

A modeling of repurchase intention in Sharia hotels: An integrated model of price, location, religiosity, trust, and satisfaction



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ABSTRACT

In the tourism sector, there is a growing interest in Sharia Tourism or Halal Tourism, which appeals to Muslim travelers. The halal industry presents a promising business opportunity, especially in Indonesia, where the majority of the population is Muslim. As the country with the highest number of Muslims globally, Indonesia significantly contributes to halal tourism's growth. The prevalence of biased views toward hotels has encouraged industry stakeholders to innovate and adopt concepts that align with societal values and norms. This research focuses on identifying factors that influence customers' decisions to return to Sharia-compliant hotels. The study, which is quantitative in nature, involved distributing an online questionnaire to 247 participants who have stayed in Islamic hotels. It employs structural equation modeling (SEM) to analyze the data. Key variables include price, location, religiosity, and trust as independent factors, with satisfaction serving as a mediator. Findings indicate a positive correlation between the variables of price, location, religiosity, trust, and both satisfaction and the intention to repurchase. Satisfaction emerged as the most significant factor in encouraging customers to return, with trust playing a crucial role in enhancing satisfaction.

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1. Introduction

The BPS (Central Bureau of Statistics) survey in 2020 found that Indonesia's economic growth in the fourth quarter of 2020 experienced a contraction of -2.07%. This data explains that the country's economy as a whole is declining (Athief et al., 2023). Through the Ministry of Tourism, the government has made a breakthrough in the Indonesian tourism sector, namely halal tourism. Firdausi et al. (2017) stated that the reason for this policy is that the government is aware that there is a wave in the tourism sector called Sharia tourism or halal tourism, which attracts Muslim tourists from various countries, namely Saudi Arabia, Egypt, Brunei Darussalam, and other countries where the majority Muslim population. Similar to economic development, economic and business trends that occur in a country can also have a major impact on

the global economy (Febriandika et al., 2023b). This is an excellent opportunity for Indonesia to develop the potential of halal tourism (Firdausi et al., 2017). Table 1 shows the countries that have become tourist destinations for Muslim tourists. As shown in Table 1. According to the Global Muslim Travel Index (GMTI), 10 Muslim countries and 10 non-Muslim countries are ranked as top destinations for Muslim tourists in the world (crescentrating.com).

As shown in Table 1, in 2019, Indonesia became the world's best halal tourism destination, sharing the top spot with Malaysia. Indonesia managed to move up one rank compared to 2018. Based on the Global Muslim Travel Index (GMTI), the two countries are in first place with a score of 78. Currently, halal tourism has become a rising business. Indonesia, which is the country with the largest Muslim population in the world, has played an important role in the development of the world of halal tourism. Several factors are factors in the growth of the global Muslim market, namely the demographics of the Muslim market, which is young and large in number (Millatina et al., 2022). In fact, it cannot be denied that Indonesia has become one of the countries with halal tourism destinations. This is indicated by an increase in foreign Muslim tourist visits to Indonesia. Obedient Muslims will follow the

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rules of their religion obediently, especially in choosing products and services. All activities in Islamic business are permissible (halal), and the halal industry market has received attention through the many products and services (Febriandika et al., 2023c).

Table 1: Top Muslim tourist destinations

| Top OIC countries | | Top non-OIC countries | |
|-------------------|---------------------------|-----------------------|-------------------|
| 1 | Malaysia (78) | 1 | Singapore (65) |
| 2 | Indonesia (78) | 2 | Thailand (57) |
| 3 | Turkey (75) | 3 | England (53) |
| 4 | Saudi Arabia (72) | 4 | Japan (53) |
| 5 | United Emirates Arab (71) | 5 | Taiwan (53) |
| 6 | Qatar (68) | 6 | South Africa (52) |
| 7 | Morocco (67) | 7 | Hong Kong (51) |
| 8 | Bahrain (66) | 8 | South Korea (48) |
| 9 | Oman (66) | 9 | France (46) |
| 10 | Brunei (65) | 10 | Spain (46) |

OIC: Organization of Islamic Cooperation

Among the Indonesian Muslim community, Sharia tourism has become a popular tourist attraction. Sharia tourism also places great emphasis on products that can be halal and secure for consumption for Muslim tourists. However, this doesn't suggest that non-Muslim travelers cannot experience Sharia tourism. For non-Muslim tourists, Sharia tourism with halal products is guaranteed to be healthy. In principle, the implementation of Sharia policies means getting rid of things that are dangerous to humanity and the environment in the products and services provided and of direction imparting goodness (Printianto et al., 2019).

The hotel business is a business engaged in the accommodation sector. The Islamic perception of business ethics is not only beneficial but also based on humanity (Febriandika et al., 2023b). Business developments in the world of hospitality have attracted a lot of attention. One of them is a Sharia hotel. A Sharia hotel is a business or business that uses the concept of Sharia by incorporating several rules of Sharia principles, which are the characteristics of each business unit (Printianto et al., 2019). In fact, many conventional hotels have changed their concepts into Sharia-based hotels, such as P.T. Hotel Management and Consultant, Hotel Sahid network manager, Griya Kusuma Solo, and Patuno Resort Wakatobi changing their concept into Sharia hotels.

