

CHAPTER II

LITERATURE REVIEWS

2.1 Previous Research

In conducting this research, a theoretical foundation is required to support the proposed theory. This also serves as one of the references for the research. Besides providing a theoretical foundation, previous research also functions as a roadmap that guides researchers to identify knowledge gaps and unanswered research questions. Previous studies, including critiques and discussions of their findings, offer critical insights into the topic and can provide valuable perspectives for designing a more effective research approach. Therefore, it is expected that the author can further develop the theory proposed for the research.

2.1.1 Research by Otoo, Seongseop and Dimitrios (2021)

Previous research plays an integral role in forming the theoretical foundation and context for this study. The study conducted by Otoo, Seongseop, and Dimitrios (2021) aimed to explore the relationships among important constructs such as emotional experience, personal involvement, destination image, and place attachment concerning tourists' future intentions. This research utilized data collected from 419 Diaspora tourists visiting Ghana. The findings revealed that emotional experiences associated with joy and love, or positive experiences, influenced personal involvement and intentions to revisit. This study shares similarities with the current research as both investigate the impact of emotional experience on revisit intention. Additionally, they share similarities in data collection methods.

The difference between the upcoming research and the previous study lies in the location and the respondents for data collection. The prior study involved 419 Diaspora tourists visiting Ghana, whereas this research involves respondents who have visited the religious tourist destination Sunan Ampel in Surabaya. Furthermore, the previous study examined the influence of emotional experience, personal involvement, destination image, destination satisfaction, and place attachment on the future intentions of mature/senior diaspora tourists. In contrast, this research investigates the impact of Emotional Experience on Conative Loyalty through the Mediation of Revisit Intention.

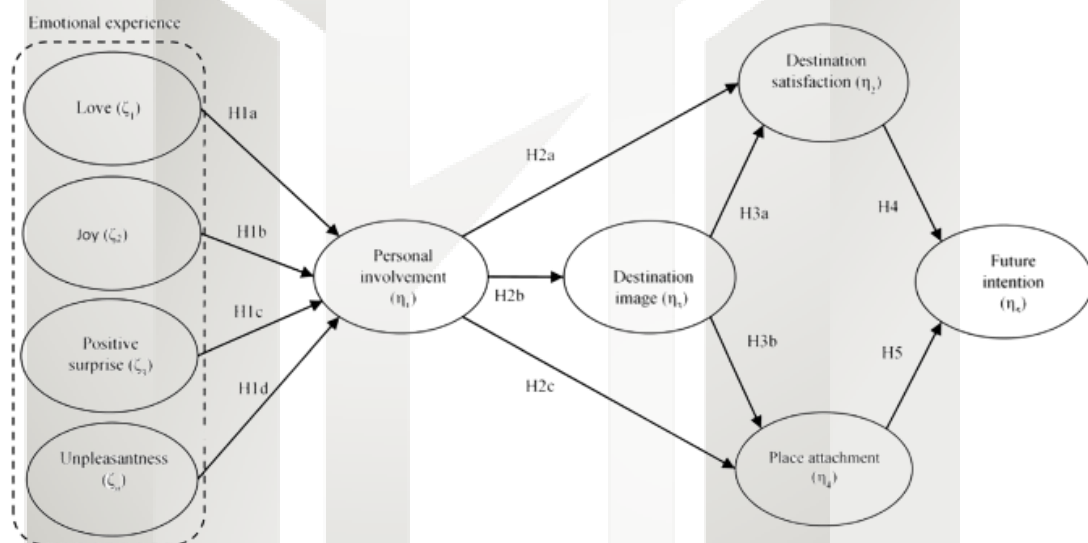


Figure 2.1.

Previous Research by Otoo and Dimitrios (2021)

2.1.2 Research by Polas, Raju, Hossen, Karim and Tabash (2020)

Previous research paved the way for a deeper understanding of the phenomenon under investigation. The study conducted by Polas, Raju, Hossen, Karim, and Tabash (2020) aimed to explore the relationships among service quality, physical environment, and price perception on the intention to revisit. This

research employed data collected from 317 Gen Z respondents who visited 10 halal restaurants in Dhaka, Bangladesh. The findings indicated that service quality, physical environment, and price perception positively and significantly influenced the intention to revisit. However, the study did not find evidence of a mediating role between customer satisfaction, service quality, and the intention to revisit. This study shares similarities with the current research as both investigate the intention to revisit or revisit intention. Additionally, they share similarities in data collection methods.

The difference between the upcoming research and the previous study lies in the location and the respondents for data collection. The prior study involved 317 Gen Z respondents who visited 10 halal restaurants in Dhaka, Bangladesh, while this research involves respondents who have visited the religious tourist destination Sunan Ampel in Surabaya. Furthermore, the previous study investigated the influence of service quality, physical environment, and price perception on revisit intention. In contrast, this research examines the impact of Emotional Experience on Conative Loyalty through the mediation of Revisit Intention.

