SURAT KETERANGAN

Nomor:1584/UNUSA/Adm-LPPM/XII/2021

Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LPPM) Universitas Nahdlatul Ulama Surabaya menerangkan telah selesai melakukan pemeriksaan duplikasi dengan membandingkan artikel-artikel lain menggunakan perangkat lunak **Turnitin** pada tanggal 19 Agustus 2021.

Judul : Analysis of Factors Affecting Return Visits: A Study on Religious Tourism of Sunan Ampel Su

Penulis : Mohammad Yusak Anshori, Rachma Rizqina Mardhotillah, Umi Salamah

No. Pemeriksaan : 2021.21.12.507

Dengan Hasil sebagai Berikut:

Tingkat Kesamaan diseluruh artikel (*Similarity Index*) yaitu 19%

Demikian surat keterangan ini dibuat untuk digunakan sebagaimana mestinya.

Surabaya, 21 Desember 2021

Ketua LPPM

Achmad Syafiuddin, Ph.D
NPP: 20071300

ANALYSIS OF FACTORS AFFECTING RETURN VISITS: A STUDY ON RELIGIOUS TOURISM OF SUNAN AMPEL SURABAYA

by Mohammad Yusak Anshori

ANALYSIS OF FACTORS AFFECTING RETURN VISITS: A STUDY ON RELIGIOUS TOURISM OF SUNAN AMPEL SURABAYA

Mohammad Yusak Anshori[1] , Rachma Rizqina Mardhotillah[1] , Umi Salamah[1]

[1]Department of Management, Universitas Nahdlatul Ulama Surabaya

Abstract

This study aims to analyze the factors that influence the return visits to the Sunan Ampel religious tourism object in Surabaya. This research departs from the existing research problem, namely how to increase the number of visitors returning to the SunanAmpel Religious tourism object in Surabaya. This research was conducted by examining the influence of Tourism Image, Tourism Quality and Customer Value in order to increase the interest in returning to Sunan Ampel Surabaya religious tourism objects, where tourist attraction is used as an intervening variable. The population of this study is the tourists who visit the Sunan Ampel Religious tourism object, and who have visited twice. With age criteria ranging from 16 to 40 years among teenagers to the elderly. The sample of this study were 150 respondents obtained by purposive sampling method. The data analysis method in this study used path analysis with smart PLS software. The results of this study prove that 3 hypotheses are accepted and 1 hypothesis is rejected. The received hypotheses include the quality of tourism and the image of tourism which have a positive and significant effect on tourist attraction, and the customer value has a positive and significant effect on the interest to visit again. The rejected hypothesis represents the tourist attraction which has a negative effect on interest in returning.

Keywords: Tourist image, product quality, customer value, customer attractiveness, return visit.

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KUNJUNGAN KEMBALI: STUDI PARIWISATA AGAMA SUNAN AMPEL SURABAYA

Abstrak

Penelitian ini bertujuan menganalisis faktor-faktor yang mempengaruhi minat kunjung kembali pada objek wisata religi Sunan Ampel Surabaya. Pertanyaan dari penelitian ini adalah bagaimana meningkatkan minat kunjung kembali pada objek wisata religi Sunan Ampel Surabaya. Penelitian ini dilakukan dengan cara menguji pengaruh Citra Wisata, Mutu Wisata dan Nilai Pelanggan guna meningkatkan minat kunjung kembali pada obyek wisata Religi Sunan Ampel Surabaya. Daya tarik wisata digunakan sebagai variabel intervening. Populasi dari penelitian ini adalah wisatawan yang berkunjung ke objek wisata Religi Sunan Ampel, dan yang sudah pernah berkunjung sebanyak dua kali. Dengan criteria usia mulai dari 16 sampai 40 tahun di kalangan remaja sampai orang tua. Sampel dari penelitian ini adalah 150 responden yang didapat dengan metode *purposive sampling*. Metode analisis data pada penelitian ini menggunakan *path analysis* dengan *software smart* PLS. Hasil penelitian ini membuktikan tiga hipotesis diterima dan satu hipotesis ditolak. Tiga hipotesis yang diterima mencakup mutu wisata berpengaruh positif dan signifikan terhadap dayatarik wisata, citra wisata berpengaruh positif dan signifikan terhadap dayatarik wisata, dan nilai pelanggan berpengaruh positif dan signifikan dengan minat kunjung kembali. Hipotesis yang ditolak adalah dayatarik wisata berpengaruh negatif terhadap minat kunjung kembali.

