



Does Theory of Planned Behavior Explain the Link Between Memorable Tourist Experience and Revisit Intention? A Halal Tourism Perspective

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ABSTRACT

This study aims to examine the link between memorable tourist experience and revisit intention. The study extended the theory of planned behavior (TPB) in the context of halal tourism. This quantitative survey used 500 Muslim tourists who visited West Sumatra as the respondents. It employed structural equation model with Partial Least Square (PLS) as the data analysis tool. This research found that memorable tourist experience has a significant impact on revisit intention through TPB dimensions, including attitude, subjective norm and perceived behavioral control as the mediators. This study also found that tourist happiness has a significant impact on revisit intention. It contributed to extending the TPB in the halal tourism context which led to the revisit intention. In addition, some limitations and future research are discussed.

Keyword: Memorable Tourist Experience, Theory of Planned Behavior, Tourist Happiness, Revisit Intention, Halal Tourism

JEL Classification: M31, Z32

1. INTRODUCTION

Revisit intention is a key variable in tourism destination management (Zhan et al., 2024; Torres-Moraga et al., 2024; Susanto et al., 2024; Lin, 2024). All tourism places should be concerned about them, as they have a direct impact on tourist loyalty. Tourism destination management must control some aspects that influence revisit which is related to the business's continuation. According to Suhartanto et al. (2021), Muslim tourists are one of the tourism industry's most potential customers. When they visit a specific site, they are worried about Halal problems and have the financial means to purchase non-pork foods. According to the World Youth Student and Educational Travel Confederation (WYSETC), halal travel has grown in popularity in both Muslim and non-Muslim countries such as Singapore, Taiwan, Korea, and Japan. According to WYSETC

(2017), Muslim tourists are lured to these countries because of the potential revenue from the tourism. They believe that halal or Muslim-friendly tourism is one of the fastest growing industries in recent years because it addresses the needs of Muslim tourists based on their religious beliefs.

Indonesia is one of the world's most popular Muslim tourism destinations. Indonesia ranks first in the 2023 Top Global Muslim Travelers Index (GMTI), alongside Malaysia (Mastercard-CrescentRating, 2023). This reveals that Indonesia is one of the tourist places that Muslims consider to be welcoming. Furthermore, according to the GMTI analysis, the number of Muslim visitors is expected to reach 230 million by 2028, with an expenditure of USD 225 billion. This is an important opportunity for Indonesia's tourism industry, and it will surely increase the country's GDP. It's a very promising business. To attract visitors and motivate them to

go above and beyond by returning and recommending it to others, the government and administrators of popular tourist destinations should offer the most appealing programs that will influence Muslim tourists' revisit intention. As a result, the firm's future performance is determined by how visitors whether they return.

Tourist revisit intention, might be influenced by several factors, such as tourist happiness (Susanto et al., 2024; Peng et al., 2023), theory of planned behavior (Susanto et al., 2024; Halimi et al., 2021; Meng and Cui, 2020) and memorable tourist experience (Chung et al., 2024; Zhao et al., 2023; Rasoolimanesh et al., 2021). Previous studies have addressed the revisit intention of tourist extensively. However, revisit intention of Muslim tourists in the context of Halal tourism is still limited especially in the link between memorable tourist experience, tourist happiness as an extension of TPB. This study has determined the research problems, including: (1) How memorable tourist experience influences the dimensions of TPB (attitude, subjective norm and perceived behavioral control). (2) How memorable tourist experience leads to tourist happiness. (3) How tourist happiness and perceived behavioral control influence tourist revisit intention. Moreover, the introduction section has been followed by literature review, method, result and discussion, theoretical contribution and managerial implication and conclusion part.