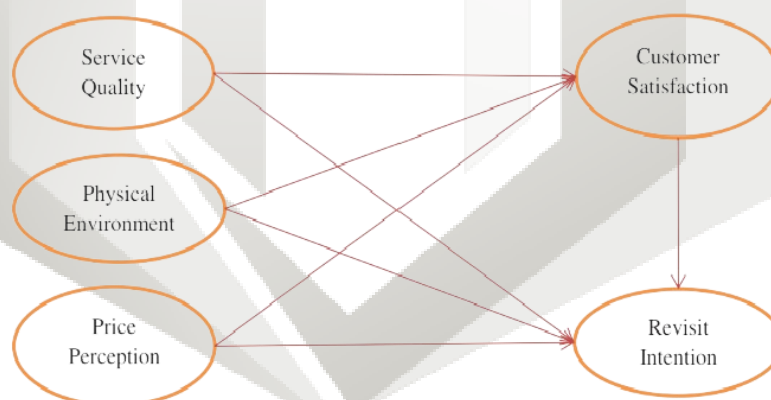


Figure 2.2.

Previous Research by Polas et al. (2020)

2.1.3 Research by Ratnasari, Gunawan, Mawardi and Kirana (2020)

The previous research plays a crucial role in forming the foundation, determining the direction, and enhancing the quality of this study. The research conducted by Ratnasari, Gunawan, Mawardi, and Kirana (2020) aimed to examine halal certification for halal culinary, destination branding, and emotional experiences on customer satisfaction and behavioral intentions. The study employed a data collection method involving 400 respondents, consisting of both foreign and domestic Muslim tourists who had visited Lombok in the last three years. The results indicated that halal certification and branding did not significantly affect customer satisfaction but did influence behavioral intentions. Customer satisfaction, in turn, influenced behavioral intentions, and emotional experiences affected both customer satisfaction and behavioral intentions. This research shares similarities in data collection methods with the previous study.

The difference between the upcoming research and the previous study lies in the location and the respondents for data collection. The prior study involved 400 respondents, including both foreign and domestic Muslim tourists who had visited Lombok in the last three years, while this research involves respondents who have visited the religious tourist destination Sunan Ampel in Surabaya. Furthermore, the previous study investigated the influence of halal certification for halal culinary, destination branding, and emotional experiences on customer satisfaction and behavioral intentions. In contrast, this research examines the impact of Emotional Experience on Conative Loyalty through the mediation of Revisit Intention.

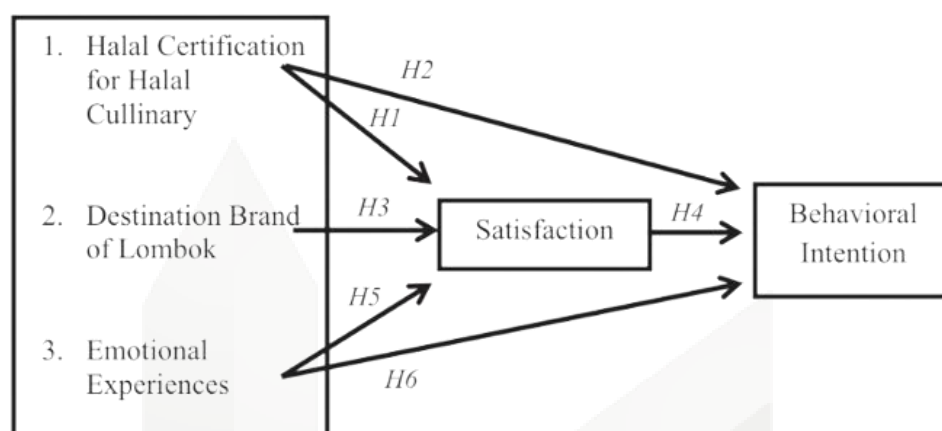


Figure 2.3.

Previous Research by Ratnasari et al. (2020)

2.1.4 Research by Sharma and Nayak (2019)

Previous research provides a critical perspective on the topic and can offer valuable insights for designing a more effective research approach. The research by Sharma and Nayak (2019) aimed to explore the Influence of Memorable Tourist Experience (MTE), Destination Image, and Behavioral Intention on Satisfaction. The study employed a data collection method involving 502 Yoga Tourism tourists in Rishikesh, India. The results revealed that Memorable Tourist Experience (MTE) significantly influences satisfaction. Similarly, the customer's destination image has a positive effect on satisfaction. Behavioral intention also directly influences satisfaction. This research shares similarities in data collection methods with the previous study.

The difference between the upcoming research and the previous study lies in the location and the respondents for data collection. The prior study involved 502 Yoga Tourism tourists in Rishikesh, India, while this research involves respondents who have visited the religious tourist destination Sunan Ampel in Surabaya.