Kata kunci : Citra wisata, mutu wisata, nilai pelanggan, daya tarik wisata, minat berkunjung kembali

I. INTRODUCTION

Revisit intention is a consumer commitment that is formed after purchasing both goods and services, the commitment that arises is due to a positive impression from consumers of a brand, and consumers who feel satisfied with the purchase (Rosalina &Kusumawati in Lusiana, 2020). Moreover, high revisit intention indicates a high level of customers who want to repurchase a product or service. It will also giving positive impact to the products or services that are marketedThis high interest in revisits will have a positive impact on the success (Thamrin& Francis in Lusiana2020).Revisit intention is usually inspired by the experiences of tourists who have visited the tourism objects(Anshori et.al., 2020). Surabaya is one of the tourist destinations in East Java that be visited by domestic and International tourists who come for religious visit, shopping, culinary, heritage, and golf. The high intensity of tourist visits is a great opportunity to increase revisit intention forSurabaya tourism (Anshori, 2010).

One of the attractions in Surabaya that is visited by many tourists is the religious tourism area of the SunanAmpel Mosque. The charm of culture, art, and history contained in the SunanAmpel Mosque has its own charm for tourists. SunanAmpel Mosque is a mosque founded by RadenAchmadRachmatullah in 1421, it built during the reign of the Majapahit kingdom.SunanAmpel religious tourism area was built with ancient Javanese architecture, with a thick Arabic ambiance. The specialty of SunanAmpel Tourism is an old and historic mosque building that is still well preserved. The structure of the building with large and high pillars made of wood, as well as a solid ceiling architecture shows the strength of this building across the ages. This mosque is a tourist and pilgrimage destination that is always busy with visitors (Anshori &Kusrianto, 2011). In addition, to preserve this historical area, the Surabaya City Government has designated the Ampel Mosque as a cultural heritage and made this area a religious tourism destination. In Indonesia's Official Tourism Website, it is stated that the number of visitors to the religious tourism area of the SunanAmpel Mosque on weekdays reaches an average of 1,500-2,000 people, this number will increase when the month of Ramadan arrives. The increasing number of tourists encourages local people to be involved in tourism activities. From the description above, it shows that the emergence of a sharia tourism icon in the religious tourism area of the SunanAmpel Mosque in Surabaya has generated public interest in visiting, and it is interesting to research the factors that influence tourists to have revisit intention in religious tourism at SunanAmpel Surabaya.

Based on the data from the Surabaya City Culture and Tourism Office above, visitors to SunanAmpel's religious tourism in 2016 increase by 2,040,365 visitors compare to the previous year. Then in 2017 there was a decrease to 1,139,799 visitors. In 2018 there was an increase again reaching 1,182,070 visitors. In 2019, there was an increase to 1,968,845 visitors. During 2020, the number of visitors decreased again to 1,625,223 visitors due to the Covid-19 Pandemic. Tourism industry is one of the industries that negatively affected by Covid-19 (Salim et.al., 2021).

According to CNNindonesia.com 2020, it was stated that in 2014 the religious tourism destination of SunanAmpel attracted 12.2 million tourists. Revisit intention is based on several factors, namely satisfaction and a sense of achievement. Satisfaction is a feeling of pleasure or disappointment from someone that arises after the person compares the performance that is thought of with the performance or expected results (Kotler and Proertsch 2006).

The existence of tourism objects can be achieved by increasing visits to each of the tourist destinations offered and creating revisit intention. The first visit will be based on information obtained from various sources so that the value of the visit depends on the satisfaction obtained at the first visit. Generally, tourists will choose a destination based on the image of a destination based on a strong positive image. The affective component of the image shows a person's feelings towards and emotional responses obtained from a tourist destination. An activity in acquiring, managing, organizing, and using knowledge can influence the choice of tourist attractions and tourists behavior as mentioned by Chen & Tsai in Cahyanti&Anjaningrum (2017).

