

## RIWAYAT PUBLIKASI

---

Judul Artikel:	Emotional Experience and Conative Loyalty: The Mediating Role of Revisit Intention
Penulis:	Selfi Laela Sari, <b>Burhanudin Burhanudin</b>
Nama Jurnal:	JMDK: Jurnal Manajemen dan Kewirausahaan
Penerbit:	Universitas Merdeka Malang
Kategori:	S3 ( <a href="https://sinta.kemdikbud.go.id/journals/profile/430">https://sinta.kemdikbud.go.id/journals/profile/430</a> )

---

**PROGRAM STUDI SARJANA MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS HAYAM WURUK PERBANAS  
(dh. STIE Perbanas Surabaya)**

## DAFTAR ISI

1. Submission Acknowledgment – 31 Mei 2023 .....	3
2. Editor Decision: Revision is required – 13 Juni 2023 .....	4
3. Tanggapan atas Komentar Reviewer Revision is required – 15 Juni 2023 .....	5
4. Editor Decision: Revision is required – 18 Juni 2023 .....	19
5. Tanggapan atas Komentar Reviewer Revision is required – 18 Juni 2023 .....	20
6. Production – 29 Juni 2023 .....	21

## 1. Submission Acknowledgment – 31 Mei 2023

Dari: JMDK: Jurnal Manajemen dan Kewirausahaan  
[journal@unmer.ac.id](mailto:journal@unmer.ac.id)  
Subyek: Submission Acknowledgement  
Tanggal: 31 Mei 2023  
Kepada: Burhanudin  
Akun OJS: 01burhanudin01

**JMDK**  
**Jurnal**  
**Manajemen dan Kewirausahaan**  
P ISSN : 2301.9093 | E ISSN : 2540.8259

HOME ABOUT USER HOME SEARCH CURRENT ARCHIVES ANNOUNCEMENTS ABSTRACTING & INDEXING AUTHOR INDEX TITLE INDEX SUBMISSIONS

Home > User > Author > Active Submissions

**Active Submissions**

ACTIVE ARCHIVED

ID	REV. CO. SUBMIT	SEC	AUTHORS	TITLE	STATUS
10194	05-31	ART	Sari, Burhanudin	EMOTIONAL EXPERIENCE AND CONATIVE LOYALTY: THE MEDIATING...	Awaiting assignment

1 - 1 of 1

**Start a New Submission**  
CLICK HERE to go to step one of the five-step submission process.

**#10194 Review**

SUMMARY REVIEW EDITING

**Submission**

Authors: Selfi Laela Sari, Burhanudin Burhanudin

Title: Emotional Experience and Conative Loyalty: The Mediating Role of Revisit Intention

Section: Articles

Editor: Abdul S.E, M.M

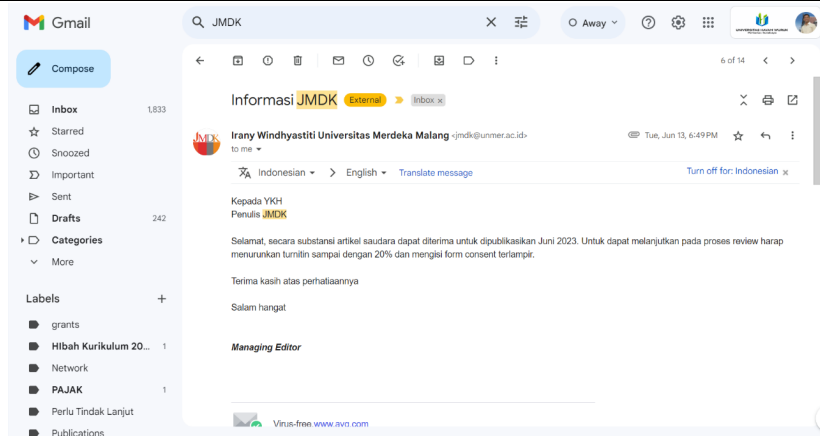
**Peer Review**

**Round 1**

Review Version	10194-35715-1-RV.DOC	2023-05-31
Initiated		2023-06-16
Last modified		2023-06-17
Uploaded file		None

## 2. Editor Decision: Revision is required – 13 Juni 2023

Dari: JMDK: Jurnal Manajemen dan Kewirausahaan  
[journal@unmer.ac.id](mailto:journal@unmer.ac.id)  
Subyek: Editor Decision  
Tanggal: 13 Juni 2023  
Kepada: [burhanudin@perbanas.ac.id](mailto:burhanudin@perbanas.ac.id)



### 3. Tanggapan atas Komentar Reviewer Revision is required – 15 Juni 2023

---

Dari: Burhanudin  
Subyek: Tanggapan Komentar dan Penyampaian Revisi  
Tanggal: 15 Juni 2023  
Kepada: Irary Windhyastiti. S.E., M.M  
Editor-in-Chief JMDK: Jurnal Manajemen dan Kewirausahaan

---

mail.google.com/mail/u/0/popout?ver=1g3ytrhb29lwb&msg=%23msg-f%3A1773180806010609265&attid=0.6

Subjek: Re: Informasi JMDK

**BURHANUDIN BURHANUDIN** <burhanudin@perbanas.ac.id>  
kepada Irary Windhyastiti Universitas Merdeka Malang, selfis36

Kam, 15 Jun, 14.51

Anda sedang melihat pesan terlampir. Gmail tidak dapat memverifikasikan keautentikan pesan terlampir.

Yth. Ibu Irary Windhyastiti, S.E., M.M.  
Editor-in-Chief  
JMDK: Jurnal Manajemen dan Kewirausahaan

Salah hormat,

Ijinkan kami menyampaikan revisi artikel dengan hasil Turnitin 18% dengan hasil Turnitin dan isian form consent seperti terlampir. Terima kasih atas perhatian yang diberikan pada artikel kami dan berharap dapat dipertimbangkan untuk publikasi di JMDK: Jurnal Manajemen dan Kewirausahaan.

Atas nama penulis,  
Burhanudin

On Tue, Jun 13, 2023 at 6:40 PM Irary Windhyastiti Universitas Merdeka Malang <jmdk@urmer.ac.id> wrote:

Kepada YKH  
Penulis JMDK

Selamat, secara substansi artikel saudara dapat diterima untuk dipublikasikan Juni 2023. Untuk dapat melanjutkan pada proses review harap menurunkan turnitin sampai dengan 20% dan mengisi form consent terlampir.