This study has highlighted some contributions both theoretical and managerial contribution. There are some theoretical contributions of this research. First, it examined the relationships between memorable tourist experience and TPB dimensions. These relationships remain limited previously. Previous studies have addressed the link between experience and attitude (Garau-Vadell et al., 2023), however, they failed to address it from the perspective of TPB and Halal tourism context. Therefore, this study has contributed in explaining these relationships and it gives new insight for Halal tourism research. Second, this research has investigated the link between memorable tourist experience and tourist happiness. Previous research has a debate on this relationship. In one hand, some scholars argued that tourists experience will lead to tourist happiness. On the other hand, previous studies also highlighted that tourist happiness as the antecedent of tourist experience. This study found that memorable tourist experience is an antecedent of tourist happiness. Therefore, this study has contributing in explaining the contribution of memorable tourist experience is a significant antecedent of tourist happiness which was neglected previously.

2. LITERATURE REVIEW

2.1. Revisit Intention and Theory of Planned Behavior (TPB)

One of the tourism management's concerns is how to create the tourists intention to do revisit (Lin, 2024). Tourist revisit intention refers to an individual's intention to revisit the same environment or place as well as recommending the place to others (Lin, 2024). Revisit intention is a part of behavioral intention in the context of TPB (Halimi et al., 2021). According to some prior studies, tourist revisit intention has several antecedents, such as tourist happiness (Peng et al., 2023; Susanto et al., 2024) and perceived behavioral

control (Susanto et al., 2024). Revisit intention of the tourists becomes a key point for the sustainable tourism development in the future (Lin, 2024). Revisit intention has some influence factors such as tourist happiness (Peng et al., 2024), perceived behavioral (Susanto et al., 2024), attitude and subjective norm (Tajeddini et al., 2022) and also memorable tourism experience (Zhao et al., 2023).

According to Ajzen (2020), TPB has been successfully and widely used in predicting and explaining behavior in a multitude of behavioral domains. The TPB concept has been applied in predicting behavior intention such as intention to visit or revisit a tourist destination (Susanto et al., 2024). The TPB has three dimensions in predicting behavioral intention, including attitude, subjective norm and perceived behavioral control (Ajzen, 2020; Ajzen, 1991; Abdou et al., 2024). Attitude refers to "the extent to which a person has favorable or unfavorable evaluation of a particular behavior" (Rahamat et al., 2022). Subjective norm is "a person's belief about what he/she should do, either through personal values, other important people's values, or through values of a specific group" (Vallejos et al., 2023). Whilst, perceived behavioral control refers to "consumers' perception of their ability to perform a behavior in terms of their capabilities and resources" (Chen et al., 2023).

2.2. Memorable Tourism Experience, TPB and Tourist Happiness

Memorable tourism experience is one important factors in maintaining tourism development (Rasoolimanesh et al., 2021). According to Zhou et al. (2023), memorable tourism experience refers to an attitude construct, involving tourists' positive memories after engaging in a tourism activity. The positive memories in the destination might have an impact on some factors, such as attitude, tourist confidence and also tourist happiness. Several previous studies have asserted that memories in tourism will relate to the tourists' behavior during or after their visit (Chung et al., 2024; Peng et al., 2023; Zhao et al., 2023). According to Nieves-Pavón et al. (2024), emotions have a relationship with TPB dimensions, including attitude, subjective norm and perceived behavioral control. Emotion is related to a person experience when they were consuming products or services. The experiences can be positive or negative which are related to their memorable experiences. Moreover, Garau-Vadell et al. (2023) have also asserted that experience leads to the tourists' attitude. In addition, Singh et al. (2022) have examined the moderating roles of attitude and subjective norm on the link between social currency and tourist experience in addition, Susanto et al. (2024) have argued that tourist past disaster experience leads to perceived behavioral control. However, to the best of our knowledge, there is a limited studies that addressed the link between memorable tourism experience and TPB components, such as attitude, subjective norm and perceived behavioral control especially in the context of Halal tourism. When the tourists have perceived a positive experience during their visit, it will affect their subjective norm, attitude and perceived behavioral control toward the tourist destination. Therefore, this study proposes hypotheses that:

- H_1 : Memorable tourism experience has a positive impact on tourist attitude

- H_2 : Memorable tourism experience has a positive impact on tourist subjective norm
- H_3 : Memorable tourism experience has a positive impact on tourist perceived behavioral control.