The previous Research for literature review has be done by Nurlestari (2016), Makalew, et.al (2019), Sitanggang, et.al. (2020), Hermawan (2017), Utami& Ferdinand (2018). The summary of the comparation as mentioned on the tabel 1 below:

Tabel 1 Comparation Previous Researches

Researcher & Year	Research Title	Methodology	TI	TQ	CV	TA	RI
Nurlestari, A. F. (2016)	The influence of tourism attractiveness toward revisit intention with tourist satisfaction as intervening variable at Taman Safari Indonesia Cisarua Bogor	Quantitative Multiple Linier Regression				v	v
Makalew, et. al (2019)	Analysis factors that influence revisit intention of AlamBatu Angus at Bitung.	Quantitative Multiple Linier Regression	v				v
Sitanggang, et. al. (2020)	The Influence of destination image, customer value toward tourist satisfaction and tourist behavior intention.	Quantitative Structure Equation Model	v		v		
Hermawan, H. (2017)	The influence of tourism attraction, safety, and tourism facilities toward tourist satisfaction and loyality; a study of community based tourism at GunungApiPurbaNglanggeran	Quantitative Partial Least Square				v	
Utami, N. D. and Ferdinand, A. T. (2018)	Analysis the increase of revisit intention through tourism image and culture value : a study of Kuningan City West Java	Quantitative Structure Equation Model	v				v
This Research	Analysis of factors affecting revisit intention: a study on religious tourism of SunanAmpel Surabaya	Quantitative Partial Least Square	v	v	v	v	v

TI : Tourism Image; **TQ** : Tourism Quality; **CV** : Customer Value; **TA** : Tourism Attractiveness

RI : Revisit Intention.

The aim of this research was seeing what factors influence revisit intention to SunanAmpelreligious tourism. Factors that influence revisit intention include tourist attraction, tourist image, tourism quality, and customer value so that revisit intention increase. Moreover, increasing number of tourists through pilgrimage activities can be done by making religious tourism as an important destination by providing good service and a good tourist experience. It will provide positive impact to the region when tourists feel satisfy.

A. *Religious Tourism*

Religious tourism is a journey to gain experience and lessons. It is also a trip or visit made by both individuals and groups to places that are important in the spread of da'wah and education.According to Pendit (2006), religious tourism or pilgrim tourism is associated with customs, religion and beliefs of people or groups in society. This tourist activity is carried out individually or in groups to holy places, as well as to burial places of leaders who are full of legends. The religious tourism is included in special tourism, because tourists who come have different motivations and tend to things related to myths. In addition, tourists who

visit religious tourism objects aim to know the history and architecture of existing buildings. Visitors have their own satisfaction, where indeed this religious tourism object stands out in a society that wants change.

B. *Tourist attraction*

According to the Law of the Republic of Indonesia No. 10 of 2009 explains that a tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made resources that are targeted or visited by tourists.Nyoman in Nurlestari (2016) defines tourist attraction as everything that is interesting and valuable to visit and see. Meanwhile, according to Yoeti (2002) states that tourist attraction is everything that is an attraction for people to visit certain tourist areas.

C. *Tourism Image*

According to Dobni&Zinkhan in Makalewet. al. (2019) the definition of brand image is a rational and emotional perception of a particular brand. The image for the tourism sector is the perception of tourists towards the tourist area. This perception will arise when tourists have visited a tourist area which can influence the decision to visit. According to Nassaret. al.(2015)tourist image is a picture of a tourist area or the impression of a tourist when visiting a tourist area. The concept of tourism image is closely related to branding destinations that build a positive image to distinguish other tourist areas as stated by Souidenet. al. (2017). The main factor in building a tourist image is to build a tourist area with the characteristics of the area. A positive product image is good for the company because it can increase sales, while a negative product image is bad for the company because it can reduce sales.

D. *Tourism Quality*

According to Mendes et. al. (2016) Quality is a basic strategy tool for differentiation of the toursim product. Provide quality service at all levels is an essential strategy for the success of the tourist destinations in the competitive condition. Quality is a central concept in marketing strategy because good quality can build customer satisfaction. Some responses are that quality is the most important factor affecting the long-term performance of a business as stated by Budiono (2004).