Terima kasih atas perhatiannya

Salam hangat



## Emotional Experience and Conative Loyalty: The Mediating Role of Revisit Intention

Selfi Laela Sari<sup>1</sup>, Burhanudin Burhanudin<sup>2\*</sup>

<sup>1</sup>Fakultas Ekonomi dan Bisnis, Universitas Hayam Wuruk Perbanas, Jl. Wonorejo Utara No.16 Surabaya, Indonesia

[\\*burhanudin@perbanas.ac.id](mailto:burhanudin@perbanas.ac.id)

### Abstract

*This purpose of this study is to empirically investigate the influence of emotional experience and intention to revisit on conative loyalty, as well as the role of intention to revisit as a mediator between emotional experience and conative loyalty. The population of this research was the visitors of Sunan Ampel religious tourism, Surabaya, Indonesia. The data was analyzed using structural equation modeling. There were 267 respondents participated in this study. The findings show emotional experience has positive influences on both visitors' conative loyalty and intention to revisit. Moreover, emotional experience influences conative loyalty through the mediation of revisit intention. The stronger the positive emotional experience perceived by visitors, the stronger their desire to return to the same location.*

**Keywords:** Conative Loyalty, Emotional Experience, Revisit Intention

### INTRODUCTION

The company can conduct evaluations to determine the level of loyalty. Nevertheless, increased attractiveness of offers and competing brands can

reduce customer loyalty (Evanschitzky & Wunderlich, 2006; Oliver, 1997, 1999). For this, companies must make efforts to encourage customers towards the conative service stage. Loyalty is attained when the loyalty stage is

**Commented [u1]:** What is the research population?  
Response: The population has been added.

accompanied by actual actions (Oliver, 1997, 1999). Previous studies have focused on the hotel industry (Back, 2005), tourism (Yuksel et al., 2008), and restaurants (Han & Ryu, 2006). Positive attitudes towards products tend to direct customers to continue subscribing and increase purchase frequency (Bandyopadhyay & Martell, 2007). Conative loyalty plays a critical role in determining behavior, loyalty and actions (Back & Parks, 2003; Bandyopadhyay & Martell, 2007; Evanschitzky & Wunderlich, 2006).

It is important for tourism managers to analyze visitors' feelings when visiting tourist destinations. Studying tourists' emotional responses and destination images makes the predictive relationship construction more informative and clearer (Stylidis et al., 2017). The impact of emotional experiences can be observed through their influence on attitudes and behaviors (Otoo et al., 2021). Revisit intention refers to the desire to return

to a previous destination for the second time within a certain period (Cole & Scott, 2004). Therefore, research on emotional experience and revisit intention needs to be conducted.

The purpose of this study is to investigate the relationship between emotional experience, revisit intention, and conative loyalty. This research is both theoretically and practically important. This research is important because, in theory, tourism managers can enhance their services and infrastructure through emotional experiences and revisit intention (Grissemann & Stokburger-Saer, 2012). Generally, previous research has focused only on one component at a time (e.g., emotional experience) rather than on relationships between multiple components (Weaver et al., 2017). Emotional experience and revisit intention, which influence conative loyalty, have never been investigated in the religious tourism of Sunan Ampel Surabaya, despite the sector's importance in determining tourists' decisions to visit or revisit. This research is practically important because the perceived experience of each tourist can vary when visiting a tourist attraction. Emotions are considered significant stimuli for revisit intention (Lehto et al., 2004). Thus, this can serve as a reference for tourism managers to establish effective service

strategies, enabling tourists to continuously visit and recommend the tourist attraction.

## LITERATURE REVIEW

### *Emotional Experience*

Sustaining the emotions of tourists holds paramount importance for tourism managers. Emotional experience refers to personal emotions that strongly emerge from cognitive experience observed through mental states, biological responses, psychosocial interactions, and interactions with the environment (Prayag et al., 2017; Lee, 2016; Turner, 2009). Emotions is complex phenomenon characterized by a combination of cognitive factors, experiences, physiological, and behavioral representations (Rodriguez-Campo et al., 2019). Emotional experiences can result in both positive and negative emotions (Huseynov et al., 2020; Song et al., 2019; Nawijin et al., 2018). The tendency to overlook a better alternative than the current option can transform into a feeling of missing the better alternative (Burhanudin, 2020). Hence, research on emotional experiences is essential.

Previous studies have explored the concept of emotional experiences. Ratnasari (2020) conducted an emotional experience study to investigate the impact of halal certification, destination branding, and emotional experience on customer satisfaction and behavioral intentions. The results show that emotional experiences play an important role in increasing customer satisfaction and increasing purchase intent. Customers tend to perceive positive emotions more strongly compared to negative emotions (Mitas et al., 2012; Nawijin, 2011). However, previous research on emotional experiences has focused primarily on satisfaction and purchase intentions.

### *Revisit Intention*

Tourism managers play a crucial role in considering tourists' intentions to revisit. Revisit intention refers to the inclination to choose the same destination (Han and Kim, 2010). Revisit intention applies to customers who have already visited and helps businesses reduce the costs associated with

acquiring new customers (Sirimongkol, 2021). Moreover, revisit intention contributes to continuous business profitability (Lee et al., 2011).

Previous studies have explored revisit intention as a topic of discussion. Polas et al. (2020) conducted research to investigate the influence of service quality, environment and price on revisit intention. The study indicated that customers tend to revisit when they receive good service quality, a pleasant environment, and affordable prices. The provision of better service corresponds to a higher intention to revisit (Liu & Lee, 2016). However, previous research on revisit intention have predominantly focused on factors such a price, service quality, and the environment.

### **Conative Loyalty**

The success of a tourist attraction relies heavily on loyalty. Loyalty is defined as a strong commitment to consistently purchase or support a preferred product in the future, resulting in repeated brand purchases (Oliver, 1999). Customers develop an attachment to a perceived brand or destination, resulting in repurchase and revisit. Conative loyalty, which represents the third stage of loyalty (after cognitive and affective), requires a strong commitment to the product and the intention to repurchase (Oliver, 1997, 1999). Among cognitive, affective, and conative loyalty, conative loyalty is considered the most significant predictor of behavioral loyalty as it reflects the intention to continue using a brand in the future (Pedersen & Nysveen, 2001).