The concept of Sharia is in great demand by people who are predominantly Muslim, such as those in Indonesia. A large number of responses about slanted assumptions aimed at hotels, in general, makes some actors in the business sector try to create a new concept that is in accordance with the rules and norms that apply in society. The Sharia hotel business, according to the Fatwa of the MUI National Sharia Council No. 108/DSN-MUI/X/2016 concerning Guidelines for Tourism Implementation Based on Sharia Principles, is the daily provision of accommodation in the form of rooms in a building that can be equipped with food and drink services, entertainment activities, and or other facilities with

the goal of obtaining profits carried out according to Sharia principles. Along with the times, the function of the hotel is not only for overnight stays but can also be used for wedding receptions, business meetings, seminars, and other events.

The majority of Indonesia's population is Muslim. So, in fulfilling the welfare of the community, it is appropriate to use Islamic Sharia as the basis for carrying out daily activities. In practice, Islamic Sharia refers not only to the practices of worship but also to and regulates the practices of human relations. The use of the term Sharia aims to show the application of the Islamic system in carrying out economic activities, which are currently spreading to various business sectors. The rise of the Sharia hotel business has led to competition among fellow hotel business people, both conventional hotels and Sharia hotels themselves (Juliana et al., 2023). The tight competition in the hospitality business makes the arrival of customers or hotel guests who come to be considered a very valuable moment.

The concept of Sharia is a new thing but is much sought after by communities where the majority of the population is Muslim, such as Indonesia. The large number of responses regarding slanted opinions aimed at hotels, in general, has made several players in the business sector think and try to create a new concept that is in accordance with the rules and norms that apply in society. Islamic business management must be in accordance with the Sharia that has been set by Islamic teachings, which is where everyone wants to get and use property. It must be in accordance with Islamic law (Halal and Haram). In Islamic business, business activities must depend on the results of the efforts that have been made to Allah by surrendering to Allah and considering work as worship.

2. Literature review

2.1. Sharia hotels

According to the government regulation of the Republic of Indonesia No. 65 of 2001, dated September 31, 2001, a hotel is a construction specifically provided for people to stay or rest, obtain different facilities and services for a fee, which includes other buildings which can be integrated and managed via the same party except for stores and offices. Sharia hotels are not much different from other conventional hotels, but the difference is that Sharia hotels must carry out operations and services in accordance with Islamic principles or are guided by Islamic teachings (Alandri and Verinita, 2019). The development and operation of the hotel must also be funded through financing in accordance with Sharia principles (Rosenberg and Choufany, 2009). A Sharia hotel is a lodging establishment that follows the guiding principles of Islamic teachings in its operations. The services supplied by conventional or non-Islamic hotels are popular in terms of operation. This hotel concept, on the other hand, strikes a balance

between the spiritual elements of Islam that are practiced in its management and operation. According to [Ismanto et al. \(2020\)](#), the presentation of food and beverages uses halal ingredients, as well as those that are useful for health.

Sharia hotels are required to adhere to standards set by the National Sharia Council. These standards include:

- a. All facilities provided by Sharia hotels should benefit guests and avoid causing harm, promoting evil, or exploiting women.
- b. Hotels must carefully select their guests during the check-in process.
- c. They must welcome all guests except those who promote harm, evil, hostility, or similar negative behaviors.
- d. All food and beverages offered must be certified halal.
- e. Decorations within the hotel should reflect Islamic beauty and not contradict Sharia principles.
- f. Hotel operations, including policy-making, human resource management, and financial practices, must align with Islamic law.
- g. The Sharia Supervisory Board monitors the hotel's operations.
- h. Services provided by Sharia hotels must follow Islamic rules and limitations.

According to [Clow et al. \(1998\)](#), satisfied customers become loyal customers. Loyal customers will later make return visits. This can also be supported by [Brav et al. \(2008\)](#), who stated that price has an impact on customer satisfaction, which can then affect customers' intentions to visit again. According to [Muthi and Utama \(2023\)](#), Price has a significant effect on repurchase intention, which is mediated by Customer Satisfaction in the partial mediation category. Price perception is positively related to repurchase intentions.

H1: Price has a positive effect on repurchase intention.

Price is one of the factors that encourage visitor satisfaction. This is supported by studies conducted by [Jiang et al. \(2015\)](#), which stated that this price is very influential on visitor satisfaction and can affect the intention to visit again. As the price increases, the consumer's satisfaction increases, but only up to a certain price level, after which the relationship decreases ([Campo and Yagüe, 2008](#)). Meanwhile, other studies focus on product price, quality, and safety shopping to measure customer satisfaction ([Rahmayanti et al., 2021](#)). Price is an essential factor that affects customer satisfaction ([Anderson and Lebiere, 2014](#)). Pricing directly affects customer perceptions of the value and availability of the transaction delivery, which affects customer satisfaction ([Vasić et al., 2019](#)). The price has a positive effect on visitor satisfaction.

H2: Price has a positive effect on visitor satisfaction.