Moreover, memorable tourist experience might have an impact on tourist happiness (Wang et al., 2023; Peng et al., 2024; Peng et al., 2023; Gaston-Breton et al., 2020). Wang et al. (2023) and Gaston-Breton et al. (2020) have asserted that experience will lead to people happiness. Whilst, Peng et al. (2023) have highlighted that tourist happiness is an antecedent of memorable tourist experience. Therefore, there is a debate on this relationship. Memorable tourist experience will give a positive memory to the tourists that will affect their happiness during or after their visit to the destination. Thus, this study posits a hypothesis that:

- H_4 : Memorable tourist experience has a positive impact on tourist happiness.

Subjective norm influences tourist attitude (Aslan, 2023; Ho et al., 2017; Briliana and Mursito, 2017). Some previous studies have addressed attitude and subjective norm independently in the context of TPB (Bhutto et al., 2023; Vallejos et al., 2023); however, other studies have examined the relationships between TPB dimensions. For example, Briliana and Mursito (2017) highlighted the relationship between subjective norm and attitude. Subjective norm will affect people attitude toward a product or service. Therefore, people or customers attitude toward a product or service depends on their subjective norm. When the products or services have met their subjective norm, it will lead to their positive attitude and vice versa. Hence, this study proposes a hypothesis that:

- H_5 : Subjective norm has a positive impact on tourist attitude toward the destination.

Subjective norm affects perceived behavioral control (Nieves-Pavón et al., 2024; Villanueva-Flores et al., 2023; Susanto et al., 2024). Subjective norm is about people value about something based on their knowledge from previous knowledge or norm in the society. This norm might lead to their perceived behavioral control or their confidence in doing something. Susanto et al. (2024) assert that perceived behavioral control leads to subjective norm, whilst, Villanueva-Flores et al. (2023) have highlighted that subjective norm as the antecedent of perceived behavioral control. Accordingly, there is a debate on this relationship. On this view, this study argues that subjective norm is more plausible influence factor of perceived behavioral control. When people have a subjective norm, it will affect their self-confidence in doing something. Self-confidence or efficacy relates to the perceived behavioral control. Therefore, this study posits that:

- H_6 : Subjective norm is an antecedent of perceived behavioral control.

Attitude impacts perceived behavioral control (Aslan, 2023, Govaerts and Ottar Olsen, 2023, Pan et al., 2024). According to some prior studies, perceived behavioral control leads to attitude toward the products (Aslan, 2023, Sahid et al., 2024). Whilst, several research found that attitude is an antecedent of self-efficacy (Vieira et al., 2024, Pan et al., 2024). Self-efficacy is directly tied

to perceived behavioral control (Susanto et al., 2024). Therefore, there is a debate on this relationship. When the tourist has good attitude, it will affect his/her self-efficacy in doing his/her activities and vice versa. This study argues that attitude is more plausible as an antecedent of self-efficacy or perceived behavioral control. Accordingly, this study proposes a hypothesis that:

- H_7 : Tourist attitude has a positive impact on perceived behavioral control.

2.3 Perceived Behavioral Control, Tourist Happiness and Revisit Intention

Perceived behavioral control might have a relationship with tourist happiness (St Clair-Thompson and London, 2024). Abdel-Khalek and Lester (2017) also found a significant correlation between self-efficacy and happiness. Self-efficacy is interchangeable to perceived behavioral control (Susanto et al., 2024). When the tourists have a better perceived behavioral control or self-efficacy, it leads to their happiness due to their confidence in doing tourism activities. However, research on this relationship is still limited. Therefore, this study proposes a hypothesis that:

- H_8 : Perceived behavioral control has a positive impact on tourist happiness.