Previous studies have explored conative loyalty as a subject of discussion. Yuksel (2008) conducted research to investigate the impact of customer satisfaction on cognitive, affective, and conative loyalty. The study demonstrated that positive emotional and cognitive connections to places can influence individuals' critical evaluations and loyalty to travel destination. However, research on conative loyalty has primarily focused on tourism consumer loyalty.

## **HYPOTHESIS**

### **The effect of emotional experience on conative loyalty**

Positive attitudes of tourists towards a destination can assist managers in enhancing the brand image. According to Barnes (2005), customers who experience positive emotions demonstrate exceptional loyalty behaviors. Emotions are considered post-satisfaction states experienced by contented customers (Carroll & Ahuvia, 2006). Despite emotional experiences directly influencing tourists' visitation intentions (Han & Hyun, 2018), the impact of emotional experiences on conative loyalty has not been well studied. Hence, the purpose of this study is to investigate the impact of emotional experiences on conative loyalty.

This study argues that emotional experiences have significant influence conative loyalty. It is supported by Kim & Lee (2010), who suggest that emotions can influence customers' conative loyalty. Customers who derive positive emotional satisfaction and fulfilling experiences develop strong conative loyalty, leading to a commitment and intention to make future purchases (Back & Parks, 2003). Thus, this study formulates the following hypothesis:

H1 : *Emotional experience significantly influences conative loyalty*

### **The effect of emotional experience on revisit intention**

Tourism managers need to recognize the importance of emotional experiences in influencing a tourist's intention to revisit. Barnes et al., (2016) assert that long-term emotional experiences play a crucial role in influencing revisit intention. This is because these experiences influence the decision to revisit destination (Tsai, 2016; Chandralal & Valenzuela, 2013). Despite the importnace of evaluating visitors' emotional experiences and satisfaction for managers, it is often more cost effective to retain existing customers than acquire new ones (Um, Chon & Ro, 2006), the effect of emotional experience on revisit intentions has not been well studied.

**Commented [A2]:** It should be: Emotional experience significantly influences conative loyalty. Check english writing style for all hypotheses!  
Response: All hypotheses have been revised accordingly.



This study argues that emotional experiences do influence revisit intention. Barnes et al., (2016) state that emotional experiences can influence revisit intention. Creating memorable and positive experiences is crucial for a company's competitiveness (Grissemann & Stokburger-Saer, 2012). Encouraging emotional and positive memories can effectively influence customers' intentions and decisions (Kuwabara & Pillemer, 2010). The cues stored in consumers' memories hold significant importance, as they are the cues that can be accessed to make inferences (Burhanudin, 2015). This pattern can persist due to the positive emotional experiences perceived by visitors towards the services of a tourist attraction, which, in turn, enhances their intention to revisit rather than choosing a similar tourist destination. Building upon the aforementioned arguments, this study formulates the following hypothesis:

H2: *Emotional experience significantly influences revisit intention*

### **The effect of revisit intention on conative loyalty**

Revisiting visitor behavior holds significant value for a tourist attraction. Oliver (1999) emphasizes that conative loyalty relates to customers' intentions or commitment to engage with a product, service, or brand. Conative loyalty signifies customers' steadfast dedication to consistently interact with a company (Kim & Lee, 2010). Despite the importance of studying the influence of revisit intention on conative loyalty, which occurs when customers intend to revisit or reuse the same brand in the future (Pedersen & Nysveen, 2001), it has not been extensively explored.

This study argues that revisit intention does influence conative loyalty. Pedersen & Nysveen (2001) propose that loyalty is shaped by customers' attitudes and intentions towards an object. Behavior towards an object is determined by attitudes and intentions to act upon that object (Fishbein & Ajzen, 1977). This pattern can persist when the intention to revisit or reuse is accompanied by loyal actions of consistently using the same product or visiting the same tourist destination. Building upon the

aforementioned arguments, this research formulates the following hypothesis:

H3: *Revisit intention significantly influences conative loyalty*

### **The effect of emotional experience on conative loyalty through the mediation of revisit intention**

Loyalty plays a vital role in ensuring the long-term sustainability of a business. According to Chandralal et al. (2015), emotional experiences is the most powerful predictor of a future consumer behavior. For example, when tourists has a positive impression of the destination country, such as encountering friendly people and witnessing beautiful scenery, the likelihood of having a positive emotional experience increases. Consequently, this impression leads to the intention to revisit (Zhang et al, 2017). Despite the significance of revisit intentions and future behavioral intentions in tourism (Chen and Tsai, 2007), the impact of emotional experience on conative loyalty mediated by revisit intention has not been well studied.

This research argues that revisit intention serves as a mediating variable in the relationship between emotional experience and conative loyalty. Drawing support from Evanschitzky & Wunderlich (2006), who emphasize the importance of customer loyalty for a company's success, loyalty is influenced by prior knowledge, recent information, experience, and future behavioral intentions (Oliver, 1997, 1999). The emotional experience perceived by visitors will not directly impact conative loyalty unless the visitors possess the intention or desire to revisit the same destination. Having a positive emotional experience alone does not immediately result in conative loyalty towards the destination. Instead, visitors must first have the intention to revisit. In other words, if visitors already have the intention to revisit, they are more likely to demonstrate consistent conative loyalty to the destination. Building upon the aforementioned arguments, this study formulates the following hypothesis:

H4: *Emotional experience significantly influences conative loyalty through the mediation of revisit intention*

Commented [A4]: Idem

Commented [A3]: Idem

Commented [A5]: Idem

Figure 1 summarizes the above hypotheses.

