

CHAPTER I

INTRODUCTIONS

1.1 Background

The halal tourism industry is increasingly growing in Indonesia. Religious destinations are tourist spots related to history, figures, and places of worship, one of which is the religious tourism site Sunan Ampel in Surabaya. This tourist spot is located in Semampir District, Surabaya, East Java. This religious tourism site is always bustling with tourists who come for pilgrimage or shopping because there are many vendors selling various religious-themed items in the vicinity. With the high number of tourists visiting, the management must pay attention to every action and the experiences of tourists after visiting Sunan Ampel Surabaya.

Companies can conduct evaluations to determine the level of loyalty by measuring satisfaction levels. Conative loyalty is based on product information available to customers (Pedersen & Nysveen, 2001). Conative loyalty is influenced by factors such as emotional experience and revisit intention. However, the study conducted by Yuksel et al., (2010) has not explained this matter. Therefore, this research is important to understand the level of conative loyalty that customers have towards a product.

Companies must prioritize loyalty as something crucial that needs to be maintained. Customer loyalty can still decline, especially due to the increasing attractiveness of offers or competitive brands (Evanschitzky & Wunderlich, 2006; (Oliver, 1997, 1999)). Therefore, companies must strive to encourage customers to the conative service stage. Loyalty can be achieved when the loyalty stage is accompanied by actions (Oliver,

1997, 1999). Previous research has focused on the hotel industry (Back, 2005), tourism (Yuksel et al., 2010), and restaurants (Han & Ryu, 2007).

Customer behavior and attitudes towards a product after use or visitation can be observed. A positive attitude towards a product tends to lead customers to continuously subscribe and increase the frequency of purchases (Bandyopadhyay & Martell, 2007). Conative loyalty is crucial in determining behavioral loyalty and actions (Back, Ki-Joon; Parks, 2003; Bandyopadhyay & Martell, 2007; Evanschitzky & Wunderlich, 2006). Consumer loyalty can shape how a company is perceived by the public. If the prevailing opinion in society is positive, then the company has been able to deliver good performance to consumers.

It is important for companies to analyze customer feelings when using products or services. Studying the emotional responses of tourists and the destination image at a certain level makes the predictive relationship more informative and clearer (Stylidis et al., 2017). The consequences of emotional experiences can be seen in how a product influences attitudes and behaviors (Otoo et al., 2021). The first emergence of emotional arousal is due to a stimulus or an event, which can be neutral, positive, or negative. The emotional experience variable is not specifically found in the Qur'an, but there are scattered verses that speak or relate to the emotional behavior displayed by humans in various life events. As explained in Surah Al-Hadid verse 23, which states:

لَكَيْلًا تَأْسَوْا عَلَىٰ مَا فَاتَكُمْ وَلَا تَفْرَحُوا بِمَا آتَاكُمْ وَاللَّهُ لَا يُحِبُّ كُلَّ مُخْتَالٍ فَخُورٍ ﴿٢٣﴾

"That is so We may not sadden over what has eluded you nor be excessively joyful over what He has given you. And Allah does not like every arrogant boaster." (QS. Al-Hadid: 23)

In this verse, Allah declares that all events are decreed before they occur, so that humans may patiently accept Allah's trials. Allah's trials can sometimes be in the form of hardships and disasters, and at other times, they can be in the form of pleasures and joys. Therefore, one should not be overly saddened by the hardships and disasters that befall them, nor should they be excessively joyful and delighted by something pleasing. The best attitude is to be patient in accepting the disasters and calamities that befall and be grateful to Allah for every blessing bestowed upon them. This verse is not meant to prohibit Muslims from being joyful or sad; rather, it advises against excessive joy and sorrow.

Returning to a specific destination is one form of tourist loyalty to a particular destination. Revisit intention is described as the desire to revisit a previous destination for the second time within a certain period (Cole & Scott, 2008). Um et al., (2006) state that revisit intention is a stage after satisfaction. Revisit intention is considered crucial for the sustainability of a tourist destination. Acquiring new customers is deemed more expensive than retaining existing customers, which is why retaining existing customers is highly important. In the Quran, the intention is elaborated in Surah Al-Bayyinah verse 5, which states:

وَمَا أُمِرُوا إِلَّا لِيَعْبُدُوا اللَّهَ مُخْلِصِينَ لَهُ الدِّينَ حُنَفَاءَ وَيُقِيمُوا الصَّلَاةَ
وَيُؤْتُوا الزَّكَاةَ وَذَلِكَ دِينُ الْقَيِّمَةِ ﴿٥﴾

"Yet they were commanded nothing but to worship Allah, devotedly sincere in their faith in Him, establish regular prayers, and pay Zakat. That is the true and straight religion." (QS. A-Bayyinah : 5)

Customer loyalty is the key to a company's success. Loyalty stems from prior knowledge or recent information based on experience and future behavioral intentions (Oliver, 1997, 1999). The emotional experience perceived by visitors will not influence conative loyalty unless the visitor has the intention or desire to revisit the same destination. When visitors have already experienced positive emotional experiences, they will not immediately show conative loyalty to the destination. Instead, they must have the intention to revisit. In other words, if visitors already have the intention to revisit, then conative loyalty actions will continue to be carried out continuously by visitors to a destination. Therefore, research on emotional experience and revisit intention is necessary.