Perceived behavioral affects revisit intention (Vallejos et al., 2023, Susanto et al., 2024, Bhutto et al., 2023). Many studies have examined the relationship between perceived behavioral control and behavioral intention in the context of TPB and revisit intention is a part of behavioral intention. Accordingly, when the tourists have a better perceived behavioral control or self-efficacy about the destination, it will lead to their intention to revisit the destination in the future. Therefore, this study posits a hypothesis that:

- H_9 : Perceived behavioral control is a positive impact on revisit intention.

Finally, tourist happiness influences intention to revisit destinations (Hu et al., 2024, Peng et al., 2023, Cheng et al., 2023, Paramita et al., 2021). Peng et al. (2023) have examined a significant relationship between tourists' happiness and their intention to revisit the tourist destination. When the tourists have got happiness during their visit, it will give them good memory about the destination and it will lead to their intention to do continuous visit intention in the future. Therefore, this study proposes a hypothesis that:

- H_{10} : Tourist happiness has a positive impact on revisit intention.

3. METHODS

3.1. Sampling and Data Collection Procedures

This study was conducted in West Sumatera province. The Global Muslim Travel Index (GMTI), conducted by Mastercard-Crescent Rating Agency, highlighted West Sumatra as a major halal tourist destination, making it an appropriate venue for this study (Mastercard-CrescentRating, 2023). Furthermore, Population of this study is all Muslim tourists who have visited Halal tourism destination in West Sumatra Indonesia. This quantitative study employed survey with questionnaires as the data collection method. The questionnaires have been developed based on the

previous studies and this study used back translation method. This research used 500 respondents as the samples. Samples are collected from top five municipalities/cities based on the number of tourists who visited tourist destinations in 2022 (BPS, 2017). Data collection is conducted in 2 months (July and August, 2024).

3.2. Measurement

Measurement of variables in this study have been developed from the previous studies. Revisit intention has been measured using two indicators from Peng et al. (2023). "I would revisit this Halal tourism destination in the nearly future" is an example of measurement items. Memorable tourism experience has been measured using six items from Zhou et al. (2023). "I enjoyed the tourism experience" is an example item of memorable tourism experience indicators. Tourist happiness is measured using Peng et al. (2023)'s items. "I felt happy during this trip" is an example item for tourist happiness measurement. Theory of Planned Behavior (TPB) dimensions (attitude, subjective norm and perceived behavioral control) have been measured using items from Aslan (2023). "In my opinion, Halal tourism destination is a good idea" is an example of attitude's measurements. The example of subjective norm items is "My family also prefer to choose Halal tourism destination" and finally, "I think it is easy for me to visit halal tourism destination" is an example of measurement items of perceived behavioral control.

3.3. Data Analysis

3.3.1 Measurement model

PLS-SEM, or partial least squares structural equation modeling, was used in this study. Prior to the main investigation, a number of preliminary tests were conducted, including heteroscedasticity, multicollinearity, and normality checks (Hair et al., 2014). This study looked at both the measurement and structural models. The discriminant and convergent validity tests were used to examine the measurement model's construct reliability and validity. It contained a set of criteria for determining the reliability and validity of the measures employed. These included Average Variance extracted (AVE), heterotrait-monotrait (HTMT), composite reliability (CR), internal consistency, and Cronbach's alpha (A). Furthermore, this study used bootstrapping with 5000 re-samples for the structural model analysis. Furthermore, the study applied a common method bias test in examining the possible common bias problem using Harman's single factor criterion (Podsakoff et al., 2012).

4. RESULTS AND DISCUSSION

4.1. Results

4.1.1. Respondents' Profile

The respondents of this study were relatively equal between male (51.4%) and female (48.6%). Based on the respondent's age, most of them were young generation under 30 years old (79.6%). Most of the respondents were graduated from university (52.4%). Based on occupation, most of them have occupation in several sectors (54.6%). Finally based on their income, most of respondents have income up to 7.5 million rupiah per month (91.6%).