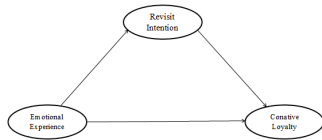


Figure 1. Research Framework

**METHOD**

The population of this research was the visitors of Sunan Ampel religious tourism, Surabaya, Indonesia. This study employed a convenience sampling technique. Data for this research was collected directly from respondents through face-to-face interviews and indirectly through Google Forms. To gather the necessary information, a questionnaire was constructed using a 7-point Likert scale, known for its effectiveness in capturing respondents' opinions (Preston & Colman, 2000). Initially, direct interviews were conducted with visitors at the site. Subsequently, questionnaires were then distributed online to tourists who had visited the Sunan Ampel religious tourism site. There were 267 respondents participated in this study and their responses were suitable for further analysis.

In analyzing the data, this study firstly assessed measurement model through evaluation of reliability, convergence validity, and discriminant validity. To test reliability, the criterion used was that each factor should possess Cronbach's alpha and Composite Reliability (CR) values of at least 0.70. The convergence validity was assessed by examining the AVE (Average Variance Extracted) values with a minimum threshold of 0.5. Secondly, this study assessed structural model to test the formulated hypotheses through bootstrapping. This study used SmartPLS software in analyzing the data.

**RESULT AND DISCUSSION**

Table 1 *Factor Loadings*

Variable	Code	Loading	t-value
<i>Conative Loyalty</i>	DNL13	0.910	62.681
	DNL14	0.897	55.353
	DNL15	0.903	54.519
	DNL16	0.899	40.772
	EME01	0.851	32.541
<i>Emotional Experience</i>	EME02	0.893	52.945
	EME03	0.882	43.365
	EME04	0.907	65.250
	EME05	0.899	56.229
	EME06	0.903	58.604
	EME07	0.888	53.803
	EME08	0.901	64.820
	EME09	0.760	18.188
	EME10	0.694	14.548
	EME11	0.811	26.793
	EME12	0.904	57.684
	<i>Revisit Intention</i>	RVI01	0.856
RVI02		0.880	46.265
RVI03		0.892	52.061
RVI04		0.857	32.735
RVI05		0.880	43.660
RVI06		0.832	25.015

Table 1 shows factor loadings. It reveals that the factor loadings surpass the minimum criterion of 0.708, indicating a satisfactory level of item reliability (Hair et al., 2019). Moreover, Table 2 displays Cronbach's alpha and CR scores above 0.7, signifying a strong level of confidence in internal consistency reliability (Hair et al., 2019).

Table 2 *Convergent Validity*

**Commented [u6]:** Delete! Write in an essay! No need to separated become sub and sub of method!  
Response: Sub-sections have been deleted.

**Commented [u7]:** What is the research population?  
Response: The population has been added.

**Commented [u8]:** At this part, mention the research population first and then sampling technique!  
Response: Population and sampling technique have been added.

**Commented [MOU10]:** Replace with: It  
Response: It is replaced.

**Commented [MOU9]:** Add how to do hypotheses test here!  
Response: The method to test the hypotheses (bootstrapping) and the software have been added.

**Commented [A11]:** Re construct this table suitable with page margin!  
Response: Table has been revised.

Variable	CA	CR	AVE
<i>Conative Loyalty</i>	0.924	0.946	0.814
<i>Emotional Experience</i>	0.967	0.971	0.740
<i>Revisit Intention</i>	0.933	0.948	0.751

Note: CA, Cronbach's Alpha; CR, Composite Reability; AVE, Average Variance Extracted

Table 3 Discriminant Validity

	1	2	3
<i>Conative Loyalty</i>	<b>0.902</b>		
<i>Emotional Experience</i>	0.852	<b>0.860</b>	
<i>Revisit Intention</i>	0.851	0.852	<b>0.866</b>

Note: The square root of AVE is on the diagonal of the bold line

Furthermore, Table 2 shows all AVE values exceeded the minimum threshold of 0.5, indicating a high degree of convergence validity (Hair et al., 2019). Finally, Table 3 shows each square roots of AVE values is higher than inter-construct correlations, showing discriminant validity (Fornell & Larcker, 1981).

Table 4 Structural Path Results

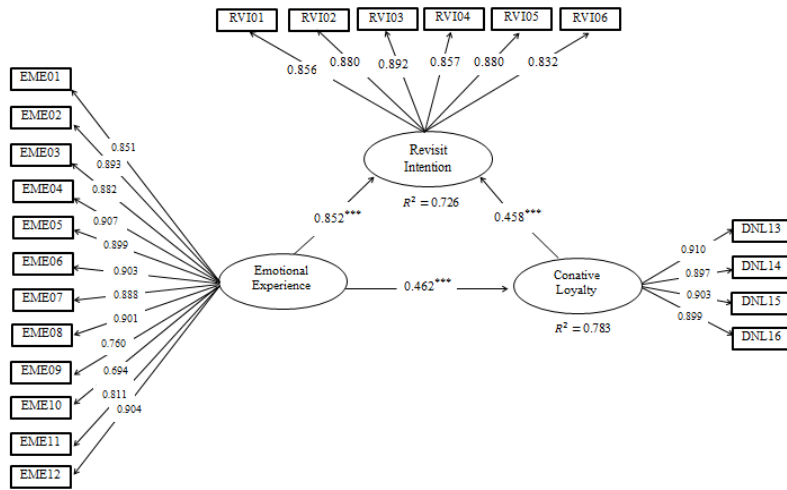
Hypothesis	Direct Effect	Indirect Effect	p-value	Conclusion
------------	---------------	-----------------	---------	------------

H1 <i>Emotional experience</i> → <i>conative loyalty</i>	0.462***	-	0.000	Supported
H2 <i>Emotional experience</i> → <i>revisit intention</i>	0.852***	-	0.000	Supported
H3 <i>Revisit intention</i> → <i>conative loyalty</i>	0.458***	-	0.000	Supported
H4 <i>Emotional experience</i> → <i>revisit intention</i> → <i>conative loyalty</i>	-	0.390***	0.000	Supported

Note: \*\*\* Significant at  $p \leq 0.001$

Structural model is presented in Table 4 and illustrated in Figure 2. All hypotheses in this study are supported. Emotional experience has a significant effect on conative loyalty (0.462,  $p < 0.001$ ), indicating the acceptance of H1. Emotional experience also has a significant effect on revisit intention (0.852,  $p < 0.001$ ), indicating the acceptance of H2. Revisit intention has a significant effect on conative loyalty (0.458,  $p < 0.001$ ), indicating the acceptance of H3. Revisit intention serves as a mediator of the influence of emotional experience on conative loyalty (0.390,  $p < 0.001$ ), indicating the acceptance of H4.