2.2. Location

According to [Tjiptono \(2007\)](#), location refers to various marketing activities in terms of efforts to facilitate the delivery or distribution of goods and services from manufacturers to consumers. The location of an organization is the place where it operates or where it performs operations in order to generate goods and services that are cost-effective ([Febriandika, 2021](#)). Location indicators include:

- Access: Locations that are frequently passed by or are easily accessible through transportation.
- Visibility: Locations that can be easily seen from a normal viewing distance.
- Traffic: Areas with a high number of passersby, which can lead to increased sales opportunities.
- Environment: The surrounding area that is conducive to supporting sales.
- Parking: The availability of a spacious, comfortable, and safe parking area.
- Expansion: The presence of enough space to accommodate future growth or expansion.

The growth strategy of service networked firms implies finding continuously new locations fitted with consumers' benefits: criteria are not the same in central commercial centers as in peripheral malls, but whatever the choice, consumers must get the pleasure of visiting them ([Léo and Philippe, 2002](#)). If the Sharia hotel does not choose the right location, the hotel will suffer losses due to the lack of visitor interest in Sharia hotels.

H3: Location has a positive effect on visitor satisfaction.

Location is a combination of location and decisions on distribution channels related to the delivery of services to consumers and where the location is strategic. If the location of the Sharia Hotel is more strategic and has easy access, such as being on the side of the highway and easy to find, the interest in visiting again will increase. The main comfort of Muslim tourists is a proper place of worship so that they can carry out their duties as Muslims ([Yulitasari et al., 2020](#)).

H4: Location has a positive effect on repurchase intention.

2.3. Religiosity

[Iddagoda and Opatha \(2017\)](#) mentioned that there are similarities between religiosity and spirituality, but they are different. Religiosity refers to various dimensions associated with religious beliefs and involvement. Religion or religiosity is manifested in various factors of human life. According to [Pearce et al. \(2017\)](#), there are five kinds of religious dimensions, namely: a) Dimension of Belief (ideology); b) Dimensions of Worship or Religious Practice (Ritualistic); c) Dimension of

Ihsan appreciation; d) Knowledge Dimension; e) Dimensions of Consequences. Based on [Abror et al. \(2019\)](#), religious affiliation is more strongly tied to satisfaction.

H5: Religiosity has a positive effect on satisfaction.

Religiosity has an influence on Muslim consumers in their human behavior. Muslims practice Islamic values in daily activities depending on the Halal or haram of the goods consumed; therefore, those who care about this usually entrust the sellers who display or use the terms "halal," "Sharia," or "Islamic" in their daily life. The name of the business is an identity that the products/services offered are clearly halal ([Ahmadi et al., 2008](#)). A statistically significant link between religiosity and the purchase intention of counterfeit products ([Yaakop et al., 2021](#)). [Ahmad et al. \(2016\)](#) and [Yaakop et al. \(2021\)](#), in their research, agreed that religiosity has a positive effect on repurchase intention.

H6: Religiosity has a positive effect on repurchase intention.

2.4. Trust

Trust is built on the expectation that the alternative celebration will act in accordance with the needs and desires of consumers. When someone has given their trust to the other celebration, then they may agree that expectations will definitely be fulfilled. Trust in the brand is the willingness of consumers to trust the brand with all the consequences due to the expectancies that have been promised via the brand in presenting satisfactory results for consumers ([Lau and Lee, 1999](#)). According to [Ling et al. \(2010\)](#), the dimensions of trust include security, privacy, and reliability.

Relationship marketing has one of the success factors, namely the trust factor of the parties involved in this relationship. According to [Darmawan \(2022\)](#), when someone trusts the person in personal terms, he will feel satisfaction and then depend on that party and bring up the intention to want to maintain his relationship by loyally buying from that person. Customer trust has a significant effect on customer satisfaction ([Beyari, 2020](#); [Razak et al., 2023](#)).

H7: Trust has a positive effect on satisfaction.

There are two possible reasons why someone makes a return visit. First, consumers are satisfied with the visits they make. Second, consumers are dissatisfied, but they still make return visits. It can happen because the costs of finding, evaluating, and adopting products elsewhere are too high. Trust is very important to increase return visits because trust is already embedded in the minds of visitors. Commitment and trust are key intermediaries to attract customers to revisit. Studies investigating the relationship between trust in a company and

repurchase intention in the online context have identified that trust in a company indeed positively affects repurchase intention when consumers shop online ([Chiu et al., 2009](#); [Fang et al., 2011](#)).

H8: Trust has a positive effect on repurchase intention.

2.5. Satisfaction and repurchase intention

[Kotler and Keller \(2016\)](#) defined customer satisfaction as a feeling of pleasure or disappointment experienced by a person as a result of a comparison between his impression of a product's performance (results) and his expectations, or, to put it another way, satisfaction is defined as a post-consumption evaluation in which an alternative chosen meets or exceeds expectations. Customer satisfaction could be essential in a commercial enterprise with a global complete of intense competition.

