourist experience variable it is known from 6 indicators used in this variable has loading value greater than 0.5 with the significance of regression weight below 0.05. So that no indicator of the tourist experience that needs to be discarded.
4. The confirmatory factor analysis of revisit intention variable it is known from 3 indicators used in this variable has loading value greater than 0.5 with the significance of regression weight below 0.05. So that no indicator of the revisit intention that needs to be discarded.

The following tables shows the indicator relation between it construct. Loading factor is use to measure the contribution of each construct. If the value is above 0.5, then it can be said that the indicator is quite representative to explained it unobserved variable. Therefore the indicator must be included in the subsequent data processing.

**Table 11.** Loading Factor of Variables.

			Estimate
CD10	<---	Destination Image	0.837
CD9	<---	Destination Image	0.925
CD8	<---	Destination Image	0.813
CD7	<---	Destination Image	0.806
CD6	<---	Destination Image	0.860
CD5	<---	Destination Image	0.920
CD4	<---	Destination Image	0.827
CD3	<---	Destination Image	0.978
CD2	<---	Destination Image	0.949
CD1	<---	Destination Image	0.896
SP3	<---	Facility and Infrastructure	0.693
SP2	<---	Facility and Infrastructure	0.846
SP1	<---	Facility and Infrastructure	0.795
EXP6	<---	Tourist Experience	0.727
EXP5	<---	Tourist Experience	0.980
EXP4	<---	Tourist Experience	0.692
EXP3	<---	Tourist Experience	0.726
EXP2	<---	Tourist Experience	0.836
EXP1	<---	Tourist Experience	0.981
NBK1	<---	Revisit Intention	0.913
NBK2	<---	Revisit Intention	0.839
NBK3	<---	Revisit Intention	0.881

Source : Primary Data (processed), 2018

Loading of Indicator factor variable can be explains that all the ettracted variance value obtained from the average squared variable loading factor construct is more than 0.50 or close to 1. So that all indicators of the 4 variables used in this study can be explained by construct variables. Thus it can be ascretained that there is convergence between indicators to explain each construct variable.



**Table 12.** Squared Multiple Correlation

	Estimate
Tourist Experience	.184
Revisit Intention	.296
NBK3	.769
NBK2	.694
NBK1	.828
EXP1	.961
EXP2	.690
EXP3	.517
EXP4	.469
EXP5	.958
EXP6	.518
SP1	.629
SP2	.770
SP3	.465
CD1	.803
CD2	.899
CD3	.686
CD4	.854
CD5	.739
CD6	.654
CD7	.660
CD8	.951
CD9	.707

Source: Primary Data (processed), 2018

Estimate values on the table above is the result of the loading factor squared. The Revisit Intention EXP2 indicator has the greater loading factor 0,828 (82,8%), this can be interpreted that the variation of the indicator contributed 82.8% to the construct of Revisit Intention variable, while the remaining 03,9 % can be explained by unique factor. The Tourist Experience EXP3 indicator has the smallest loading factor 0.517 (51,7%), this value can be interpreted that the variation of the indicator contributed 51.7% to the construct of tourist Experience Variable, while the rest 66.0% can be explained by unique factor. Even though the loading value is weak but these indicators are significantly related to the media center information system variable. From the measurement model test can be concluded that all indicators are able to explain the construct.

### **Result of Normality Test**

The Normality Test can be seen at the Critical Ratio value from skewness and kurtosis. If the CR value ranges between - 2.58 to 2.58 ( $\pm 2.58$ ) at 1% (0.01) significant, it can be concluded that data is normally distributed both univariate and multivariate.

**Table 13.** Result of Normality Test.

Variable	min	max	skew	c.r.	kurtosis	c.r.
NBK3	3.000	5.000	.377	1.613	-.738	-1.579
NBK2	2.000	5.000	.347	1.484	-.344	-.737
NBK1	2.000	5.000	.055	.236	-.871	-1.865
EXP1	2.000	5.000	-.448	-1.918	.590	1.263
EXP2	2.000	5.000	-.173	-.741	-.109	-.234
EXP3	2.000	5.000	-1.028	-2.402	.772	1.653
EXP4	2.000	5.000	-.481	-2.060	-.124	-.265
EXP5	2.000	5.000	-.707	-2.028	.901	2.143
EXP6	2.000	5.000	-.674	-2.386	.368	.788
SP1	2.000	5.000	-.091	-.392	-.214	-.457
SP2	2.000	5.000	-.270	-1.158	-.517	-1.106
SP3	2.000	5.000	-.366	-1.568	-.268	-.574
CD1	2.000	5.000	-.226	-.968	-.267	-.572
CD2	2.000	5.000	-.019	-.081	-.444	-.951
CD3	2.000	5.000	.031	.134	-.624	-1.335
CD4	3.000	5.000	.131	.562	-.887	-1.898
CD5	2.000	5.000	-.086	-.370	-.256	-.549
CD6	2.000	5.000	.114	.489	-.205	-.438
CD7	2.000	5.000	.153	.656	-.292	-.625
CD8	2.000	5.000	-.035	-.150	-.333	-.712
CD9	3.000	5.000	.283	1.210	-1.027	-2.198
Multivariate					47.104	8.116