Commented [A12]: It is Ok. But It much better, In this table, Add P Values at each hypotheses! Not only simbols \*\*\* Response: p-values have been added.



**Commented [u13]:** Hard to read. Make larger and more clear!  
Response: The figure has been enlarged.

Note: \*\*\* Significant at  $p \leq 0.001$

Figure 2. Results of Structural Model Assessment

## Discussion

Understanding the influence of emotional experience on consumer conative loyalty is crucial for companies. Emotions play a fundamental role in shaping unforgettable experiences (Kim & Fesenmaier, 2015), and play a fundamental role in creating more meaningful, extraordinary, and memorable travel experiences (Hogertz, 2010; Knobloch, Robertson & Aitken, 2017). The study reveals that emotional experience encourages the intention to revisit a tourist destination. Furthermore, emotional experience drives visitors' conative loyalty towards a tourist destination.

Firstly, this study discovered a significant influence of emotional experience on conative loyalty. This result contradicts Ratnasari et al. (2020). However this finding aligns with Yuksel et al. (2009) who propose that a positive emotional connection with place can influence individuals' critical evaluations of a destination and their loyalty towards it. A greater perception of positive emotional experiences among tourists corresponds to a stronger display of conative loyalty. Customer satisfaction and positive emotional experiences play a role in shaping post-purchase decision-making (Ting, 2004). This finding aligns with self theories that explore how beliefs about oneself, particularly the difference between the self and the desired self-state, can influence motivation and emotions (Phillips & Silvia, 2005).

Secondly, this study revealed a significant influence of emotional experience on revisit intention. This finding supports that findings of Barnes et al. (2016), who conducted a study on visitors to the Safari Park. It suggests that enduring and memorable experiences have strong influences on the intention to revisit. Visitors who have positive experiences are more likely to exhibit positive consumption behavior following their visit to the tourist destination (Hosany & Prayag, 2013). Positive emotions also act as drivers of a stronger intention to revisit and recommend destinations (Bosque & San Martin, 2008). The more positive the perceived emotional experience, the stronger the intention to revisit that particular tourism destination. In line with the theory of planned behavior, attitude towards a behavior refers to the extent to which an individual holds a favorable or unfavorable evaluation or judgment regarding their behavior in question (Ajzen, 1991).

Thirdly, this study discovered a significant influence of revisit intention on conative loyalty. This finding corresponds with the research conducted by Moore et al., (2013) in the context of nature tourism. This suggests that the intention to revisit a tourist destination may influence an individual's attitude towards demonstrating loyalty to that particular destination. Conative loyalty towards a natural area as a tourist destination arises from the intention to revisit the natural area (Rivera & Croes, 2010). Additionally, Lee et al. (2007) found a positive associations between attitudes, conative loyalty and behavior. This finding aligns with Expectation Confirmation Theory (ECT) which posits that repurchase behavior and loyalty are effective factors in modeling the intention to recommend in market research (Oliver, 1997).

Fourthly, this study demonstrates that emotional experience had a significant influence on conative loyalty through the mediating role of revisit intention. This finding is consistent with the research by Yuksel et al. (2009) on customer satisfaction in the context of destinations. It indicates that positively perceived emotional experiences can influence the intention to revisit, thereby fostering visitor loyalty towards the destination. Visitor emotional experiences do not directly affect conative loyalty unless the visitor possesses the intention or desire to revisit the same destination. Increased competition and recognition of the importance of repeat customers make loyalty an integral part of destination management (Lee, 2003). Visitor attachment to the destination plays a crucial role in predicting loyalty, as higher levels of attachment lead to higher visitor loyalty (Alexandris et al., 2006; Brocato, 2006).

## CONCLUSION

Researchers and managers need to understand visitors' feelings when visiting tourist destinations. This found emotional experience have a positive influence on visitors' revisit intentions. Emotional experience also have a positive impact on visitors' conative loyalty. Furthermore, emotional experience have a positive influence on conative loyalty through the mediation of revisit intention. The more positive the visitors' emotional experience perceived, the greater their desire to return to the same place.

There are suggestions for managers concerning the findings of this study. First, managers should

**Commented [A14]:** It should be discussed with all previous research that supported hypotheses and grand theory used!  
Response: Previous research and grand theory have been added in the discussion.

**Commented [u15]:** Delete! Replace with other sentence as introduction of conclusion!  
Response: This sentence has been revised to address an introduction of conclusion.

continuously monitor the emotional experiences of their visitors. They can gather information by establishing an emotional connection with visitors or by actively listening to their suggestions and complaints. With feedback obtained from visitors, managers can evaluate their performance, contributing to the improvement of strategies and services aimed at encouraging visitor behavior to revisit the same destination in the future.

Second, there should be a continuous enhancement of understanding emotional experience, revisit intention, and conative loyalty. This is essential for developing relevant marketing strategies that can influence individuals' behavioral intentions. Furthermore, to ensure that the product image provides a positive emotional experience, managers need to enhance their holistic service strategies. This can have a profound impact when visitors frequently revisit the tourist attraction, there by contributing to repeat visits to a tourist destination.

This research was conducted in a limited scope, focusing on a single tourist destination. Further research can be carried out by expanding the scope to include other religious tourism areas in Indonesia. In this study, the focus was solely on the variables of emotional experience and revisit intention, which have an impact on the conative loyalty of tourists. Future research is suggested to explore additional variables such as sensory experience, intention to recommend, and action loyalty, which can provide a more comprehensive understanding of religious tourist behavior.

