

## RIWAYAT PUBLIKASI

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Judul Artikel:	How Customer Engagement Leads to Word-of-Mouth and Continuance Intention? The Mediating Role of Satisfaction
Penulis:	<b>Burhanudin Burhanudin</b> , Raden Roro Windy, Syed Muntasir Husain Bukhari
Nama Jurnal:	JMK: Jurnal Manajemen dan Kewirausahaan
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**PROGRAM STUDI SARJANA MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS HAYAM WURUK PERBANAS  
(dh. STIE Perbanas Surabaya)**

## DAFTAR ISI

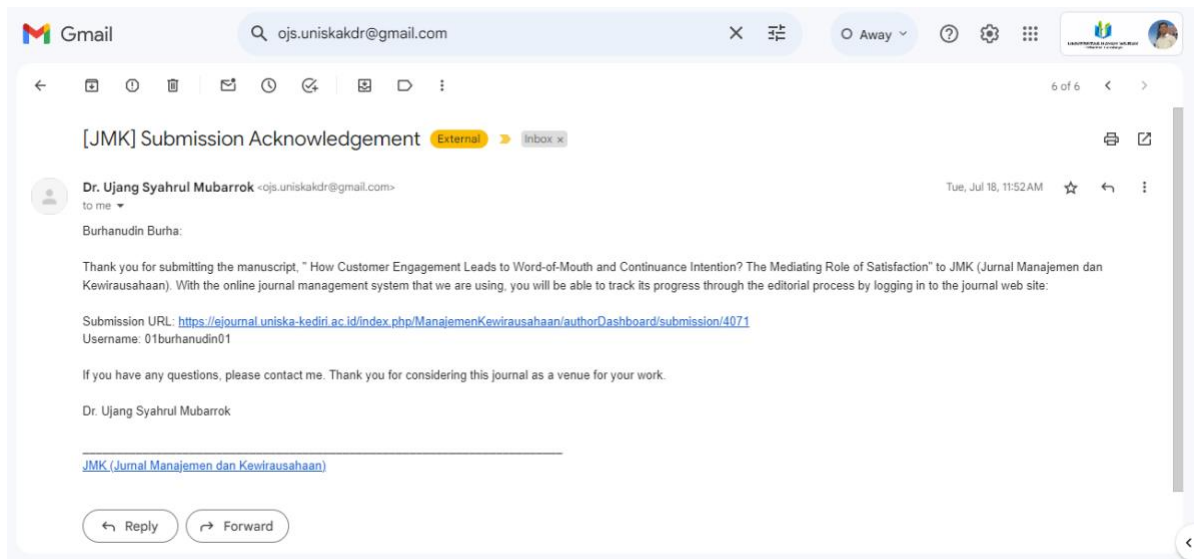
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## 1. Submission Acknowledgment – 18 Juli 2023

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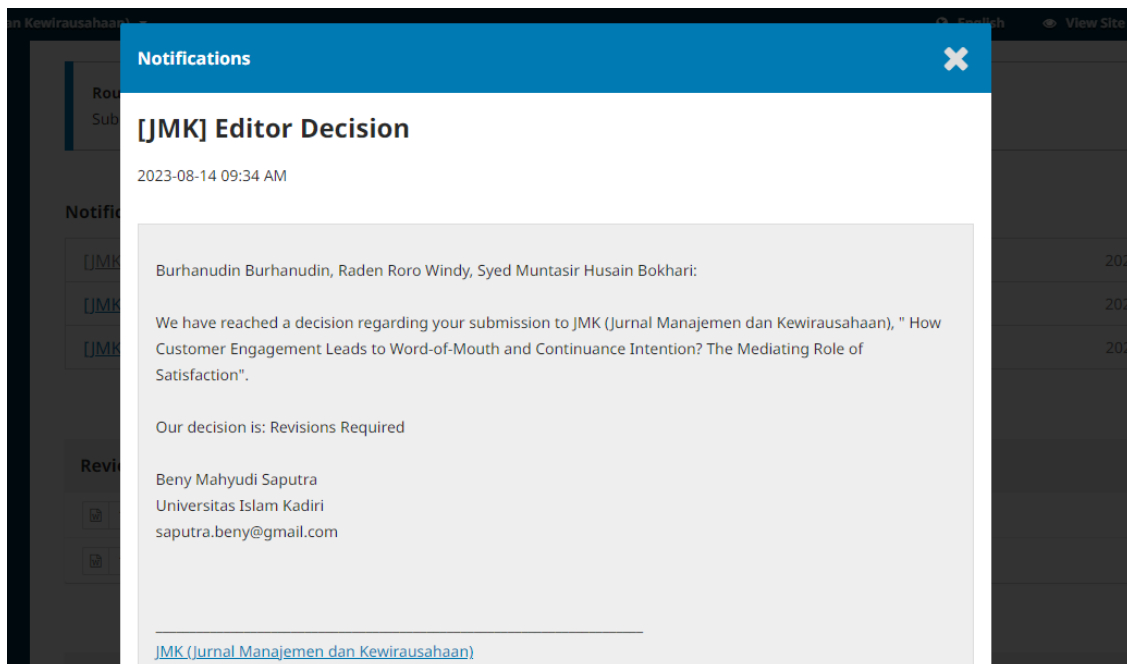
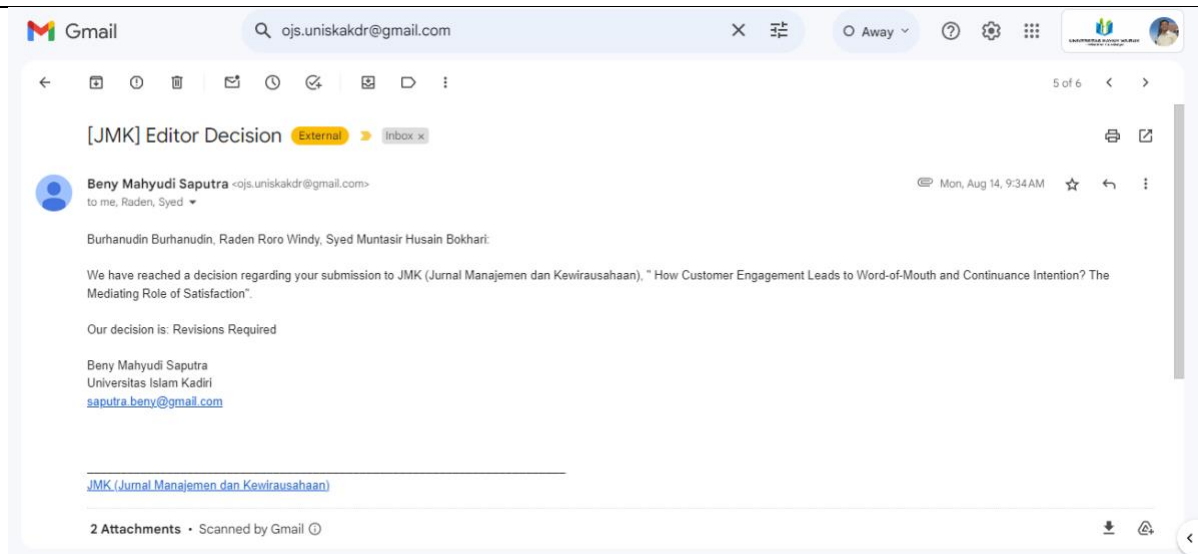
Dari: JMK: Jurnal Manajemen dan Kewirausahaan  
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## 2. Editor Decision: Revision is required – 14 Agustus 2023