Satisfaction (or dissatisfaction) is traditionally considered to be a function of the product's performance in relation to expectations or to another standard of comparison ([Radojevic and Stanisic, 2022](#)). Customers who have experience with a product or service that meets or even exceeds their expectations will be satisfied. Maintaining customer satisfaction is the key to being able to retain customers, which will ultimately have an impact on the survival of the company. In increasing customer satisfaction, companies must make improvements in terms of service, quality, quantity, how to handle problems, and how to convey the information needed ([Febriandika et al., 2023a](#)). According to [Tjiptono \(2004\)](#), the indicators of customer satisfaction consist of (1) Conformity of expectations, (2) Interest in visiting or reusing, and (3) Willingness to recommend.

One indicator of the success of a product is when a customer revisits a product he has bought before. Repurchase Intention is the intention to repurchase a product or service that is believed to be worthy of repurchase. This tendency creates an impression that the product will be purchased again someday for specific positive reasons ([Zeng et al., 2009](#)). According to [Hellier et al. \(2003\)](#), repurchase intention is an interest to repurchase from the same company. This can be triggered by the customer experience of the product or service of the company. So, it can be concluded that repurchase intention is the interest of consumers in repurchasing a product, which is triggered by their experience with the product.

Customer satisfaction can influence attitudinal change (e.g., service and supplier preference), which in turn affects repurchase intention ([Hellier et al., 2003](#)). Suggests that there are four indicators that can be used to measure repurchase intention, namely transactional interest, exploratory interest, preferential interest, and Referential interest. Customer satisfaction is at the core of advertising in the exchange process because it contributes to the

success of service providers (Darian et al., 2001). The greater the consumers get what they expect at the time of purchase or service customers, the better the possibility that consumers will repurchase at the same stage and the greater the level of customer satisfaction (Wong and Sohal, 2003). Research on the influence of customer satisfaction on repurchase intention was conducted by Khan et al. (2015) and Wen and Prybutok (2011). In e-commerce, satisfaction is a strong construct that directly influences repurchase intention. A positive

relationship between customer satisfaction and repurchase intention. Several success factors are observed for business, where satisfaction is one of the key factors.

H9: Satisfaction has a positive effect on repurchase intention.

Fig. 1 shows the research model based on the prepared hypothesis and literature.