E. *Revisit Intention*

Revisit Intention is a tourist behavior where tourists respond positively to tourist areas they have visited so that they encourage them to visit again further (Zhang et. al., 2017). According to Ting and Thurasamy (2016) a good tourist attraction can create a positive impression for tourists so that it raises interest in visiting again at another time. Revisits to tourist areas have direct experiences that strengthen them to visit tourist areas they have visited (Zhang et. al., 2017).

F. *Customer Value*

Customer value is the result of consumer evaluation of products or services based on the results that be received by consumers (Zethaml, 1988). According to Sheth et el.(1991) customer value can be clarified into three components, namely: Assessment of quality, emotional value and social value of a product.

Questioners distribution and data collection using google docs that be distributed via Whatsapp and social media to 166 the respondents starting December 2020 to August 2021 with 150 met the criteria.This research uses data analysis method using SmartPLS software. According to Ghozali (2014), PLS is an alternative approach that shifts from a covariance-based SEM approach to a variance-based approach. Covariance-based SEM generally tests causality or theory, while PLS is more of a predictive model. However, there is a difference between covariance-based SEM and competitive-based PLS is in the use of structural equation models to test theories or develop theories for prediction purposes.Service qualityshould be beneficial for both the seller and buyer.Therefore, the sale of service should be well managed(Anshori, 2012).

II. RESULTS AND DISCUSSION

The research framework is as follows:
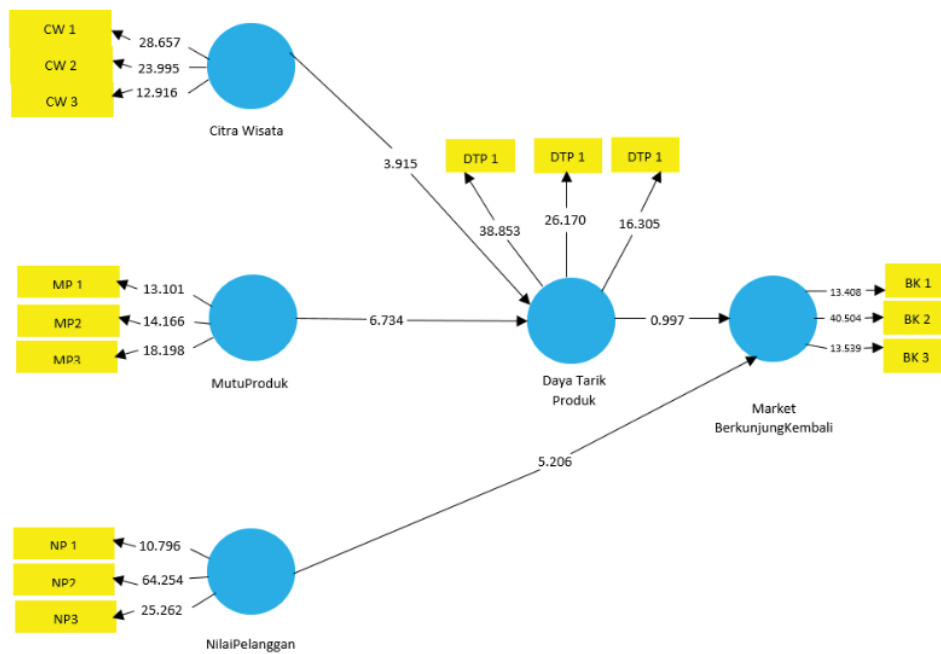
Picture 1. Conceptual Framework

1. **Convergent Validity** Based on the examination of individual item reliability, which can be seen from the standardized loading factor. Standardized loading factor is a description of the magnitude of the correlation between each indicator item and the contract (Husein, 2015).

Tabel 2 Outer Loading

Variabel	Indikator	OuterLoading
Tourism Image(X1)	Cw1	0,880
	Cw2	0,881
	Cw3	0,759
Tourism Quality(X2)	Mp1	0,787
	Mp2	0,803
	Mp3	0,802
Customer Value(X3)	Np1	0,764
	Np2	0,914
	Np3	0,864
Tourism Attraction(Y1)	DP1	0,905
	Dp2	0,859
	Dp3	0,738
Revisit Intention(Y2)	Mkk1	0,756
	Mkk2	0,891
	Mkk3	0,825

2. **AVE** discriminant validity can be seen from the average variant extracted (AVE) value for each indicator provided that the value must be > 0.5 for a good model.