Dari: JMK: Jurnal Manajemen dan Kewirausahaan  
[ojs.uniskakdr@gmail.com](mailto:ojs.uniskakdr@gmail.com)  
Subyek: Editor Decision  
Tanggal: 14 Agustus 2023  
Kepada: [burhanudin@perbanas.ac.id](mailto:burhanudin@perbanas.ac.id)



## Komentar Reviewer

### Reviewer

1. In the abstract, the word used reaches 213 words more than the provision of 175 words.
2. At the end of the paragraph in the introduction, the author has not conveyed the purpose of the research.
3. In the preparation of tables, the results and discussions are not accompanied by sources, the form of tables has not been by the provisions of the template.
4. In the results and discussion, please multiply the relevant research.
5. It looks like the Bibliography doesn't yet have Mendeley.

### Reviewer 2

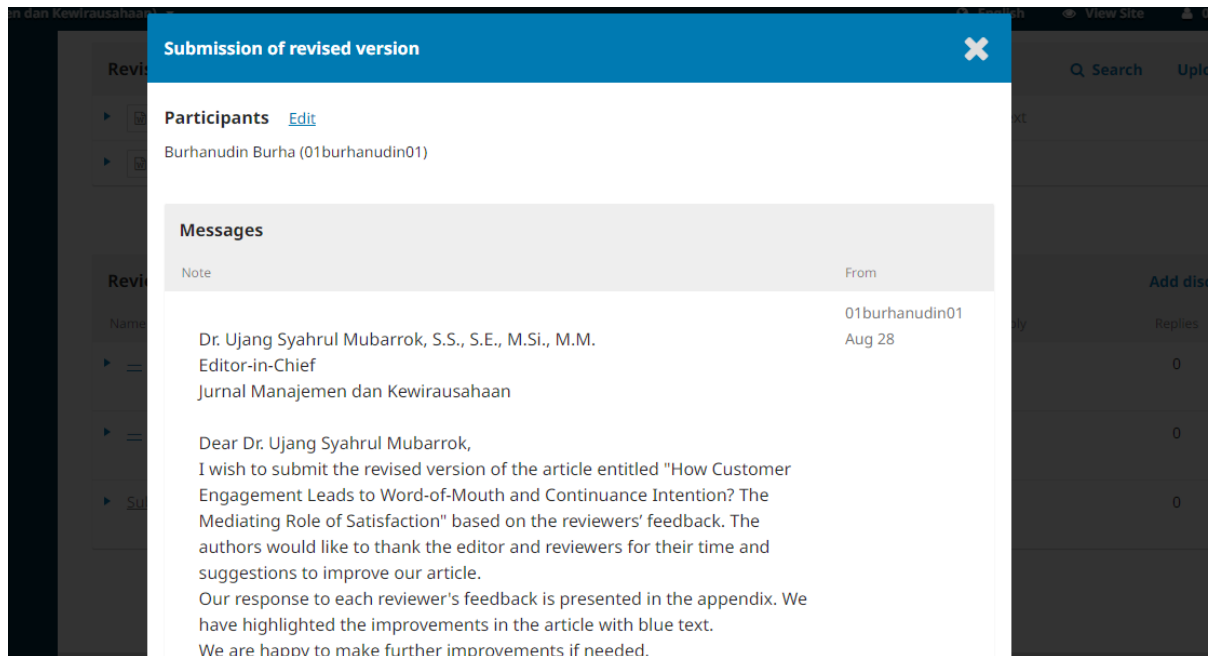
1. Penulis jurnal terlalu banyak memasukkan kutipan untuk menjelaskan perihal variabel yang digunakan
2. Berdasarkan buku pedoman penulisan struktur penulisan bermula dari latar belakang, lanjut metodologi, setelah itu hasil dan pembahasan, lanjut kesimpulan. Lakukan pembenaran sesuai dengan pedoman penulisan struktur penulisan.
3. Penulis perlu meringkas sub bab tentang metodologi dan research method menjadi satu
4. Pendahuluan: "To evaluate the link between customer engagement and satisfaction, this study will use WOM and future purchase intention as mediators" pada statement tersebut variabel wom dan PI memiliki kedudukan sama yakni sebagai variabel Endogen.
5. "This lays the groundwork for future studies into the influence of customer engagement on satisfaction mediated by continuance intention". Statement tersebut membingungkan pembaca, dapat dilakukan perbaikan
6. Metode penelitian terlalu banyak dengan disisipi redaksi Pandemi Covid 19
7. Peneliti belum menyertakan bagaimana cara menentukan besarnya sampel
8. The initial stage involved selecting variables that had a factor loading value above 0.708(Kesalahan mengetik, perlu dibenarkan menjadi 0,7)
9. Pada table 5 belum ada nilai t hitung ataupun P value, sehingga signifikan tidaknya belum bisa dsimpulkan apabila membaca dari informasi yang ada di tabel
10. Gambar yang dipakai peneliti bukan gambar structural model, tetapi gambar pengujian outer model dari adanya beberapa nilai loading factor masingmasing variabel jadi untuk inner modelnya pengujian antar variabel laten