4.1.2. Preliminary test

This study performed a number of preliminary tests before proceeding with the main analysis, including multicollinearity, homogeneity, and normality tests. The multicollinearity test was conducted with a Variance Inflation Factor (VIF) value of <5 . The VIF was calculated to be between 1.65 and 2.44. Following the Glejser homogeneity test (Hair et al., 2014), the significance value was found to be greater than 0.05. This study found that the variable standard deviations ranged from 0.48 to 0.74, using the standard deviation ± 3 criteria for normality. According to the early test results, the data meets the standards, thus, it is allowing the data analysis procedure to proceed.

4.1.3 Measurement model analysis

The measurement and structural models were tested in this study to meet the structural equation model analysis requirements. This study assessed the convergent and discriminant validity of the measurement model. Table 1 displays the convergent validity and reliability of certain indicators, such as loading factor, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). All measuring items have significant loading factors (>0.6). Cronbach's alpha (>0.6), composite reliability (>0.7), and AVE (>0.5) are all high values. As a result, the measurement model's validity and reliability are met the standard.

Furthermore, Table 2 displays the discriminant validity utilizing HTMT. The correlation value in this investigation is less than 0.85, which indicates good discriminant validity (Hair et al., 2014).

4.1.4 Structural model and hypothesis testing

The structural model was used in this work to evaluate hypotheses. The data was analyzed using bootstrapping with 5000 re-sample procedures. Furthermore, this study used Harman's single factor test to investigate common technique bias prior to the main analysis (Podsakoff et al., 2012). The total variation retrieved from a single factor is 39.6% ($<40\%$). As a result, this study lacks a common method bias. Table 3 and Figure 1 display the hypothesis testing. This study found that all hypotheses were supported.

This study proposed 10 hypotheses as follows. Memorable tourist experience has been found as a significant antecedent of subjective norm (H_1 ; $\beta = 0.55^{***}$). Memorable tourist experience also has a significant impact on attitude (H_2 ; $\beta = 0.26^{***}$). This study also found that memorable tourist experience was a significant antecedent of perceived behavioral control (H_3 ; $\beta = 0.24^{***}$). Memorable tourist experience was also found as a significant influence factor of tourist happiness (H_4 ; $\beta = 0.62^{***}$). Moreover, subjective norm has a significant impact on attitude (H_5 ; $\beta = 0.57^{***}$). Subjective norm also found as an antecedent of perceived behavioral control (H_6 ; $\beta = 0.26^{***}$). Attitude has been found as a significant influence factor of perceived behavioral control (H_7 ; $\beta = 0.35^{***}$). Perceived behavioral control was also found as significant antecedent of tourist happiness (H_8 ; $\beta = 0.10^{**}$). Perceived behavioral control was found as significant influence factor of revisit intention (H_9 ; $\beta = 0.21^{***}$). Finally, tourist happiness was also a significant antecedent of revisit intention (H_{10} ; $\beta = 0.47^{***}$).

Table 1: Construct validity and reliability

Construct	Items	Loading	A	CR	AVE
Attitude (ATT)	In my opinion, Halal tourism destination is a good idea	0.769	0.849	0.898	0.688
	I like to visit Halal tourism destination	0.877			
	In my opinion, visiting halal destination is safer than other destinations	0.831			
	I prefer to visit Halal tourism destination than other destinations	0.838			
Subjective norm (SN)	My family also prefer to choose Halal tourism destination	0.846	0.816	0.890	0.731
	My friends also want to visit Halal tourism destination	0.868			
	Important people around me (friends, relatives, family, etc.) will support me in my decision to visit Halal tourism destination	0.850			
Tourist happiness (TH)	I felt happy during this trip	0.737	0.900	0.917	0.512
	I felt pleasant during this trip.	0.703			
	I felt excited during this trip.	0.731			
	I had a sense of self-release on this trip.	0.738			
	This tourism trip made me feel refreshed.	0.729			
	I felt totally immersed during this trip	0.728			
	I experienced a sense of being one with my surroundings on this trip.	0.679			
	This trip made me learn to treat life more optimistically.	0.687			
	This trip gave me a lot of life insights.	0.697			
	This trip made me feel that I have grown.	0.689			
Memorable tourism experience (MTE)	I enjoyed the tourism experience.	0.781	0.860	0.895	0.589
	I revitalized through the tourism experience.	0.843			
	I learned something about myself from the tourism experience.	0.805			
	I had a chance to closely experience the local culture of a destination area.	0.755			
	I experienced something new during the tourism experience.	0.715			
	I experienced in the tourism experience is unforgettable.	0.694			
Perceived behavioral control (PBC)	If I wanted to, I could visit Halal tourism destination instead of others	0.925	0.808	0.912	0.839
	I think it is easy for me to visit halal tourism destination	0.906			
Revisit intention	I would revisit this Halal tourism destination in the nearly future	0.938	0.853	0.931	0.872
	Given the opportunity, I would return to this halal tourism destination	0.929			