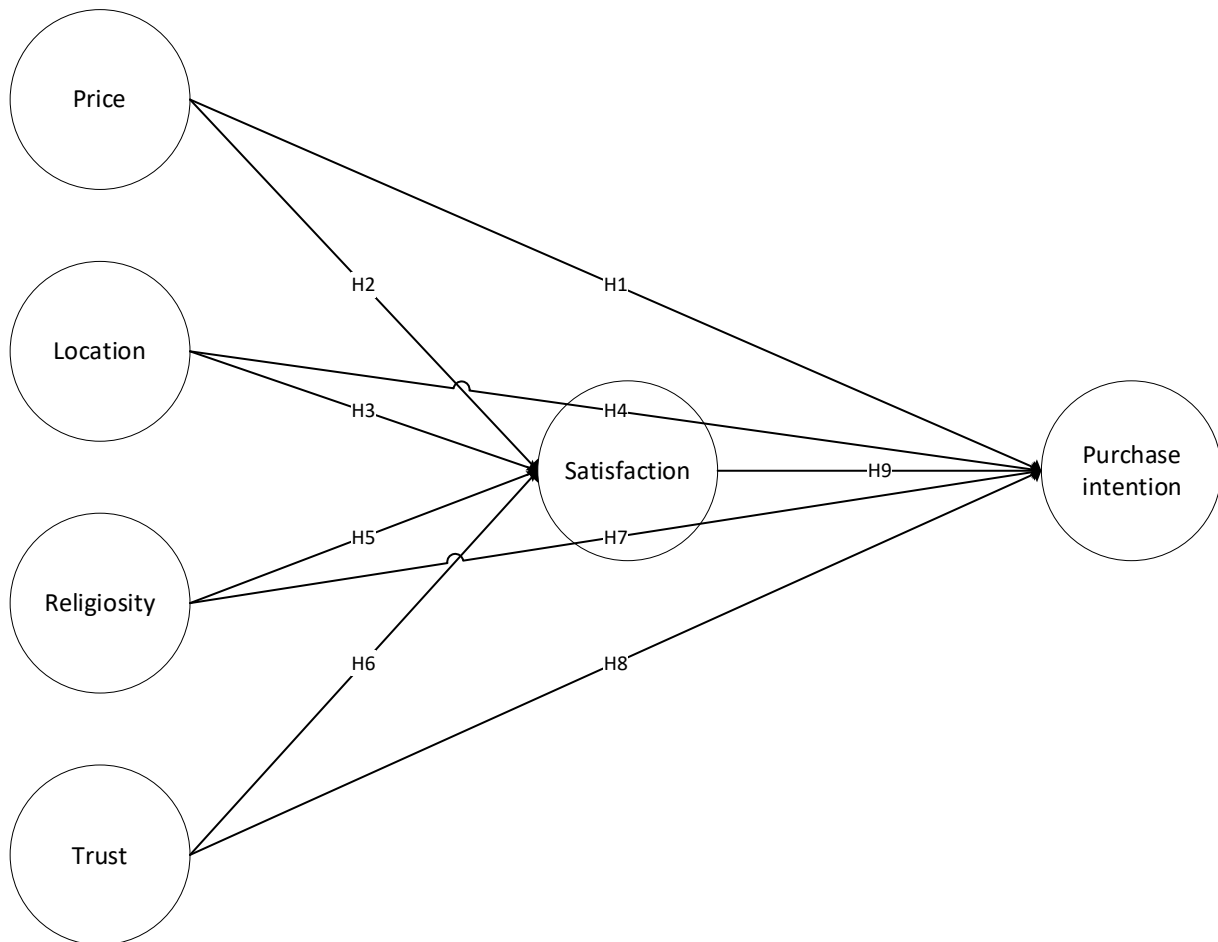


Fig. 1: Research model

3. Methods

This research is a type of quantitative research. Quantitative is a technique that makes it easier for decision-makers to analyze the observed incidents to find answers to the problems discussed using numbers from the beginning of data collection to display the results of the data. This study uses the concept or theory of marketing science through the SEM (Structural Equation Modeling) method with the operation assisted by SPSS and AMOS. Structural Equation Model (SEM) is a multivariate statistical technique that combines factor analysis with regression or correlation analysis, which has the aim of testing the relationship between variables in a model, both between indicators and their constructs or relationships between constructs (Ginting, 2009). Data obtained from surveys are distributed to respondents in the form of structured

questionnaires based on previous research and the theory built behind it. This research uses a questionnaire that is distributed randomly online and collected from 247 respondents who had used Islamic hotels. The method used to check the validity and reliability of the data is EFA (Exploratory Factor Analysis), which is processed using SPSS, and CFA (Confirmatory Factor Analysis), which is processed using the Amos application (Febriandika, 2020). Table 2 shows the questionnaire used for each variable. Structural Equation Modeling (SEM) has guidelines for determining the sample size, including (Febriandika, 2021): a) For all types of SEM estimates, a minimum sample size of 100 is required to reduce bias. b) The sample size for estimation must be at least 10 x the number of observed variables; c) The sample size for estimates is required to be at least 5 x the number of independent parameters in the model; d) Data that

has a high kurtosis value, the minimum sample size must be 10 x the number of parameters. This study involved 23 indicators, so as a result, a minimum

sample of 23 x 10 or as many as 230 respondents is required. In this study, a sample of 247 respondents throughout Indonesia was used.

Table 2: Research question

| Variable | Items | Reference |
|----------------------|--|---|
| Price | Sharia hotel rates are quite affordable | (Kotler and Armstrong, 2016) |
| | Prices are determined by Sharia hotels in accordance with the facilities provided | |
| | Sharia hotel prices are able to compete with other hotels | |
| | Sharia hotel prices are in accordance with service facilities | |
| Location | Prices are in accordance with the price of the consumer's stay | (Manurung, 2018) |
| | The location of the Sharia hotel is very easy to reach | |
| | Sharia hotel is in a safe and comfortable environment | |
| | Sharia hotel is close to public facilities | |
| Trust | The Sharia hotel is an easy location to find | (Hassanein and Head, 2007) |
| | There is a parking area for four-wheeled vehicles broad enough | |
| | The services provided by Sharia hotel are appropriate to my hopes | |
| | I believe Sharia hotel will always provide good service to its visitors | |
| Religiosity | I believe Sharia hotel is able to provide convenience while staying | (Putri et al., 2019; Pearce et al., 2017) |
| | I feel that Sharia hotels can be trusted | |
| | Sharia hotel security is very good | |
| | I feel God's presence wherever and whenever even | |
| Satisfaction | I believe that Islam is the source of all laws | (Tjiptono, 2007; Hong et al., 2006) |
| | I always remember Allah's name when choosing Sharia hotel | |
| | I feel happy with the quality of the hotel service Sharia prioritizes people who worship | |
| | I chose a Sharia hotel because of my obligations as Muslims | |
| Repurchase intention | The quality of Sharia hotel services provided is as promised | (Devaraj et al., 2002) |
| | Visitors are satisfied with the services provided by Sharia hotel | |
| | After staying at the Sharia hotel, what do you say? Tell your friends, relatives and colleagues about Sharia hotel | |
| | I feel satisfied with everything that Sharia hotel has to offer | |
| Repurchase intention | I feel comfortable staying at the Sharia hotel because I am able to fulfill the applicable terms and conditions | (Devaraj et al., 2002) |
| | I want to stay at the Sharia hotel again | |
| | I am interested in recommending Sharia hotel to others | |
| | Adequate facilities for guests so that guests will use Sharia hotel services again | |
| Repurchase intention | I will not hesitate to invite friends, family or anyone to stay at Sharia hotel | (Devaraj et al., 2002) |
| | I would feel proud if I could invite friends or family to stay at the Sharia hotel | |

4. Results and discussion

In this study, the participants were individuals who had stayed at a Sharia hotel in Indonesia. The researcher selected a sample of 247 participants, specifically targeting those who had previously

stayed at a Sharia hotel. This sample size of 247 participants is deemed sufficient for the application of SEM. The participant profile includes information on their gender, age, occupation, and their status regarding their stay at the hotel (Table 3).