### 3. Tanggapan atas Komentar Reviewer Revision is required – 28 Agustus 2023

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Dari: Burhanudin  
Subyek: Tanggapan Komentar dan Penyampaian Revisi  
Tanggal: 28 Agustus 2023  
Kepada: Dr. Ujang Syahrul Mubarroj, S.S., S.E., M.Si., M.M  
Editor-in-Chief ASSETS: Jurnal Manajemen dan Kewirausahaan

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**Reviewer #1**

**Komentar 1** = In the abstract, the word used reaches 213 words more than the provision of 175 words.

**Tanggapan 1** = Thank you for your attention. The word count in the abstract is currently 153 words, meeting the journal's requirement between 150-175 words, as appears below:

***Abstract***

*Tourism industry needs to enhance services and adapt to tourism requirements. Engagement with customers helps advance the understanding of such enhancement and adaptation. The purpose of this study is to examine the effect of customer engagement on satisfaction and subsequently, on continuance intention and word-of-mouth (WOM). Additionally, this study examines the mediation of satisfaction on the effect of customer engagement on continuance intention and the effect of customer engagement on WOM. A survey was conducted to test these effects, involving 250 visitors of a halal tourism destination. Structural equation modeling (SEM) was employed to analyze the data in this study. The analysis results reveal that customer engagement influences satisfaction, which subsequently affects WOM and continuance intention. In addition, satisfaction mediates the effect of customer engagement on continuance intention and the effect of customer engagement on WOM. These findings indicate that tourism managers can leverage customer engagement to sustain the development of tourism industry.*

**Komentar 2** = At the end of the paragraph in the introduction, the author has not conveyed the purpose of the research.

**Tanggapan 2** = Thank you for the suggestion. The introduction section has been revised to include the following research objectives (Introduction section, page 3, paragraph 2, as appears below:

***Based on the above research gap, this study aims to examine the influence of customer engagement on satisfaction, and in turn, on WOM and continuance intention. Furthermore, this study examines the mediating role of satisfaction on the influence of customer engagement on WOM and continuance intention. Customer satisfaction is not contingent upon individuals or products, rather, it is a socially constructed response to the interaction between customers and companies. Thus, satisfaction is included in the current investigation as a mediating variable. Theoretically and practically, this research is significant. In terms of customer engagement's impact on satisfaction in the context of halal tourism, there is a theoretical vacuum in the literature. Even though evidence from other studies (Abror et al., 2020; Al-Dmour et al., 2019) suggests that satisfaction affects WOM and continuation intention, such study has yet to be mainly undertaken in halal tourism. From a practical standpoint, management may use this research as a standard to improve visitor engagement, which will ultimately result in better levels***

*of satisfaction, encourage favorable referrals, and encourage repeat returns to the tour.*

**Komentar 3** = In the preparation of tables the results and discussions are not accompanied by sources, the form of tables has not been by the provisions of the template.

**Tanggapan 3** = Thank you for the suggestion. The results and discussion section has now been revised to include sources and the table form has followed the journal template. (Results and Discussion section, table 2, page 7), as appear below:

Burhanudin et al / Jurnal Manajemen dan Kewirausahaan 8 (3) 2023, XX-XX

**Table 2. Loading Factor and AVE**

Variable	Code	Loading	AVE
Customer engagement	CE01	0.742	0.620
	CE02	0.779	
	CE03	0.825	
	CE04	0.802	
Satisfaction	SA01	0.772	0.638
	SA02	0.832	
	SA03	0.816	
	SA04	0.774	
Word-of-mouth	WM01	0.802	0.662
	WM02	0.824	
	WM03	0.835	
	WM04	0.791	
Continuance intention	CI01	0.914	0.790
	CI02	0.864	

Note: AVE, Average Variance Extracted

Source : primary data processing

**Komentar 4** = In the results and discussion, please multiply the relevant research

**Tanggapan 4** = Thank you for the suggestion. The results and discussion section has now been revised by adding relevant research, as appear below:

*“Sharma & Singh (2021) assert that customer satisfaction is the result of customer engagement. When visitors participate in the services of a tourist destination, they shape the perceived value of those services, which ultimately leads to higher satisfaction (Zulganef et al., 2023). In addition, customer engagement relates to satisfaction (Haverila et al., 2021; Soonsan & Umaporn, 2021). (page 9, paragraph 2)*