## REFERENCES

- Ahn, J., & Kwon, J. (2020). Green hotel brands in Malaysia: perceived value, cost, anticipated emotion, and revisit intention. *Current Issues in Tourism*, 23(12), 1559–1574. <https://doi.org/10.1080/13683500.2019.1646715>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Alexandris, K., Kouthouris, C., & Meligdis, A. (2006). Increasing customers' loyalty in a skiing resort: The contribution of place attachment and service quality. *International Journal of Contemporary Hospitality Management*, 18(5), 414–425. <https://doi.org/10.1108/09596110610673547>
- Ameer, I. A. (2013). Satisfaction- A behavioral perspective on consumer: Review, criticism and contribution. *International Journal of Research Studies in Management*, 3(1). <https://doi.org/10.5861/ijrsm.2013.406>
- Back, K. J. (2005). The Effects of Image Congruence on Customers' Brand Loyalty in the Upper Middle-Class Hotel Industry. *Journal of Hospitality and Tourism Research*, 29(4), 448–467. <https://doi.org/10.1177/1096348005276497>
- Back, K.-J., & Parks, S. C. (2003). ARTICLE A BRAND LOYALTY MODEL INVOLVING COGNITIVE, AFFECTIVE, AND CONATIVE BRAND LOYALTY AND CUSTOMER SATISFACTION.
- Bandyopadhyay, S., & Martell, M. (2007). Does attitudinal loyalty influence behavioral loyalty? A theoretical and empirical study. *Journal of Retailing and Consumer Services*, 14(1), 35–44. <https://doi.org/10.1016/j.jretconser.2006.03.002>
- Barnes, S. J., Mattsson, J., & Sørensen, F. (2016). Remembered experiences and revisit intentions: A longitudinal study of safari park visitors. *Tourism Management*, 57, 286–294. <https://doi.org/10.1016/j.tourman.2016.06.014>
- Brocato, E. D. (2006). PLACE ATTACHMENT: AN INVESTIGATION OF ENVIRONMENTS AND OUTCOMES IN A SERVICE CONTEXT.
- Burhanudin. (2015). A simplified method for understanding judgment and decision making of Muslim consumers. In *Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control* (pp. 1–19). IGI Global. <https://doi.org/10.4018/978-1-4666-8139-2.ch001>

**Commented [MOU16]:** Add suggestion for next researcher!  
Response: The suggestions for future research have been added.

**Commented [A17]:** Follow JMDK Template references style! Try to apply mendeley!  
Response: References style has followed JMDK.

- Burhanudin, B. (2020). The effect of Muslims' tendency to regret being customers of conventional banks on their intention to save money in Islamic banks. *Journal of Islamic Marketing, ahead-of-print(ahead-of-print)*. <https://doi.org/10.1108/jima-03-2020-0074>
- Carroll, B. A., & Ahuvia, A. C. (2006). Some Antecedents and Outcomes of Brand Love. *Source: Marketing Letters, 17*(2), 79–89. <https://doi.org/10.1007/sl>
- Chandralal, L., Rindfleish, J., & Valenzuela, F. (2015). An Application of Travel Blog Narratives to Explore Memorable Tourism Experiences. *Asia Pacific Journal of Tourism Research, 20*(6), 680–693. <https://doi.org/10.1080/10941665.2014.925944>
- Chen, C. F., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management, 28*(4), 1115–1122. <https://doi.org/10.1016/j.tourman.2006.07.007>
- del Bosque, I. R., & San Martín, H. (2008). Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research, 35*(2), 551–573. <https://doi.org/10.1016/j.annals.2008.02.006>
- Evanschitzky, H., & Wunderlich, M. (2006). An examination of moderator effects in the four-stage loyalty model. In *Journal of Service Research* (Vol. 8, Issue 4, pp. 330–345). <https://doi.org/10.1177/1094670506286325Fis hbein1977>. (n.d.).
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research, 18*(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Grissemann, U. S., & Stokburger-Sauer, N. E. (2012). Customer co-creation of travel services: The role of company support and customer satisfaction with the co-creation performance. *Tourism Management, 33*(6), 1483–1492. <https://doi.org/10.1016/j.tourman.2012.02.002>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Han, H., & Hyun, S. S. (2017). Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention. *International Journal of Hospitality Management, 63*, 82–92. <https://doi.org/10.1016/j.ijhm.2017.03.006>
- Han, H., & Hyun, S. S. (2018). What influences water conservation and towel reuse practices of hotel guests? *Tourism Management, 64*, 87–97. <https://doi.org/10.1016/j.tourman.2017.08.005>
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the theory of planned behavior. *International Journal of Hospitality Management, 29*(4), 659–668. <https://doi.org/10.1016/j.ijhm.2010.01.001>
- Han, H., Kim, Y., & Kim, E. K. (2011). Cognitive, affective, conative, and action loyalty: Testing the impact of inertia. *International Journal of Hospitality Management, 30*(4), 1008–1019. <https://doi.org/10.1016/j.ijhm.2011.03.006>
- Han, H., & Ryu, K. (2007). Moderating role of personal characteristics in forming restaurant customers' behavioral intentions: An upscale restaurant setting. *Journal of Hospitality and Leisure Marketing, 15*(4), 25–54. [https://doi.org/10.1300/J150v15n04\\_03](https://doi.org/10.1300/J150v15n04_03)
- Hogertz, C. (2010). Emotions of the urban pedestrian: Sensory mapping. In *PQN Final Report, Part B4: Documentation-Measuring Walking* (pp. 31–52). Cheltenham, UK: WALK 21.
- Hooi Ting, D. (2004). Service quality and satisfaction perceptions: Curvilinear and interaction effect. *International Journal of Bank Marketing, 22*(6), 407–420. <https://doi.org/10.1108/02652320410559330>
- Hosany, S., & Prayag, G. (2013). Patterns of tourists' emotional responses, satisfaction, and intention to recommend. *Journal of Business Research, 66*(6), 730–737. <https://doi.org/10.1016/j.jbusres.2011.09.011>
- Huseynov, K., Costa Pinto, D., Maurer Herter, M., & Rita, P. (2020). Rethinking Emotions and