Table 3 Average Variant Extracted (AVE)

	AVE
Tourism Image	0,709
Tourism Quality	0,635
Customer Value	0,722
Tourism Attraction	0,701
Revisit Intention	0,682

Composite reliability and Cronbach's alpha The outer model can be measured in addition to assessing convergent validity and discriminant validity, it can also be done by looking at the reliability of the construct or latent variable which is measured by looking at the composite reliability value. Data that has composite reliability > 0.6 has high reliability. While the reliability test was strengthened by the Cronbach alpha test with the expected value exceeding> 0.7 for all constructs (Andreas, 2010).

Tabel 4 Composite Reliability dan Cronbach's Alpha

	CompositeReability	CronbachAlpha
Tourism Image	0,879	0,793
Tourism Quality	0,839	0,715
Customer Value	0,886	0,806
Tourism Attractiveness	0,875	0,782
Revisit Intention	0,865	0,764

3. Testing the results on the structural model can be seen by means of the results of the R-square value which is a test of the goodness-fit model. The inner model is part of the hypothesis testing which is used to test the significance of the independent variable on the dependent variable and the value of R2 . R-square values of 0.67, 0.33, and 0.19 indicate a strong, moderate and weak model (Ghozali, 2012).Revisit Intention of SunanAmpel Surabaya is increased when tourism image, tourism quality, customer value and tourism attractiveness are increased. Those four variables thoroughly influence revisit intention by 56.9%.

Tabel 5 R-Square

	R-Square	R-SquareAdjusted
Tourism Attraction	0,546	0,540
Revisit Intention	0,569	0,563

4. **Hypothesis testing** Based on the data processing that has been done, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was carried out by looking at the T-Statistic and P-Values values. The research hypothesis can be declared accepted if the P-Values <0.05 (Yamin & Kurniawan, 2011).

Tabel 6 Hypothesis Testing

	Variabel	P Values	Result
H1	TI » TA	0,000	Accepted
H2	TQ » TA	0,000	Accepted
H3	TA » RI	**0,319**	**Rejected**
H4	CV » RI	0,000	Accepted

Based on the results of hypothesis testing (H1), it can be concluded that tourism image (TI)has a positive effect on tourism attraction (TA). The higher the tourist image, it will be the higher the tourism attraction.According to Kartajaya (2007) brand image is the excitement of all associations related to a brand that already exists in the minds of consumers. Meanwhile, according to Kotler and Keller (2009) brand image is a person's process to select, organize, and interpret information input to create a meaningful picture. A high brand image will create product appeal to revisit intention. This supports the research

conducted by Wirastomo (2012) which revealed that if a product has a good picture in the minds of consumers, then the product has high brand equity, and this brand equity will shape the attractiveness of the product. This research also supports research conducted by Liu et. al. (2018) which says that the intention of tourists to visit Taiwan is one of the causes, namely the destination image of the city of Taiwan itself.

Based on the results of hypothesis testing (H2), it can be concluded that the tourism quality (TQ) has a positive effect on tourist attraction (TA). It can be concluded that the hypothesis in this study shows a significant positive relationship between tourism quality and tourist attraction.According to Powell in Damayanti and Ferdinand (2015), the principles of tourism attraction are a description of the product quality. It can be said that if the quality of a product is not good then the attractiveness of a product will not be good either.The results of this hypothesis support previous research conducted by Vanegas and Labib (2001) which said that a product does not only have quality if the product is influenced by various aspects, one of which is attractiveness. This supports the research of Mason (1999: 90) which illustrates that the principles of product attractiveness are the embodiment of excellent product quality. The higher the quality of the product, the more attractive the product will be. Kusumahadi (2002) states that the higher the quality of the product that will be received by the customer, the more attractive the product as a whole will be. Rumenganet. al. (2015) research also revealed that product quality has a significant effect on purchasing decisions. Wu et. al. (2000) also states that product attractiveness is the result of excellent product quality so that product quality affects the position of a product.