*“Customer satisfaction is associated with a fairly strong increase in WOM (Moliner-Tena et al., 2023). WOM is also a consequence of the consumer's evaluation of the purchase experience (Sharma et al., 2022). WOM is believed to attract more attention from others and is included as a strategy in marketing (Chen et al., 2021). In the study of Schlesinger et al. (2023), it is assumed that satisfaction has an impact on WOM. Satisfied consumers will have high be active in WOM (Marinković et al., 2020). Therefore, it can be seen that satisfaction can lead to positive WOM intentions (Pang, 2021). Finally, this finding supports Indrajaya (2019) that boosting customer pleasurable experience is essential for encouraging consumers to share their experiences with others.” (pages 9-10, paragraph 3)*



*“Satisfaction is related to the fulfillment of expectations during post-purchase evaluation: if the customer feels that the performance of the product or service is better than expected, the level of satisfaction will increase (Gupta et al., 2020). In particular, satisfaction drives continuance intentions (Marinković et al., 2020). Therefore, satisfaction helps strengthen the user's intention to maintain a long-term relationship (Bergmann et al., 2023).”* (page 10, paragraph 1)

*“Satisfaction is what is felt between expectations and performance after consumption. Yuan et al. (2019) suggest that the relationship between visitor participation and intention to continue is caused by satisfaction. It has been confirmed by Foroughi et al. (2023) that a satisfying experience when contributing can lead to the continuance intention.”* (page 10, paragraph 2)

*“Customer engagement is important because it can encourage customer satisfaction and WOM. This study specifies that customer engagement influences satisfaction and in turn, WOM. Customer engagement is important in fostering satisfaction, this satisfaction can be a factor for visitors to recommend to others (Lee & Hsieh, 2022). Iuliana et al. (2023) state that customers will tend to show a high level of motivation to actively participate in WOM because they are satisfied.”* (page 10, paragraph 3).

**Komentar 5** = It looks like the Bibliography doesn't yet have Mendeley.

**Tanggapan 5** = Thank you for your attention. The reference section has now been revised using mendeley in accordance with journal requirements.

## **Reviewer #2**

**Komentar 1** = Penulis jurnal terlalu banyak memasukkan kutipan untuk menjelaskan perihal variabel yang digunakan

**Tanggapan 1** = Terima kasih atas sarannya. saat ini bagian kutipan untuk menjelaskan perihal variabel yang digunakan telah dikurangi. Pada bagian hipotesis, metodologi dan pembahasan tidak dikurangi karena untuk memperkuat argumentasi. Pengurangan kutipan pada bagian introduction adalah sebagai berikut:

*“Engagement is facilitated through creative and interactive customer experiences (Hammedi et al., 2019).”* (halaman 2, paragraf 3, kalimat e-4)

*“It encompasses not only people and products but also the socially constructed relationships between visitors and tourism managers (Gonzalez & Marvin, 2019).”* (halaman 2, paragraf 4, kalimat ke-4)

*“According to Hossain et al. (2023), satisfaction serves as a prerequisite for generating profitable WOM behavior.”* (halaman 2, paragraf 5, kalimat terakhir)

*“It is believed that satisfaction enhances customers' intention to continue using a particular brand (Liempepas et al., 2019).”* (halaman 3, paragraf 6, kalimat ke-4)

Pengurangan kutipan pada bagian literatur review adalah sebagai berikut:

*“Barari et al. (2021) assert that businesses can achieve greater profitability by*

*fostering high levels of customers engagement.* (halaman 3, paragraf 1, kalimat ke-4)

*“Customer satisfaction entails the experience of the perceived and expected quality (Emrah, 2010).”* (halaman 3, paragraf 2, kalimat ke-3)

**Komentor 2** = Berdasarkan buku pedoman penulisan struktur penulisan bermula dari latar belakang, lanjut metodologi, setelah itu hasil dan pembahasan, lanjut kesimpulan. Lakukan pembenaran sesuai dengan pedoman penulisan struktur penulisan

**Tanggapan 2** = Terima kasih atas sarannya. Bagian sub literatur review telah direvisi dengan dipindahkan pada bagian introduction, sesuai dengan ketentuan jurnal.

**Komentor 3** = Penulis perlu meringkas sub bab tentang metodologi dan research method menjadi satu

**Tanggapan 3** = Terima kasih atas sarannya. Bagian metodologi dan research method telah direvisi menjadi satu seperti pada ketentuan template jurnal.

**Komentor 4** = Pendahuluan: “To evaluate the link between customer engagement and satisfaction, this study will use WOM and future purchase intention as mediators” pada statement tersebut variabel wom dan PI memiliki kedudukan sama yakni sebagai variabel Endogen.

**Tanggapan 4** = Terima kasih atas perhatiannya. Kalimat tersebut telah direvisi menjadi (halaman 3, paragraf ke-2)

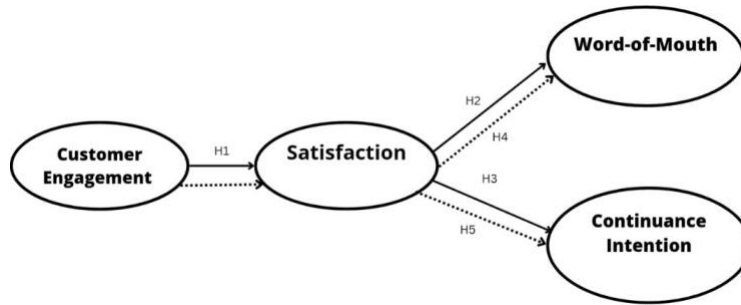
*“Based on the above research gap, this study aims to examine the influence of customer engagement on satisfaction, and in turn, on WOM and continuance intention. Furthermore, this study examine the mediating role of satisfaction on the influence of customer engagement on WOM and continuance intention.”*