- Destination Experience: An Extended Model of Goal-Directed Behavior. *Journal of Hospitality and Tourism Research*, 44(7), 1153–1177.  
<https://doi.org/10.1177/1096348020936334>
- Isa, S. M., Ariyanto, H. H., & Kiumarsi, S. (2020). The effect of place attachment on visitors' revisit intentions: evidence from Batam. *Tourism Geographies*, 22(1), 51–82.  
<https://doi.org/10.1080/14616688.2019.1618902>
- Kim, H. Y., & Lee, M. Y. (2010). Emotional loyalty and share of wallet: A contingency approach. *Journal of Retailing and Consumer Services*, 17(5), 333–339.  
<https://doi.org/10.1016/j.jretconser.2010.03.014>
- Kim, J. J., & Fesenmaier, D. R. (2015). Measuring Emotions in Real Time: Implications for Tourism Experience Design. *Journal of Travel Research*, 54(4), 419–429.  
<https://doi.org/10.1177/0047287514550100>
- Knobloch, U., Robertson, K., & Aitken, R. (2017). Experience, Emotion, and Eudaimonia: A Consideration of Tourist Experiences and Well-being. *Journal of Travel Research*, 56(5), 651–662.  
<https://doi.org/10.1177/0047287516650937>
- Kuwabara, K. J., & Pillemer, D. B. (2010). Memories of past episodes shape current intentions and decisions. *Memory*, 18(4), 365–374.  
<https://doi.org/10.1080/09658211003670857>
- Lee, J., Graefe, A. R., & Burns, R. C. (2007a). Examining the antecedents of destination loyalty in a forest setting. *Leisure Sciences*, 29(5), 463–481.  
<https://doi.org/10.1080/01490400701544634>
- Lee, J., Graefe, A. R., & Burns, R. C. (2007b). Examining the antecedents of destination loyalty in a forest setting. *Leisure Sciences*, 29(5), 463–481.  
<https://doi.org/10.1080/01490400701544634>
- Lee, J. S., Lee, C. K., & Choi, Y. (2011). Examining the role of emotional and functional values in festival evaluation. *Journal of Travel Research*, 50(6), 685–696.  
<https://doi.org/10.1177/0047287510385465>
- Lee, Y. J. (2016). The Relationships Amongst Emotional Experience, Cognition, and Behavioural Intention in Battlefield Tourism. *Asia Pacific Journal of Tourism Research*, 21(6), 697–715.  
<https://doi.org/10.1080/10941665.2015.1068195>
- Lehto, X. Y., O'Leary, J. T., & Morrison, A. M. (2004). The effect of prior experience on vacation behavior. *Annals of Tourism Research*, 31(4), 801–818.  
<https://doi.org/10.1016/j.annals.2004.02.006>
- Liu, C. H. S., & Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management*, 52, 42–54.  
<https://doi.org/10.1016/j.jairtraman.2015.12.007>
- Mannan, M., Chowdhury, N., Sarker, P., & Amir, R. (2019). Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants. *Journal of Modelling in Management*, 14(4), 922–947.  
<https://doi.org/10.1108/JM2-12-2017-0135>
- Mitas, O., Yarnal, C., Adams, R., & Ram, N. (2012). Taking a “Peak” at Leisure Travelers' Positive Emotions. *Leisure Sciences*, 34(2), 115–135.  
<https://doi.org/10.1080/01490400.2012.652503>
- Moore, S. A., Rodger, K., & Taplin, R. (2015a). Moving beyond visitor satisfaction to loyalty in nature-based tourism: a review and research agenda. *Current Issues in Tourism*, 18(7), 667–683.  
<https://doi.org/10.1080/13683500.2013.790346>
- Moore, S. A., Rodger, K., & Taplin, R. (2015b). Moving beyond visitor satisfaction to loyalty in nature-based tourism: a review and research agenda. *Current Issues in Tourism*, 18(7), 667–683.  
<https://doi.org/10.1080/13683500.2013.790346>
- Nawijn, J. (2011). Determinants of Daily Happiness on Vacation. *Journal of Travel Research*, 50(5), 559–566.  
<https://doi.org/10.1177/0047287510379164>