Table 3: Profile respondents

| Attribute | Distribution | Frequency | Percentage |
|------------------|-------------------------------|----------------------------|------------|
| Gender | Female | 130 | 52.6% |
| | Male | 117 | 4.5 % |
| Age | < 18 Years | 11 | 4.5% |
| | 18 – 25 Years | 186 | 75.3 999 % |
| | 25 – 32 Years | 31 | 12,6 % |
| | 32 – 40 Years | 12 | 4.9 5 % |
| | 40 – 60 Years | 7 | 2.8% |
| Qualification | Students | 178 | 72.1 % |
| | Government employees | 6 | 2.4 % |
| | Self-employed | 34 | 13,8 % |
| | etc. | 29 | 11.7 % |
| Ever Stay | Yes | 244 | 98.8 % |
| | How Long | <6 Month | 23 |
| How Long | 7 – 12 Month | 33 | 13.4 % |
| | 1 – 2 Years | 104 | 42.1 % |
| | >2 Years | 86 | 34.8 % |
| | Location hotel | Assalam Syariah Hotel Solo | 19 |
| Lorin Syariah | | 36 | 14.6 % |
| Multazam Syariah | | 38 | 15.4 % |
| etc. | | 151 | 51.1 % |
| Income | | < IDR 2,000,000 | 114 |
| Income | IDR 2,000,000 - IDR 4,000,000 | 102 | 41,3 % |
| | IDR 4,000,000 - IDR 6,000,000 | 18 | 7,3 % |
| | >IDR 6,000,000 | 13 | 5.3 % |

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy for each variable, as reported in Table 4, shows a value of 0.952, which exceeds the threshold of 0.5. This indicates that the dataset is

suitable for factor analysis, suggesting that the collected data can effectively be analyzed using this method. The analysis yielded a p-value of 0.00, demonstrating statistical significance, and revealed a

total variance of 76.059%. Table 4 provides a comprehensive view of the EFA results, detailing the mean component, standard deviation (S.D.), variance

explained, and KMO values for each variable, in addition to the overall KMO and extracted variance for the dataset.

Table 4: EFA result

| Variables | Component | | | | | | Mean | SD | Variance | KMO | | |
|-----------|-----------|------|------|------|------|------|------|------|----------|------|--------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | | | | | | |
| H1 | .592 | | | | | | 4.22 | .766 | 66.951 | .812 | | |
| H2 | .609 | | | | | | 4.17 | .689 | | | | |
| H3 | .620 | | | | | | 4.17 | .753 | | | | |
| H5 | .618 | | | | | | 4.13 | .757 | | | | |
| L1 | | .785 | | | | | 4.13 | .845 | | | | |
| L3 | | .763 | | | | | 4.12 | .799 | 72.922 | .825 | | |
| L4 | | .765 | | | | | 4.14 | .740 | | | | |
| L5 | | .699 | | | | | 4.17 | .736 | | | | |
| K3 | | | .639 | | | | 4.14 | .745 | | | | |
| K4 | | | .674 | | | | 4.31 | .724 | | | | |
| K5 | | | .669 | | | | 4.21 | .730 | 76.443 | .725 | | |
| R1 | | | | .882 | | | 4.68 | .705 | | | | |
| R2 | | | | .866 | | | 4.74 | .630 | | | | |
| R4 | | | | .748 | | | 4.65 | .700 | | | | |
| KP2 | | | | | .729 | | 4.16 | .755 | | | | |
| KP3 | | | | | .684 | | 4.19 | .754 | 78.311 | .841 | | |
| KP4 | | | | | .736 | | 4.20 | .734 | | | | |
| KP5 | | | | | .773 | | 4.24 | .747 | | | | |
| RI1 | | | | | | .752 | 4.28 | .760 | | | | |
| RI2 | | | | | | .759 | 4.21 | .752 | | | | |
| RI3 | | | | | | .757 | 4.21 | .689 | 71.770 | .879 | | |
| RI4 | | | | | | .769 | 4.24 | .729 | | | | |
| RI5 | | | | | | .802 | 4.15 | .805 | | | | |
| Total | | | | | | | | | | | 76.059 | .952 |

Reliability testing is the suitability or provisions of the tool in measuring what it is testing, or it can also be referred to as the steps taken to test the strength of the data. Reliability testing is carried out to test the consistency of the internal items in the measurement and to obtain certainty or accuracy from the measurement items being studied, which is something that is feasible to measure certain variables. Cronbach's Alpha is a parameter that is considered the most widely used in measuring reliability. Table 5 shows the coefficient of Cronbach's Alpha in all questionnaire items with Alpha=0.955, and every variable has more than 0.8. Then, the reliability test was carried out separately in each variable, and the reliability in each variable was independent. In Table 5, it can be seen that the Cronbach Alpha obtained in each variable reached a good to excellent value, starting from 0.80 to 0.90, which was declared reliable. The measure model process is one of the processes in the Confirmatory Factor Analysis (CFA) test. Confirmatory factor analysis has a function to discover whether the indicators are constructs of the variables in this study or whether the indicators are unified and/or unidimensional. A Confirmatory Factor Analysis (CFA) test was completed on every variable. The outcomes of the estimation of measurements inside

the model or measurement model in the early stages on all variables using the Maximum likelihood method generated by way of AMOS are shown in Table 6. Overall, have the goodness of fit criteria. It shows that the research model is a good fit criterion. The CFA test is proven in Table 6.