Source: Authors' own work

Table 2: Discriminant validity using HTMT criterion

Construct	1	2	3	4	5	6
ATT						
MTE	0.661					
PBC	0.795	0.681				
RI	0.464	0.548	0.510			
SN	0.847	0.651	0.783	0.447		
TH	0.539	0.770	0.535	0.642	0.521	

ATT: Attitude, MTE: Memorable tourism experience, PBC: Perceived behavioral control, RI: Revisit intention, SN: Subjective norm, TH: Tourist happiness

Source: Authors' own work

Table 3: Hypothesis testing

	Hypothesis	Coefficient	SD	P-value	Hypothesis verdict
H ₁	MTE→SN	0.55	0.039	***	Supported
H ₂	MTE→ATT	0.26	0.047	***	Supported
H ₃	MTE→PBC	0.24	0.047	***	Supported
H ₄	MTE→TH	0.62	0.039	***	Supported
H ₅	SN→ATT	0.57	0.048	***	Supported
H ₆	SN→PBC	0.26	0.051	***	Supported
H ₇	ATT→PBC	0.35	0.056	***	Supported
H ₈	PBC→TH	0.10	0.042	**	Supported
H ₉	PBC→RI	0.21	0.048	***	Supported
H ₁₀	TH→RI	0.47	0.044	***	Supported

***; significance<0.01; **, significance<0.05

Source: Authors' own work

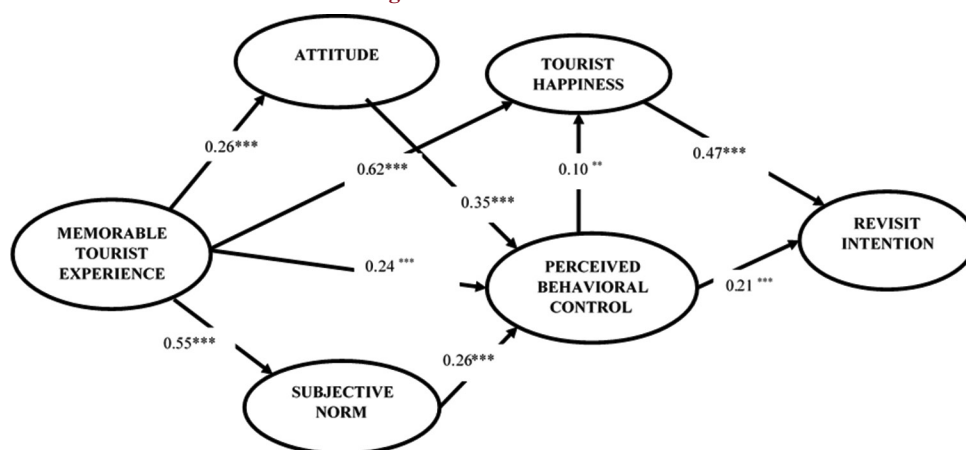
(2020) have asserted that experience will lead to the tourist happiness. Therefore, this study has confirmed that memorable tourist experience is the antecedent of tourist happiness. Hence, when the tourists have perceived good experiences during their visit, it will lead to their pleasure and happiness about the destination.