Based on the results of hypothesis testing (H3), it can be concluded that tourist attraction (TA) has a negative effect on revisit intention (RI). It can be concluded that the hypothesis in this research shows a significant negative relationship between tourist attraction and revisit intention.The results are inversely proportional to the results of research conducted byNurlestari (2016), Liu and Ko (2010)which shows that tourism attractionhas a positive effect on revisit intention.This is in line with a research conducted by Gromang (2003) tourist attraction is a determining element in a tourism offer, a strong attraction and other than others make a tourist attraction able to motivate tourists torevisit intention.While Makalewet. al. (2019) found that promotion, price, tourism image, and physical evidancesimultanly influence revisit intention. The research that be done by Utami and Ferdinand (2018) shows that there are significant influence between tourism image, culture value, tourism destination icon to revisit intention.

Based on the results of the hypothesis test (H4), it can be concluded that the customer value (CV) has a positive effect to revisit intention (RI). The hypothesis in this study shows a significant positive relationship between customer value and revisit intention.The results of this research are supported by Sitangganget. al. (2020), Kwok et al (2015) which shows that customer value can trigger tourists to visit again. Marketers should focus on the high customer value.Customer value is the long-term value that the customer will provide to the company. The creation of customer value also increases the level of customer satisfaction

and gives customers a greater chance of staying. This supports the research conducted by Dwityanti (2008) explaining the positive influence between customer value and purchase intention, where the higher the perceived value received by the customer, the higher the purchase intention. Justin Beneke, et al (2013) also mentioned that a positive influence of customer value on the intention to repurchase a product. Moliner et al in Korda and Snoj(2010) and Raza et.al. (2012) also revealed that the higher the customer value, the higher the customer satisfaction value and will have an effect on repurchase interest.

III. CONCLUSION AND SUGGESTION

The results of this study prove that three hypotheses are accepted and one hypothesis is rejected. The three hypotheses received include that the quality of tourism has a positive and significant effect on tourist attraction, the image of tourism has a positive and significant effect on tourist attraction, and customer value has a positive and significant effect on the interest of visiting again. The rejected hypothesis is that tourist attraction has a negative effect on interest in revisiting.

To increase number of returning visitors to sunan ampel as religious destinantion , it is suggested that the management of SunanAmpel area should be more creative increasing tourism image and torurism quality because those indicators can attract tourists to visit SunanAmpel. During Covid-19 Management also can improve their facilities including health protocol facilities for visitors.

REFERENCES

Andreas, H. A. (2010). Standardization of the Boehm titration: Part II. Method of agitation, effect of filtering and dilute titrant. *Carbon*, *48*(12), 3313-3322.

Anshori, Y. (2010). *Tourism Board: StrategiPromosiPariwisata Daerah*. ITS Press. Surabaya. 24-27.

Anshori, Y., Kusrianto, A. (2011). *Jalan-Jalan Surabaya: EnaknyaKemana?*.Elex Media Komputindo. Jakarta. 29-33.

Anshori, M.Y.(2012). Improving The Restaurant Product Sale: A Case Study at a Hotel in Surabaya. *International Research Journal of Business Studies*, *5*(3), 64–73. https://doi.org/10.21632/irjbs.5.3.64-73

Anshori, M.Y, Karya, D.F, Herlambang, T. (2020). *A Study of Revisit Intention : Beach Image , Beach Uniqueness , Beach Authenticity , Attraction and Satisfaction in Lombok Beach Nusa Tenggara Barat*. *2988*.

Beneke, J, Flynn, R., Greig, T., Mukaiwa, M.(2013)."The influence of perceived product quality, relative price and risk on customer value and willingness to buy: a study of private label merchandise", *Journal of Product & Brand Management*, 22(3), 218-228.

Budiono, G. L. (2004). Kepuasan wisatawan terhadap kualitas pelayanan obyek wisata Gunung Bromo. *Jurnal Model Manajemen*, 1(2), 60-64.

Cahyanti, M. M., &Anjaningrum, W. D. (2017). Meningkatkan niat berkunjung pada generasi muda melalui citra destinasi dan daya tarik kampung wisata. JIBEKA, 11 (1), 35–41.

Damayanti, M., & Ferdinand, A. T. (2015). Analisis Faktor-Faktor yang Mempengaruhi Minat Kunjung Ulang Pada Obyek Wisata Pemandian Air Panas Guci di Kabupaten Tegal (Doctoral dissertation, Fakultas Ekonomika dan Bisnis).