Table 5: Reliability test

| Variables | Cronbach's alpha | Number of items |
|-----------|------------------|-----------------|
| H | .834 | 4 |
| L | .873 | 4 |
| K | .846 | 3 |
| R | .836 | 3 |
| K.P. | .907 | 4 |
| RI | .901 | 5 |
| Total | .955 | 23 |

Reliability of each variable (N= 244)

Table 6: CFA goodness of fit

| COF index | Acceptable value | CFA model | Results |
|-----------------------------|------------------|-----------|----------|
| X ² (Chi-square) | | 341.296 | Good Fit |
| Df (Degree of freedom) | | 216 | Good Fit |
| X ² /df | < 3 | 1.58 | Good Fit |
| GFI | >0.8 | 0.897 | Good Fit |
| CFI | >0.9 | 0.968 | Good Fit |
| TLI | >0.9 | 0.963 | Good Fit |
| RMSEA | <0.08 | 0.049 | Good Fit |

The following are the results of the hypothesis test, which are displayed in Table 7 and Fig. 2 shows the SEM results.

Table 7: Hypothesis testing results

| Hypothesis | Path | B | S.E. | P-value | Results |
|------------|-------|------|------|---------|-------------|
| H1 | H→KP | .542 | .233 | .008 | Significant |
| H2 | L→KP | .156 | .186 | *** | Significant |
| H3 | R→KP | .096 | .108 | *** | Significant |
| H4 | K→KP | .615 | .112 | *** | Significant |
| H5 | H→RI | .021 | .228 | *** | Significant |
| H6 | L→RI | .112 | .161 | .04 | Significant |
| H7 | R→RI | .062 | .097 | .01 | Significant |
| H8 | K→RI | .253 | .141 | .04 | Significant |
| H9 | KP→RI | .850 | .145 | *** | Significant |