Previous studies have also examined the relationship between dimensions of TPB. This study found that subjective norm is the antecedent of attitude (H₅) and perceived behavioral control (H₆). It also found that perceived behavioral control was influenced by tourists' attitude (H₇). This finding is similar to Briliana and Mursito (2017), who found that subjective norm affected the attitude. Villanueva-Flores et al. (2023) asserted that subjective norm has a significant impact on perceived behavioral control.

4.2 Discussion

Memorable tourist experience was a significant influence factor of subjective norm (H₁), attitude (H₂) and perceived behavioral control (H₃). This finding is in line with Nieves-Pavón et al. (2024) who asserted that emotion which is related to experience has a relationship with TPB dimensions. Garau-Vadell et al. (2023) have examined the link between experience and attitude in the context of tourism. However, to the best of the researchers' knowledge, study on these relationships remain limited. This study revealed that memorable tourists' experiences will lead to their behavior, such as subjective norm, attitude and their self-confidence or perceived behavioral control. Therefore, this study has extended TPB by adding memorable tourism experience as an antecedent of TPB dimensions, especially in the Halal tourism context. Furthermore, memorable tourist experience was also a significant antecedent of tourist happiness (H₄). The finding has contributed to the debate on this relationship. Peng et al. (2023) argue that tourist happiness is the antecedent of memorable tourist experience, whilst, Wang et al. (2023) and Gaston-Breton et al.

Figure 1: Research model



Source: Authors' own work

Therefore, when the tourists have a specific subjective norm, it will lead to their attitude toward the destination and it will impact their self-efficacy or perceived behavioral control. Moreover, the attitude of tourists will affect their self-confidence in doing their activities during their visit in the destination. It confirms the finding from some prior studies who found a significant impact of attitude on self-efficacy or perceived behavioral control (Vieira et al., 2024, Pan et al., 2024).

This study found that perceived behavioral control has a significant impact on tourist happiness (H_8) and revisit intention (H_9). It is similar to research finding from Abdel-Khalek and Lester (2017) who found that self-efficacy which is interchangeable to perceived behavioral control was a significant influence factor of tourist happiness. Vallejos et al. (2023) have also examined a significant impact of perceived behavioral control on revisit intention. Therefore, in the context of Halal tourism, when the Muslim tourists have good self-efficacy in doing halal tourism activities in the destination, it will lead to their happiness because they confident with their activities in the destination were compliance with the Islamic law and it will lead to their happiness. Hence, it also leads to their intention to revisit the destination in the nearly future. Finally, tourist happiness was also found as a significant influence factor of revisit intention (H_{10}). It is congruent with Peng et al. (2023) who assert that tourist happiness as a significant influence factor of revisit intention. Tourists who were happy during their visit to the halal destination will have more possibility to revisit the destination in the future.

5. CONCLUSION

To sum up, this research has enhanced both the theoretical framework and its management implications. By investigating a substantial role of memorable tourist experience, theory of planned behavior (TPB) dimensions and tourist happiness as the antecedent of tourist revisit intention, this study found the function of memorable tourist experience and tourist happiness in extending TPB. Memorable tourist experience has been found as a key influence factor of TPB dimensions and tourist happiness which have been overlooked previously.

Additionally, this study has some limitations and further research. First, because this study is cross-sectional, there are limitations on how widely the results may be applied. The information was gathered in a single period of time. Therefore, this study suggests conducting a longitudinal study to get better findings in the future. Second, some Muslim nations, such those in the Middle East and Southeast Asia, could be included in the study. Consequently, it will provide a clearer image of how variables relate to one another. Third, this study has revealed some antecedents of revisit intention, however, it has not addressed other factors such as psychological ownership (Zhang et al., 2024) and customer experience quality (Le et al., 2024) yet. Therefore, future studies may be expanded by addressing these variables.

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