Dwityanti, E. (2008). Analisis Faktor-faktor yang mempengaruhi minat beli konsumen terhadap layanan internet banking mandiri studi kasus pada karyawan departemen pekerjaan umum Jakarta. Tesis. Fakultas Ekonomika dan Bisnis. Universitas Diponegoro.

Ghozali, I. (2012). Konstruksi model pengukuran kinerja dan kerangka kerja pengungkapan modal intelektual. *Jurnal Akuntansi Multiparadigma*, 5(3), 380-392.

Ghozali, I. (2014). Structural Equation Modeling, MetodeAlternatifDengan Partial Least Square (PLS). Edisi 4. Semarang :badanpenerbituniversitasdiponegoro.

Gromang, F. (2003). Manajemen kepariwisataan. *Edisi ke-4. Jakarta: PT. Pradnya Paramita*.

Husein, A.S.(2015). Penelitian Bisnis Manajemen Menggunakan Partial Least Squares (PLS) dengan smart PLS 3.0 Universitas Brawijaya: Modul Ajar. hal 4.

Hermawan, H. (2017). Pengaruh Daya Tarik Wisata, Keselamatan, danSaranaWisataTerhadap

Kepuasan Serta Dampaknya Terhadap Loyalitas Wisatawan :Studi Community Based Tourism di Gunung Api Purba Nglanggeran. *Jurnal Media Wisata*, 15(1), 562-577.

Kartajaya, H. (2007). Hermawan Kartajaya On Service. Bandung: MizanPustaka.

Korda, A.P dan Snoj, B. (2010). Development validity and reliability of perceived service quality in retail banking and its relationship with perceived value and customer satisfaction. Managing global transition. Vol.8, no.2: 187-205

Kotler, P., Keller, K. L. (2009). Manajemen Pemasaran. Edisi Bahasa Indonesia Cetakan Pertama, Edisi 13, Jilid 1. Jakarta :Erlangga.

Kotler, P. & Proertsch, W. (2006). B2B brand management. New York: Springer

Kusumahadi.(2002). Aliansi Pemasaran dalam Industri Jasa. Jurnal sains pemasaran Indonesia.

Kwok, Man-Lung Jonathan, Mei-Chi Macy Wong, and Mei Mei Lau.(2015). "Examining How Environmental Concern Affects Purchase Intention: Mediating Role of Perceived Trust and Moderating Role of Perceived Risk", *Contemporary Management Research*, Vol. 11, No. 2, pp. 143-152

Liu, G., & Ko, W. W. (2010). Employee participation in cause-related marketing strategies: A study of management perceptions from British consumer service industries. *Journal of Business Ethics*, *92*(2), 195-210.

Liu, H., Xiang, Li., Cárdenas, D. A.,Yang Y.(2018). "Perceived Cultural Distance And International Destination Choice: The Role Of Destination Familiarity, Geographic Distance, And Cultural Motivation." *Journal of Destination Marketing & Management*.

Liu, Q. M., et al. (2010). Optimization Of Ultrasonic-Assisted Extraction Of Chlorogenic Acid From Folium Eucommiae and Evaluation Of Its Antioxidant Activity. *Journal of Medicinal Plants Research*. 4(23):2503-2511.

Lusiana, V. (2020). Analisis Minat Kunjungan Ulang Dengan Pemoderasi Religiusitas (Studi Pada Pengunjung Objek Wisata Religi Sunan Bonang Tuban. *Doctoral dissertation*, Universitas Muhammadiyah Malang.

Makalew, A. J., Mananeke, L., &Lintong, D. C. A. (2019).Analisis Faktor-faktor yang Mempengaruhi Revisit Intention (Minat kunjung ulang) Wisatawan pada Objek Wisata Alam Batu Angus di Bitung. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 7(3).

Mason, D. (1999). Establishing the causes of the roan antelope decline in the Kruger National Park, South Africa. *Biological conservation*, *90*(1), 69-78.

Mendes, J., Guerreiro, M., Matos, N. (2016). Monitoring the quality of Tourism Experience. *The 12ᵗʰ Biennial Conference of hospitality and Tourism Industry in Asia (ATF-16)*. ASEAN Tourism Forum 2016, 0294-0304.

Nassar, M. A., Mostafa, M. M., & Reisinger, Y. (2015). Factors influencing travel to Islamic destinations: An empirical analysis of Kuwaiti nationals. *International Journal of Culture, Tourism, and Hospitality Research*, 9(1), 36–53.