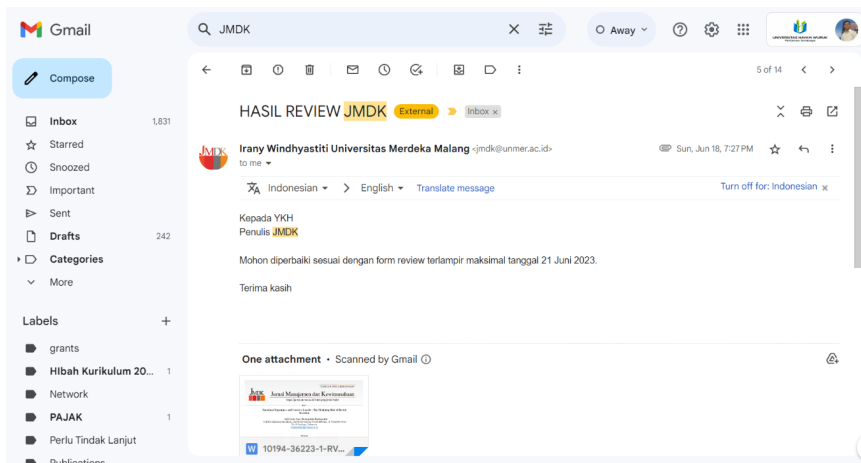


- Nawijn, J., Isaac, R. K., Gridnevskiy, K., & van Liempt, A. (2018). Holocaust concentration camp memorial sites: an exploratory study into expected emotional response. *Current Issues in Tourism, 21*(2), 175–190.  
<https://doi.org/10.1080/13683500.2015.1058343>
- Oliver, R.L., 1981. Measurement and evaluation of satisfaction processes in retail settings. *J. Retailing*
- Oliver, R.L., 1997. Satisfaction: A Behavioral Perspective on the Consumer. *McGrawHill, New York*.
- Oliver, R. L. (1999). Fundamental Issues and Directions for Marketing. In *Source: Journal of Marketing* (Vol. 63).
- Otoo, F. E., Kim, S. S., & Styliadis, D. (2021). Diaspora tourists' emotional experience. *International Journal of Tourism Research, 23*(6), 1042–1058.  
<https://doi.org/10.1002/jtr.2461>
- Peppers, D., Rogers, M., & Kotler, P. (n.d.). *Managing customer experience and relationships : a strategic framework*.
- Phillips, A. G., & Silvia, P. J. (2005). Self-Awareness and the Emotional Consequences of Self-Discrepancies. *Personality and Social Psychology Bulletin, 31*(5), 703–713. <https://doi.org/10.1177/0146167204271559>
- Polas, M. R. H., Raju, V., Hossen, S. M., Karim, A. M., & Tabash, M. I. (2022). Customer's revisit intention: Empirical evidence on Gen-Z from Bangladesh towards halal restaurants. *Journal of Public Affairs, 22*(3).  
<https://doi.org/10.1002/pa.2572>
- Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research, 56*(1), 41–54.  
<https://doi.org/10.1177/0047287515620567>
- Preston, C. C., & Colman, A. M. (n.d.-a). *Optimal number of response categories in rating scales: reliability, validity, discriminating power, and respondent preferences*.  
[www.elsevier.com/locate/actpsy](http://www.elsevier.com/locate/actpsy)
- Preston, C. C., & Colman, A. M. (n.d.-b). *Optimal number of response categories in rating scales: reliability, validity, discriminating power, and respondent preferences*.  
[www.elsevier.com/locate/actpsy](http://www.elsevier.com/locate/actpsy)
- Ratnasari, R. T., Gunawan, S., Mawardi, I., & Kirana, K. C. (2020). Emotional experience on behavioral intention for halal tourism. *Journal of Islamic Marketing, 12*(4), 864–881.  
<https://doi.org/10.1108/JIMA-12-2019-0256>
- Rivera, M. A., & Croes, R. (2010). Ecotourists' loyalty: Will they tell about the destination or will they return? *Journal of Ecotourism, 9*(2), 85–103.  
<https://doi.org/10.1080/14724040902795964>
- Rodríguez-Campo, L., Alén-González, E., Antonio Fraiz-Brea, J., & Louredo-Lorenzo, M. (2022). A holistic understanding of the emotional experience of festival attendees. *Leisure Sciences, 44*(4), 421–439.  
<https://doi.org/10.1080/01490400.2019.1597790>
- Scott, D. (2004). Examining the mediating role of experience quality in a model of tourist experiences. *Journal of Travel and Tourism Marketing, 16*(1), 79–90.  
[https://doi.org/10.1300/J073v16n01\\_08](https://doi.org/10.1300/J073v16n01_08)
- Shopbot banking: an exploratory study of customer loyalty effects*. (n.d.). <http://www.emerald-library.com/ft>
- Sirimongkol, T. (2022). The effects of restaurant service quality on revisit intention in pandemic conditions: an empirical study from Khonkaen, Thailand. *Journal of Foodservice Business Research, 25*(2), 233–251.  
<https://doi.org/10.1080/15378020.2021.1941560>
- Song, H. J., Kim, M. C., & Choe, Y. (2019). Structural relationships among mega-event experiences, emotional responses, and satisfaction: focused on the 2014 Incheon Asian Games. *Current Issues in Tourism, 22*(5), 575–581.

- <https://doi.org/10.1080/13683500.2018.1462310>
- Sthapit, E., & Björk, P. (2019). Relative contributions of souvenirs on memorability of a trip experience and revisit intention: a study of visitors to Rovaniemi, Finland. *Scandinavian Journal of Hospitality and Tourism, 19*(1), 1–26.  
<https://doi.org/10.1080/15022250.2017.1354717>
- Styliadis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination image model across residents and tourists. *Tourism Management, 58*, 184–195.  
<https://doi.org/10.1016/j.tourman.2016.10.014>
- Tsai, C. T. S. (2016). Memorable Tourist Experiences and Place Attachment When Consuming Local Food. *International Journal of Tourism Research, 18*(6), 536–548.  
<https://doi.org/10.1002/jtr.2070>
- Turner, J. H. (2009). The sociology of emotions: Basic theoretical arguments. In *Emotion Review* (Vol. 1, Issue 4, pp. 340–354). SAGE Publications Ltd.  
<https://doi.org/10.1177/1754073909338305>
- Um, S., Chon, K., & Ro, Y. H. (2006). Antecedents of revisit intention. *Annals of Tourism Research, 33*(4), 1141–1158.  
<https://doi.org/10.1016/j.annals.2006.06.003>
- Weaver, D. B., Kwek, A., & Wang, Y. (2017). Cultural connectedness and visitor segmentation in diaspora Chinese tourism. *Tourism Management, 63*, 302–314.  
<https://doi.org/10.1016/j.tourman.2017.06.028>
- Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management, 31*(2), 274–284.  
<https://doi.org/10.1016/j.tourman.2009.03.007>
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing and Management, 8*, 326–336.  
<https://doi.org/10.1016/j.jdmm.2017.06.004>
- Zhang, X., Chen, Z., & Jin, H. (2021). The effect of tourists' autobiographical memory on revisit intention: does nostalgia promote revisiting? *Asia Pacific Journal of Tourism Research, 26*(2), 147–166.  
<https://doi.org/10.1080/10941665.2020.1718>

#### 4. Editor Decision: Revision is required – 18 Juni 2023

Dari: JMDK: Jurnal Manajemen dan Kewirausahaan  
[journal@unmer.ac.id](mailto:journal@unmer.ac.id)  
Subyek: Editor Decision  
Tanggal: 18 Juni 2023  
Kepada: [burhanudin@perbanas.ac.id](mailto:burhanudin@perbanas.ac.id)



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

---

Dari: Burhanudin  
Subyek: Tanggapan Komentar dan Penyampaian Revisi  
Tanggal: 18 Juni 2023  
Kepada: Irary Windhyastiti. S.E., M.M  
Editor-in-Chief JMDK: Jurnal Manajemen dan Kewirausahaan

---

mail.google.com/mail/u/0/popout?ver=1g3y1thb29lwb&msg=%23msg-f%3A1773180806010609265&attid=0.2

Subjek: ARTIKEL\_REVISI 2



**SELFI SARI** <2020710437@students.perbanas.ac.id>  
kepada BURHANUDIN BURHANUDIN

Rab, 21 Jun, 08:39

Anda sedang melihat pesan terlampir. Gmail tidak dapat memverifikasikan keaslian pesan terlampir.

Satu lampiran • Dipindai dengan Gmail



## 6. Production – 29 Juni 2023

Dari: JMDK: Jurnal Manajemen dan Kewirausahaan  
[journal@unmer.ac.id](mailto:journal@unmer.ac.id)  
Subyek: Production  
Tanggal: 29 Juni 2023  
Kepada: Burhanudin  
Username OJS: 01burhanudin01