***: Degree of confidence (p<0.001)

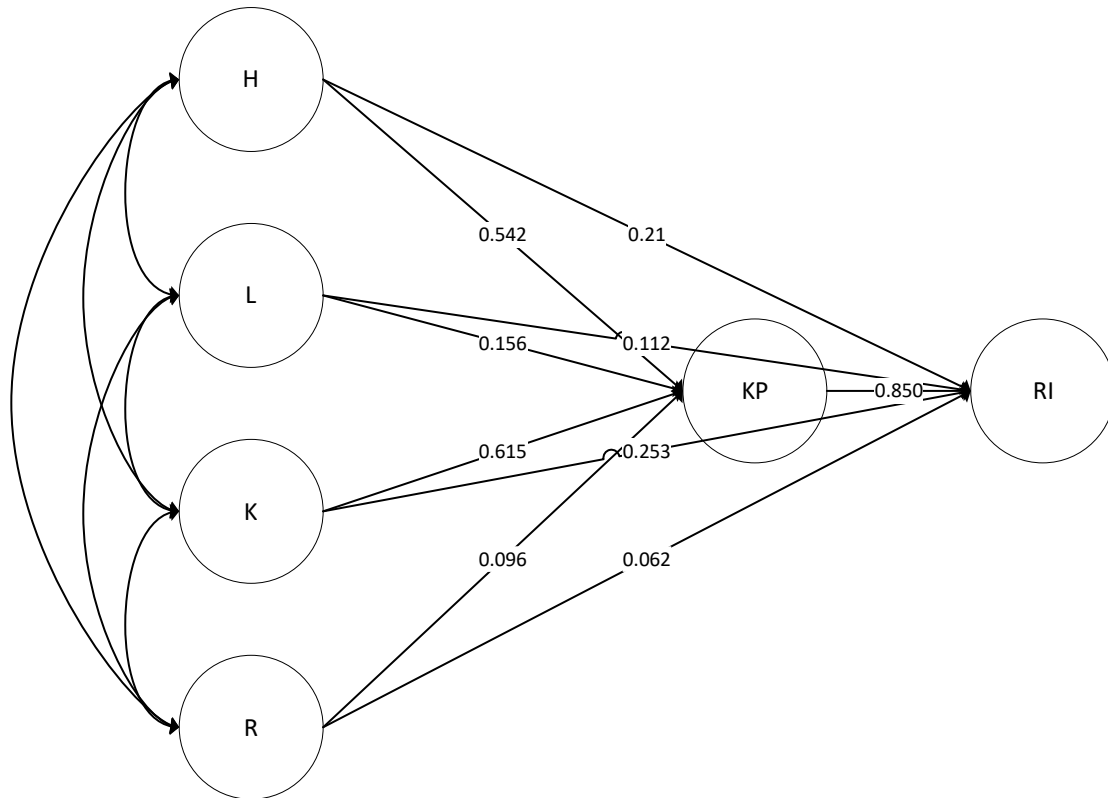


Fig. 2: SEM result

Based on Table 7, The results indicate that all hypotheses are accepted. The results of this analysis state that price has a significant positive effect on visitor satisfaction by producing a P-value of 0.008 and a standardized coefficient (β) of 0.542. This shows that visitors feel that price can affect visitor satisfaction with staying at Sharia hotels. Thus, it can be concluded that the hypothesis in the results of this study can be accepted. Kotler and Keller (2016) stated that prices are often set to satisfy the demand for premiums that visitors are willing to pay for a product or service. Jiang et al. (2015) stated that price significantly affects visitor satisfaction and can affect the intention to revisit. The results of this analysis state that the location has a significant positive effect on visitor satisfaction by producing a location that produces a p-value below 0.001 and a standardized coefficient (β) of 0.156. This shows that location affects visitor satisfaction in visiting Sharia hotels. With that, it can be concluded that the hypothesis from the results of this study is accepted. These results are in accordance with research conducted by Peter et al. (2002). According to Salim et al. (2023), there is a positive and significant influence between the location variable and satisfaction. The results of this study are supported by respondents' answers, which state that location affects visitor satisfaction.

The results of this analysis state that religiosity has a significant positive effect on visitor satisfaction by producing a location that produces a p-value below 0.001 and a standardized coefficient (β) of 0.096. This shows that religiosity affects visitor satisfaction. If things are related to halal and Islamic labels, Muslim visitors tend to feel satisfied. They

feel that there is a clear difference between conventional hotels and hotels with Sharia labels. That is also one of the reasons they chose that hotel over others. The results of this analysis state that trust has a significant positive effect on visitor satisfaction by producing a p-value below 0.001 and a standardized coefficient (β) of 0.615. This shows that trust can affect visitor satisfaction in staying at Sharia hotels. Trust is defined as the perception of trust in the reliability of a company that is determined by systematic confirmation of expectations of the company's offer (Juliana et al., 2023). This finding is supported by Balasubramanian et al. (2003) and Kim et al. (2009). Two elements of such a facilitating environment are trust and satisfaction - two essential ingredients for successful long-term business relationships with customers. The suitability of trust can foster visitor perceptions of trust. The service has norms that are in accordance with the quality offered so that visitors are satisfied with the service and service. The results of this analysis state that price has a significant positive effect on repurchase intention by producing a price that produces a p-value below 0.001 and a standardized coefficient (β) of 0.021. This is supported by Jiang and Rosenbloom (2005). Price compatibility with the customer's purchasing ability can be a driving force for customers to revisit.

The results of this analysis state that location has a significant positive effect on repurchase intention by producing a price resulting in a p-value of 0.04 and a standardized coefficient (β) of 0.112. The accessible location creates a sense of return to the place, roads or access that are difficult to reach tend to make customers not want to visit again. The

results of this analysis state that religiosity has a significant positive effect on repurchase intention by producing a p-value of 0.017 and a standardized coefficient (β) of 0.062. Religiosity has an effect on repurchasing interest. The higher the level of customer religiosity, the higher the interest in revisiting Sharia-labeled products/services. The results of this analysis state that trust has a significant positive effect on repurchase intention by producing a P-value of 0.041 and a standardized coefficient (β) of 0.253. According to research conducted by [Lau and Lee \(1999\)](#), customer trust in a brand is defined as customer satisfaction with relying on a brand for the risks faced because expectations of the brand will lead to positive results.

The results state that satisfaction has a significant positive effect on repurchase intention by producing a p-value of 0.001 and a standardized coefficient (β) of 0.850. The visit satisfaction felt by visitors does not only arise when they can show photos or videos that are currently in a destination, but they also feel satisfied with other services offered by the related destination. The collection of these satisfactions ultimately generates the interest of generations of visitors to make repeat visits in the future. [Ibzan et al. \(2016\)](#) concluded that there is a positive relationship between customer satisfaction and repurchase intention. The results showed that there was a significant positive relationship between the variables price, location, religion, and trust on satisfaction and repurchase intention. The satisfaction variable as an intervening variable has the highest positive relationship to repurchase intention. Customer satisfaction is the main key to improving customer decisions to revisit the hotel, while trust is the variable with the highest value in increasing satisfaction.

5. Conclusion

The results confirmed that there had been a significant positive relationship between the variables price, location, religion, and trust on satisfaction and repurchase intention. The satisfaction variable as an intervening variable has the highest positive relationship to repurchase intention. Customer satisfaction is the main key to improving customer decisions to revisit the hotel, while trust is the variable with the highest value in increasing satisfaction. Islamic hotel managers should emphasize the satisfaction and trust of violators, which will increase the number of customers.

An increase in consumer satisfaction will provide repeat purchases. Customer satisfaction is at the core of advertising and marketing within the exchange process, as it contributes to the success of service providers. The more consumers get what they expect at the time of purchase or service users, the better the possibility that consumers will repurchase at an equal level and the greater the level of customer satisfaction.

It is hoped that future researchers will add other variables (brand image, service quality to find out the factors of revisit intention again for further researchers and can develop this research with other methods. For example, through in-depth interviews with respondents or Sharia hotels, so that the information obtained can be more varied.

Compliance with ethical standards

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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