Nuha, Z. U., & Farida, N. (2019). Pengaruh Produk Wisatadan Citra Destinasi terhadap Niat Berperilaku melalui NilaiPelanggan (Studi pada Pengunjung Domestik Candi Ratu Boko Jogjakarta). *Jurnal Ilmu Administrasi Bisnis*, 9(4), 554-560.

Nurlestari, A. F. (2016). Pengaruh daya tarik wisata terhadap niat kunjungan ulang wisatawan dengan kepuasan wisatawan sebagai variabel intervening pada Taman Safari Indonesia Cisarua Bogor. *JurnalPariwisata*, 1.

Pendit, N., S. (2006). *Ilmu Pariwisata: Sebuah Pengantar Perdana*. Jakarta: Pradnya Paramitha, 41.

Raza, M.A., Siddiqueei, A.N., Awan, H.M. dan Bukhari, K. (2012). Relationship between service quality, perceived value, satisfaction and revisit intention in hotel industry. *Interdiciplinary journal of contemporary research in bussniess*. Vol.4, No.8

Rumengan, A. N., Tawas, H. N., & Wenas, R. S. (2015). Analisis citra merek, kualitas produk, dan strategi harga terhadap keputusan pembelian mobil Daihatsu Ayla cabang Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, *3*(2).

Salim, M. V. T., Satrya, I. D. G., Anshori, M.Y. (2021). Strategi Bisnis Primebiz Hotel Surabaya Mengahadapi Pandemi Covid-19. *Jurnal Master Pariwisata* 8 (1), 192-212.

Sitanggang. D. A. ,Sunarti , Pangestuti, E.(2020). Pengaruh Citra Destinasi, Nilai Pelanggan Terhadap Kepuasan Wisatawan dan Niat Berperilaku Wisatawan, Jurnal Administrasi Bisnis, 15(2).

Sheth, J.N., Newman, B.E. and Gross, B.L. (1991). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business research*, 22(2), 159-170.

Souiden, N., Ladhari, R. &Chiadmi, N. E. (2017). Destination personality and destination image. Journal of Hospitality and Tourism Management, 32, 54-70. doi:10.1016/j. jhtm.2017.04.003.

Ting, H., Thurasamy, R. (2016). What matters to infrequent customers: a pragmatic approach to understanding perceived value and intention to revisit trendy coffee café.SpringPlus (May 2016)5:651.

Utami, N. D., & Ferdinand, A. T. (2018).Analisis Peningkatan Minat Berkunjung Kembali Pada Wisatawan Melalui Citra Wisata dan Nilai Budaya (Studi Pada Kota Kuningan, Jawa Barat). *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 17(3), 207-221

Vanegas, L. V., & Labib, A. W. (2001). A fuzzy quality function deployment (FQFD) model for deriving optimum targets. *International Journal of Production Research*, *39*(1), 99-120.

Wirastomo, A. W. (2012). Analisis pengaruh ekuitas merek terhadap keputusan pembelian sepeda motor (studi pada pelanggan PT. Yamaha Agung Mootor Semarang). Skripsi FE Universitas Diponegoro.

Wu, W. W., Chadik, P. A., Davis, W. M., Delfino, J. J., Powell, D. H. (2000). The effect of structural characteristics of humic substances on disinfection by-product formation in chlorination. *ACS Sumposium Series*, Vol 761, 109-121.

Yamin, S., & Kurniawan, H. (2011). Generasi baru mengolah data penelitian dengan partial least square path modeling. *Jakarta: Salemba Infotek*.

Yoeti, O. A. (2002). Perencanaan Strategis pemasaran daerah tujuan wisata. *Jakarta: Pradnya Paramita*.

Zhang, H., Wu, Y., &Buhalis, D. (2017). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing and Management*, June, 1-11.

Zeithaml, V. A. (1988). Consumer perseptions of Price, Quality, and Value: A Means-End model and Synthesis of Evidence. *Journal of Marketing*, 52 (3), 2-22.

ANALYSIS OF FACTORS AFFECTING RETURN VISITS: A STUDY ON RELIGIOUS TOURISM OF SUNAN AMPEL SURABAYA