Source : Primary Data (processed), 2018

From The Table 13 can be explained that the CR value of skewness from the used indicator show there are no variables (indicator) with CR value less than (-) 2.58 and greater than (+) 2.58. Therefore data used in this research can be assumed to be normally distributed and can be analyzed using SEM analysis.

### **Evaluation of The Goodness of Fit Criteria**

The following is the conformity and cut off value to test whether the model research can be accepted or rejected.

**Table 14.** Criteria of Goodness of Fit Measurement Models.

<b>Size Index Criteria</b>	<b>Cut-off Value</b>	<b>Analysis Result</b>	<b>Model evaluation</b>
<b>CMIN</b>	CMIN/DF > 2	CMIN/DF =2.620	Good
<b>GFI, AGFI</b>	Approaching 1	GFI = 0.812 AGFI=0.757	Good
<b>Baseline Comparisons</b>	Approaching 1	NFI =0.898 RFI= 0.879 IFI= 0.958 TLI= 0.950 CFI=0.958	Relatively Good
<b>RMSEA</b>	0.05-0.08	0.075	Good
<b>AIC</b>	Default Model Between Saturated (506.000) & Independence model (3143.570)	431.830	Good
<b>ECVI</b>	Default Model Diantara Saturated (4.642) & Independence model (28.840)	3.962	Good

Source : Primary Data (processed), 2018

Table 14 explained that the Goodness of Fit criteria is relatively good with 2.620 CMIN value or in other words it's greater than 2, then the model is considered to be fit with the existing data. Assessment of GFI = 0,812 and AGFI= 0,757 both are approaching 1 so the models are considered to be fit. Then research of default model, NFI, RFI, IFI, TLI and CFI has value that is above 0.9 or close to 1, so the model can be concluded fit. The on the Root Mean Square Error of Approximation (RMSEA) obtained 0.075 or are between 0, 05-0,08, so the model is considered fit.

Then the AIC value is in between the Saturated (506.000) & Independence model (3143.570). So is the value of ECVI be among the Saturated default model (4.642) & Independence model (28.840). Based on this fact, the model is considered fit.

### **Hypothesis Result and Discussion**

After all the tests of the Model, this research concludes that the model is fit after pass the confirmatory factor analysis process, and also all the hypothesis is accepted based on the SEM technique analysis. Both direct and indirect effect (by Sobel test) have the significant values < 0.05 and all indicators can be a basic to analyze each variables in this research. The destination Image that has been found so far in Aceh Province such as nature environment, culture, history, and arts including condcutrive political and economic condition has a positive and sginificant impact in enhancing the experience of sharia tourists in Aceh Province. And give a better impact on the interest of revisit intention of the tourists to visit Aceh again. Tourism facilities and infrastructure built by the regional government at this time especially roads that connect airports to tourist locations and access to and from tourisms place has a positive and significant impact on improving Sharia tourists experience in Aceh Province. Then it also has providing a better impact on revisit intention of tourists which will make them to visit Aceh again in the future. The experience of Sharia tourists in Aceh

province felt by tourists especially those related to comfort, pleasure, learning, beauty and safe has a big role on revisit intention in order to increasing revisiting tourists to Aceh Province in the future. Sharia Travel experiences in Aceh Province that are felt by tourists especially those related to facilities and infrastructure, and destination image, still has small impact in increasing tourists interest to revisiting Aceh Province. It means that direct impact of Destination Image, Facility and Infrastructure are still more dominant than the experience.

## 5. Conclusion

In this study, the research paradigm model has been tested with SEM technique especially with confirmatory factor analysis and goodness of fit so it concludes that the model is fit and the hypothesis has proven that destination image affects tourist experience of sharia travel tourists, facility and infrastructure affects tourist experience of sharia travel tourists, destination image effects sharia tourists revisit intention, facility and infrastructure effect sharia tourists Revisit Intention, religious visit experience effects sharia tourists Revisit Intention, destination Image effects revisit intention of Sharia tourists through tourist experience, and facility and infrastructure effect revisit intention through tourist experience. These all findings are proven to be a new premise, and contribute to the realm of science that upgrader the previous causality theories. The originality lies in the integration of the previous causality models, and with Aceh as an object. The limitation resides in the amount of variables and with one object. This also can be a reference and useful for the practical persons especially who involve in the tourism sector.

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