This study aims to examine the connection between emotional experience, revisit intention, and conative loyalty. The research is important both theoretically and practically. Theoretically, this research is significant because companies can enhance products and services through emotional experiences and intentions to revisit. Generally, previous studies focused on one construct (e.g., emotional experience) at a time rather than the relationship between several constructs (Weaver et al., 2017). Emotional experience and revisit intention influencing conative loyalty have not been studied in the tourism context, even though it is a crucial sector in determining tourists' decisions to use or revisit.

Practically, this research is essential because the perceived experience of each consumer may differ when using a company's products or services. The results of this research are expected to provide valuable insights for companies to develop more effective marketing and service strategies to enhance customer loyalty. Emotions are

considered an important stimulus for the intention to revisit (Lehto et al., 2004). This can serve as a reference for companies in establishing effective service strategies so that consumers can continue to purchase or use products and services repeatedly. Through this approach, the research seeks to make a significant contribution to understanding how specific factors shape consumer behavior and how companies can design better strategies to maintain and improve customer loyalty.

1.2 Problem Formulations

Based on the background issues above, the problem formulations for this research are as follows:

1. Is emotional experience significantly influencing revisit intention
2. Is revisit intention significantly influencing conative loyalty
3. Is emotional experience significantly influencing conative loyalty
4. Is emotional experience significantly influencing conative loyalty through the mediation of revisit intention

1.3 Research Objectives

Based on the problem formulations in this research, the objectives of the study are as follows:

1. To analyze the significance of emotional experience on revisit intention
2. To analyze the significance of revisit intention on conative loyalty
3. To analyze the significance of emotional experience on conative loyalty
4. To analyze the significance of emotional experience on conative loyalty through the mediation of revisit intention

1.4 Research Benefits

With the achievement of the research objectives, the expected outcomes of the study are anticipated to provide benefits as follows:

1. For Researchers

The results of this study can enhance the insights for researchers and are expected to assist future researchers who are interested in further exploration using different variables. Additionally, it can be applied as a practical manifestation of the theories acquired during academic studies, providing knowledge and insights.

2. For the Community

The results of this research are expected to bring benefits through the role of tourists in providing understanding of religious tourism. It can provide information and references for readers, companies, the entire community, or stakeholders, serving as both reading material and literature on the influence of Emotional Experience on Conative Loyalty through the Mediation of Revisit Intention.

3. For Companies

The results of this study are expected to provide information to the managers regarding the importance of fostering positive emotional experiences. With the extensive data obtained and feedback received from visitors, the managers can evaluate their performance. This has an impact on enhancing strategies and services to create a trend in visitor behavior to revisit the same destination in the future.

1.5 Writing Systematics

To provide a clear overview of Emotional Experience and Revisit Intention on the perceived Conative Loyalty of visitors after their visit to Sunan Ampel Religious

Tourism in Surabaya, which is the focus of this research, it can be presented through the following sequence in each chapter, as follows:

CHAPTER I: INTRODUCTION

In this first chapter, it encompasses the background that serves as the research foundation, the problems that can be formulated, the research objectives, the benefits of the research, and the systematics employed in the writing of this research.

CHAPTER II: LITERATURE REVIEW

This chapter consists of a description of previous studies that are similar and have been conducted, the influence of relationships between the variables under investigation, the conceptual framework, and the research hypotheses.

CHAPTER III: RESEARCH METHOD

This chapter contains the research design, research limitations, variable identification, operational definitions, and measurement of variables, population and sample identification, sampling techniques, data and data collection methods, as well as data analysis.

CHAPTER IV: RESEARCH SUBJECT DESCRIPTION AND DATA ANALYSIS

This chapter covers the description of research subjects and data analysis, consisting of descriptive analysis, hypothesis testing, and discussions regarding the research findings.

CHAPTER V: CONCLUSION AND SUGGESTIONS

This chapter elaborates on the conclusions drawn from the conducted analysis. It also discusses several evaluations related to limitations and provides recommendations from the study. Subsections within this chapter include the conclusion, limitations, and recommendations.

