THE INFLUENCE OF EMOTIONAL EXPERIENCE AND HALAL ATTRIBUTES ON REVISIT INTENTION MEDIATED BY SATISFACTION

Audy Farradila Jasmine

NIM. 141220061

Student of Management Study Program, Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Yogyakarta.

ABSTRACT

Masjid Gedhe Kauman as a halal tourism destination in Yogyakarta faces challenges in maintaining tourist loyalty amid the growing competition in the halal tourism industry. This study aims to examine the influence of emotional experience and halal attributes on revisit intention, with satisfaction as a mediating variable. The research method employed a quantitative approach with a survey of 110 Muslim tourists selected through purposive sampling. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results indicate that halal attributes have a positive and significant influence on revisit intention, both directly and indirectly through satisfaction. Conversely, emotional experience does not directly influence revisit intention, but has a significant indirect effect through satisfaction as a mediating variable. The model fits the evaluation criteria of R-Square and Q-Square values. This study provides theoretical contributions to halal tourism management and practical implications for the management of Masjid Gedhe Kauman, as well as serving as a reference for future researchers to broaden the scope of halal tourism research.

Keywords: *Emotional Experience, Halal Attributes, Satisfaction, Revisit Intention*