**Komentor 5** = “This lays the groundwork for future studies into the influence of customer engagement on satisfaction mediated by continuance intention”. Statement tersebut membingungkan pembaca, dapat dilakukan perbaikan

**Tanggapan 5** = Terima kasih atas perhatiannya. Pada kalimat tersebut telah direvisi menjadi

*“The above discussion lays the groundwork for this study to put together the above hypotheses as illustrated in Figure 1. As Figure 1 shows, this study proposes that customer engagement has a positive influence on satisfaction, and further, WOM and continuance intention. In addition, this study proposes two mediations: customer engagement to WOM through satisfaction, and customer engagement to continuance intention through satisfaction. That investigation advances our understanding of halal tourism within Indonesian context.”*

*Figure 1. Research Model*



**Notes:** — Direct effect ..... Indirect effect

**Komentar 6** = Metode penelitian terlalu banyak dengan disisipi redaksi Pandemi Covid 19

**Tanggapan 6** = Terima kasih atas sarannya. Bagian metode penelitian saat ini telah direvisi dengan menghilangkan redaksi Pandemi Covid-19.

**Komentar 7** = Peneliti belum menyertakan bagaimana cara menentukan besarnya sampel.

**Tanggapan 7** = Terima kasih atas perhatiannya. Cara menentukan besar sampel telah ditambahkan pada bagian methodology sebagai berikut:

*To determine a meaningful sample size, this study follows literature on structural equation modelling (SEM). Firstly, this study follows Kline. (2016) who stated that SEM studies typically need to have at least 200 cases based on review of studies in different areas such as such as management and psychology. Secondly, this study follows Barrett. (2007) who suggested that study's findings should be based on data analysis of at least 200 cases. Thirdly, this study follows previous studies who have employed at least 200 cases such as Torres et al. (2022) with 229 cases, Kumar et al. (2022) with 429 cases, (Hossain et al., 2023) with 441 cases, Jiang & Lau (2021) with 458 cases, Abror et al. (2020) with 470 cases, Timur et al. (2023) with 625 cases. The current study obtained 250 respondents, which this number meet the required sample size for SEMN studies (Kline, 2016; Barrett, 2007). In particular, this study used SmartPLS 3.0 statistical software for analyzing the research instruments and hypotheses.*

**Komentar 8** = The initial stage involved selecting variables that had a factor loading value above 0.708 (Kesalahan mengetik, perlu dibenarkan menjadi 0,7)

**Tanggapan 8** = Terima kasih atas perhatiannya. Bagian results and discussion untuk nilai faktor loading telah mengikuti panduan artikel Hair et al. (2019) pada halaman 8 yang menyatakan “*The first step in reflective measurement model assessment involves examining the indicator loadings. Loadings above 0,708 are recommended, as they indicate that the construct explains more than 50 per cent of the indicator's variance, thus providing acceptable item reliability.*” maka dari itu kami tetap menggunakan 0,708

**Komentar 9** = Pada table 5 belum ada nilai t hitung ataupun P value, sehingga signifikan tidaknya belum bisa dsimpulkan apabila membaca dari informasi yang ada di tabel

**Tanggapan 9** = Terima kasih atas sarannya. Bagian result and discussion pada tabel hipotesis saat ini telah direvisi dengan menambahkan t value dan P value seperti sebagai berikut (Bagian Results and Discussion, Tabel 5, halaman 8):

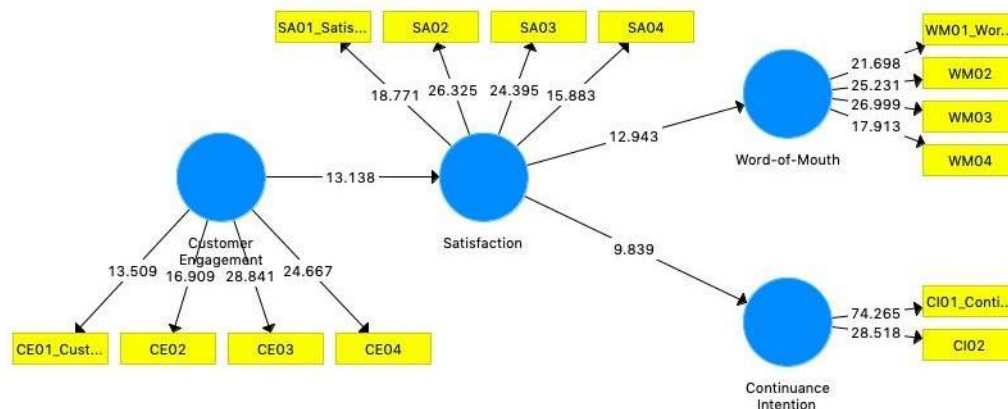
**Table 5. Hypotesis test result**

Hypothesis	Direct Effect	Indirect Effect	t-value	p-value	Conclusion
H1: Customer engagement → Satisfaction	0.719	-	13.138	0.000	Supported
H2: Satisfaction → Word-of-mouth	0.760	-	12.943	0.000	Supported
H3: Satisfaction → Continuance intention	0.652	-	9.839	0.000	Supported
H4: Customer engagement → Satisfaction → Word-of-mouth	-	0.547	7.072	0.000	Supported
H5: Customer engagement → Satisfaction → Continuance intention	-	0.469	6.089	0.000	Supported

Source: primary data processing

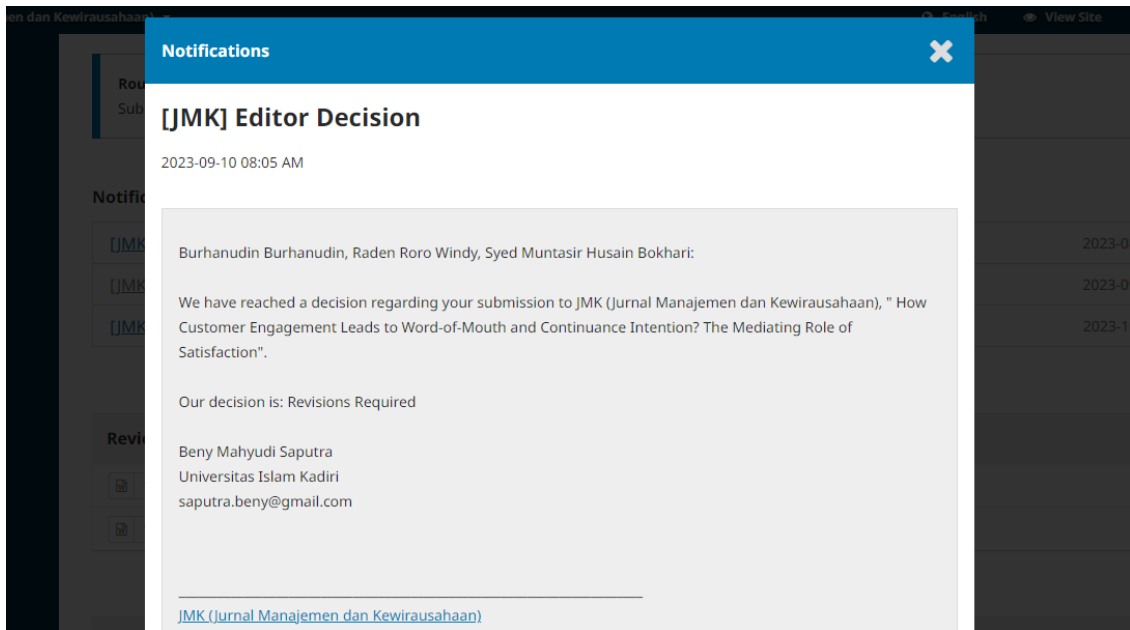
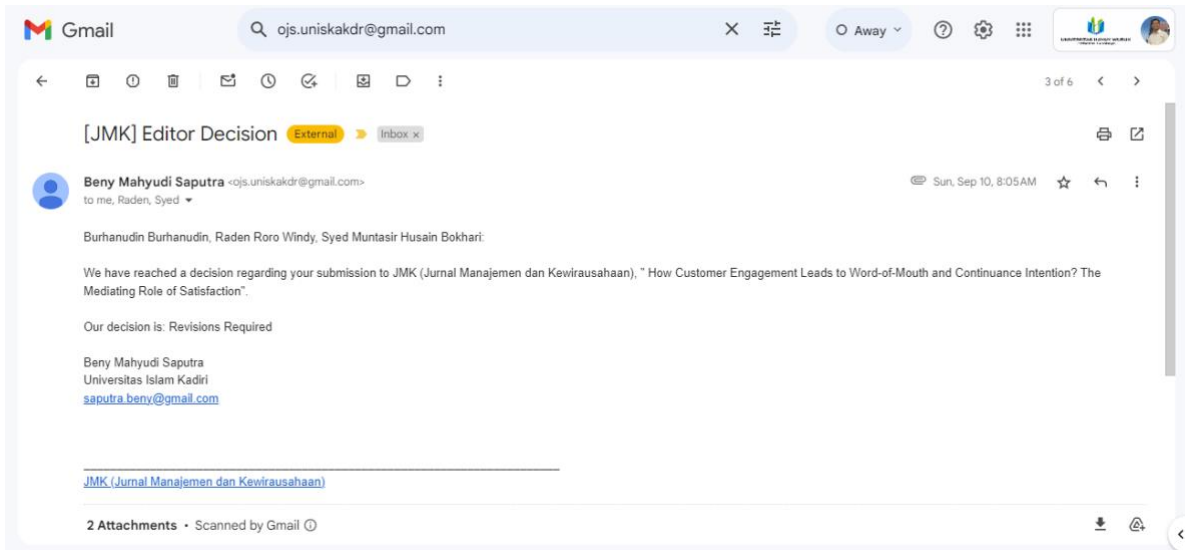
**Komentar 10** = Gambar yang dipakai peneliti bukan gambar structural model, tetapi gambar pengujian outer model dari adanya beberapa nilai loading factor masingmasing variabel jadi untuk inner modelnya pengujian antar variabel laten

**Tanggapan 10** = Terima kasih atas sarannya. Bagian gambar saat ini telah direvisi menggunakan gambar structural model seperti sebagai berikut :



4. Editor Decision: Revision is Required – 10 September 2023

Dari:	JMK: Jurnal Manajemen dan Kewirausahaan <a href="mailto:ojs.uniskakdr@gmail.com">ojs.uniskakdr@gmail.com</a>
Subyek:	Editor Decision
Tanggal:	10 September 2023
Kepada:	<a href="mailto:burhanudin@perbanas.ac.id">burhanudin@perbanas.ac.id</a> Burhanudin Username OJS: 01burhanudin01



## **Komentar Reviewer**

### **Reviewer 1**

Each figure/table must be referred to and discussed in the text. How to refer may not use the location (eg below, above, following, etc.).

### **Reviewer 2**

#### **1. Abstract**

Abstract should briefly and clearly summarize: (1) Brief background (if any). (2) The purpose and/or scope of the research. (3) The method (short) used. (4) Summary of results/findings. and (5) Conclusion.

#### **2. Introduction**

The introduction begins (briefly, for example a maximum of 1 paragraph) the background of the general study. then it should include a State of The Art (a review of literature or previous research briefly, 1-2 paragraphs) with the aim of justifying / corroborating the statement of novelty or significance or scientific contribution or originality of this article and try to have references to 10 year journal articles the last one that justifies the originality or contribution). Before the purpose of the study, there must be a Gap Analysis or statement (originality) or a statement of the contribution of novelty (new statement) clearly and explicitly, or the unique difference of this research compared to previous studies, also in terms of the importance of the research being carried out. Then, the purpose of the research in this article is written in a straightforward and clear manner. NOT like this (Based on this background, the purpose of this research....).

#### **3. Research methods**

##### **Discussion**

The table and discussion should at least contain: (1) (what/how elements) has the data presented been processed (not raw data), choices in the form or pictures (one of them), and given easy-to-reach information? (2). (element of why) in the discussion section, there is a concept of a link between the results obtained and/or the hypothesis? The discussion made must be supported by real and clear facts. and (3) (no other elements) is there a match or with the results of other people's research?

#### **4. Conclusion**

Conclusions are only sufficient to answer the problem or research objective, or can also produce a new theory/concept based on existing facts/analysis. Don't be impressed again in the Conclusion section. Can be added or suggestions (not mandatory). written in paragraph form, not in the form of list/numbering items. If forced, there is a list/numbering item, but it is written in paragraph form. Do not divide it into conclusion sub-chapters and suggestions sub-chapters.

#### **5. Bibliography**

1. Books containing theoretical concepts may be used as references only, but try to make a maximum of 20 percent (for exact sciences) or 50 percent (for social sciences and humanities).

2. Bibliography must be written correctly and completely in accordance with the writing format in the Author Guidelines.

3. The updating of reference libraries, especially those used to justify originality or novelty (in the Introduction), should be in the last 10 years.

## 5. Tanggapan atas Komentar Reviewer Revision is required – 18 September 2023

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Dari: Burhanudin  
Subyek: Tanggapan Komentar dan Penyampaian Revisi  
Tanggal: 18 September 2023  
Kepada: Dr. Ujang Syahrul Mubarroj, S.S., S.E., M.Si., M.M  
Editor-in-Chief ASSETS: Jurnal Manajemen dan Kewirausahaan

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Reviewer's Attachments		<a href="#">Q Search</a>
 13258-1	Reviewer, Burhanuddin review 1.pdf	
 13259-1	Reviewer, burhanudin review 2.pdf	

Revisions		<a href="#">Q Search</a>	<a href="#">Upload File</a>
 13401-2	Journal editor, Burhanudin.docx (2)	Article Text	
 13402-1	Author, JMK UNISKA R1 28.08.2023 Cover Comment Response R1.pdf	Other	

## **Reviewer #1**

**Komentar 1** = Each figure/table must be referred to and discussed in the text. How to refer may not use the location (eg below, above, following, etc.).

**Tanggapan 1** = Thank you for your attention. In the results and discussion section, we have revised it in accordance with journal requirements, namely not using words that indicate location such as below, above, following, etc.

## **Reviewer #2**

**Komentar 1** = Abstract

Abstract should briefly and clearly summarize: (1) Brief background (if any). (2) The purpose and/or scope of the research. (3) The method (short) used. (4) Summary of results/findings. and (5) Conclusion.

**Tanggapan 1** = Thank you for the suggestion. Here are some parts that have been revised in accordance with the provisions of the journal, which are as follows:

Abstract

currently the abstract section has followed the journal's requirements, which contains (1) Brief background (if any). (2) The purpose and/or scope of the research. (3) The method (short) used. (4) Summary of results/findings. and (5) Conclusion.

**Komentar 2** = Introduction

The introduction begins (briefly, for example a maximum of 1 paragraph) the background of the general study. then it should include a State of The Art (a review of literature or previous research briefly, 1-2 paragraphs) with the aim of justifying / corroborating the statement of novelty or significance or scientific contribution or originality of this article and try to have references to 10 year journal articles the last one that justifies the originality or contribution). Before the purpose of the study, there must be a Gap Analysis or statement (originality) or a statement of the contribution of novelty (new statement) clearly and explicitly, or the unique difference of this research compared to previous studies, also in terms of the importance of the research being carried out. Then, the purpose of the research in this article is written in a straightforward and clear manner. NOT like this (Based on this background, the purpose of this research....).



**Tanggapan 2** = Thank you for the suggestion. Here are some parts that have been revised in accordance with the provisions of the journal, which are as follows:

### Introduction

We have revised the introduction section according to the journal's requirements by adding the State of The Art before the research objectives (page 3, paragraph 2) and literature background (page 3-4, paragraph 4). The State of the Art paragraph is based on the following table:

Peneliti	Variabel	Konteks			Persamaan
Abror et al. (2023)	Customer engagement	Indonesia	Islamic (religius tourism)		Customer engagement
Chen et al. (2021)		China		Not Islamic	Customer engagement
Rasool et al. (2020)		India		Not Islamic	Customer engagement
Abror et al. (2020)		Indonesia	Islamic (religius tourism)		Customer engagement, satisfaction, word-of-mouth
Abror et al. (2019)		Indonesia	Islamic (religius tourism)		Customer engagement, satisfaction
Al-Dmour et al. (2019)		Yordania		Not Islamic	Customer engagement, satisfaction
Elbaz et al. (2023)	Satisfaction	Egypt		Not Islamic	Satisfaction
Torres et al. (2022)		Portugal		Not Islamic	Satisfaction, WOM
Jiang & Lau (2021)		Portugal		Not Islamic	Satisfaction, continuance intention
Suhartanto et al. (2021)		Indonesia	Islamic (religius tourism)		Satisfaction
Preko et al. (2020)		Ghana	Islamic (religius tourism)		Satisfaction
Shah et al. (2020)		Indonesia	Islamic (not religius tourism)		Satisfaction, customer engagement

Fachrurazi et al. (2022)	Word-of-mouth	Indonesia	Islamic (religius tourism)		WOM
Lai et al. (2021)		China		Not Islamic	WOM, satisfaction
Preko et al. (2021)		Ghana	Islamic (religius tourism)		WOM, satisfaction
Battour et al. (2020)		Malaysia	Islamic (religius tourism)		WOM, satisfaction
Nuseir (2019)		United Arab Emirates	Islamic (not religius tourism)		WOM
Ferreira et al. (2023)	Continuance intention	Portugal		Not Islamic	Continuance intention, satisfaction
Bergmann et al. (2023)		Western Countries		Not Islamic	Continuance intention
Srivastava & Singh (2023)		Indian		Not Islamic	Continuance intention, satisfaction, WOM
Al Amin et al. (2022)		Bangladesh		Not Islamic	Continuance intention
Nurdin et al. (2019)		Indonesia	Islamic (not religius tourism)		Continuance intention, satisfaction

**Komentar 3** = Research methods

Discussion

The table and discussion should at least contain: (1) (what/how elements) has the data presented been processed (not raw data), choices in the form or pictures (one of them), and given easy-to-reach information? (2). (element of why) in the discussion section, there is a concept of a link between the results obtained and/or the hypothesis? The discussion made must be supported by real and clear facts. and (3) (no other elements) is there a match or with the results of other people's research?

**Tanggapan 3** = Thank you for the suggestion. Here are some parts that have been revised in accordance with the provisions of the journal, which are as follows:

The discussion section has been revised in accordance with the journal's provisions, namely the discussion made is supported by real and clear facts and conformity or with the results of other people's research. (page 10-11)

**Komentar 4** = Conclusion

Conclusions are only sufficient to answer the problem or research objective, or can also produce a new theory/concept based on existing facts/analysis. Don't be impressed again in the Conclusion section. Can be added or suggestions (not mandatory). written in paragraph form, not in the form of list/numbering items. If forced, there is a list/numbering item, but it is written in paragraph form. Do not divide it into conclusion sub-chapters and suggestions sub-chapters.

**Tanggapan 4** = Thank you for your advice. The conclusion section has been revised in accordance with the journal requirements as follows : (page 11)

*Tourism destination managers need to use meaningful interactions between customers and the destination. Participation programs such as discussions with tour guides, cultural performances or other activities can create an immersive experience for customers. Facilities should be well maintained and positive word-of-mouth promotion can be enhanced by providing incentives for customers who give positive recommendations. Tourism managers should be committed to continuously improving the customer experience through innovation, program development, and positive responses to customer reviews. Involving customers in planning and evaluation also helps to understand their needs better. Cooperation with related parties, such as government agencies and local communities, can also strengthen relationships and provide opportunities to improve customer experience.*

**Komentar 5** = Bibliography

1. Books containing theoretical concepts may be used as references only, but try to make a maximum of 20 percent (for exact sciences) or 50 percent (for social sciences and humanities).
2. Bibliography must be written correctly and completely in accordance with the writing format in the Author Guidelines.
3. The updating of reference libraries, especially those used to justify originality or novelty (in the Introduction), should be in the last 10 years.

**Tanggapan 5** = Thank you for the suggestion. Here are some parts that have been revised in accordance with the provisions of the journal. The references section has been

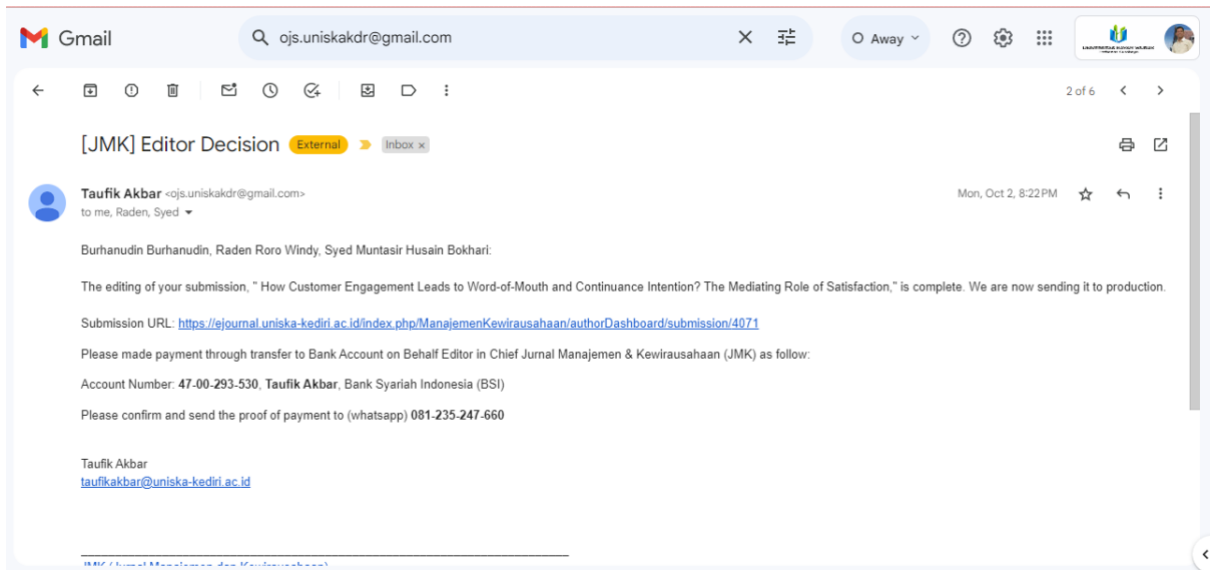
revised in accordance with journal regulations, namely using Mendeley and APA style as well as articles used in the last 10 years.

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