Furthermore, the previous study investigated the influence of service quality, customer trust, and revisit intention. In contrast, this research examines the impact of emotional experience on conative loyalty through the mediation of revisit intention.

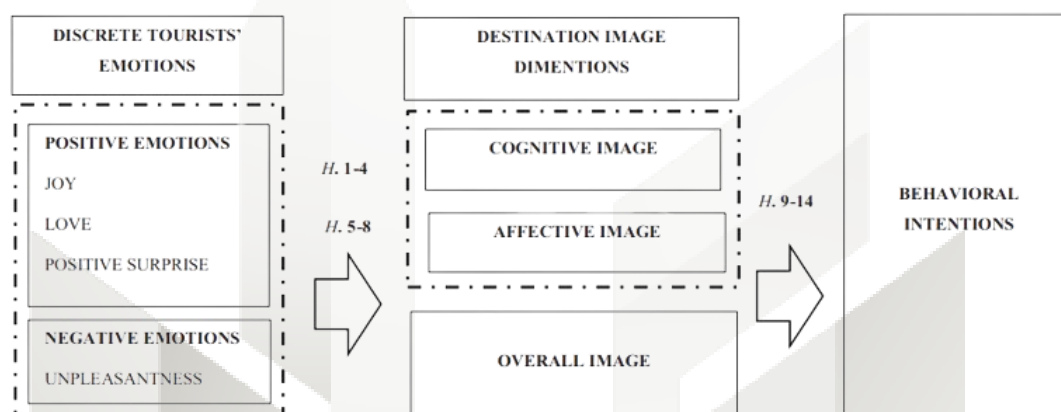


Figure 2.4.

Previous Research by Sharma and Nayak (2019)

2.1.5 Research by Barnes, Mattson, and Sorensen (2016)

Previous research plays an integral role in forming the theoretical foundation and context for this study. The research by Barnes, Mattson, and Sorensen (2016) aimed to examine place attachment and the causal relationship between place attachment and destination loyalty, including perceived destination appeal, activity involvement, tourist satisfaction, and motivation among tourists. The study utilized a data collection method involving 400 visitors in Hangzhou, China. The results indicated that place attachment is a significant antecedent of destination loyalty, with its impact being smaller than tourist satisfaction. Additionally, activity involvement, satisfaction, perceived appeal, and motivation are statistically significant in shaping tourists' place attachment.

The difference between the upcoming research and the previous study lies in the location and the respondents for data collection. The prior study involved 400 visitors in Hangzhou, China, while this research involves respondents who have visited the religious tourist destination Sunan Ampel in Surabaya. Furthermore, the previous study investigated the influence of involvement, tourist satisfaction, perceived attractiveness, place attachment, and tourist motivation on destination loyalty. In contrast, this research examines the impact of emotional experience on conative loyalty through the mediation of revisit intention.

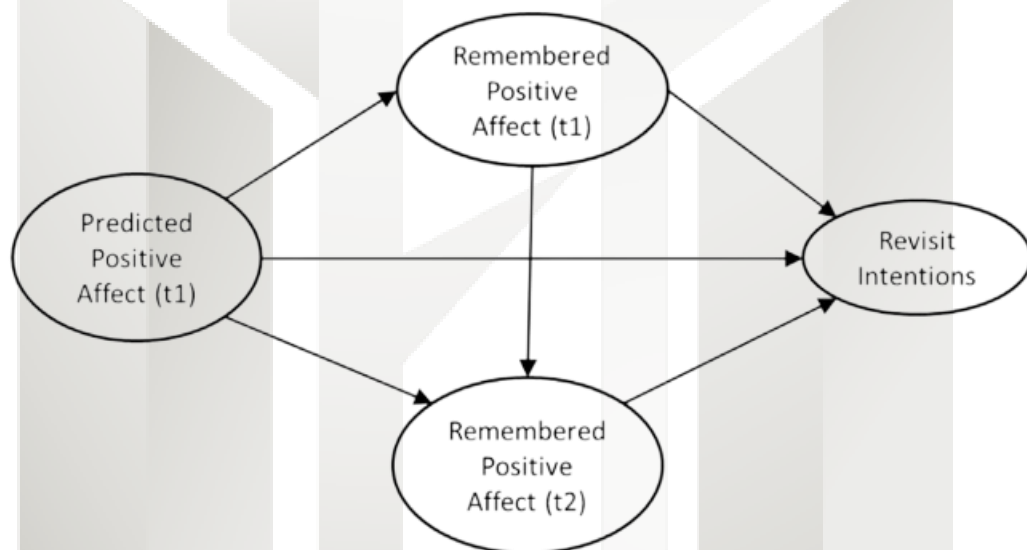


Figure 2.5.

Previous Research by Barnes et al.(2016)

Table 2. 1
Summary of Previous Research

No	Name and Year	Research Topic	Research Variable	Research Sample	Analysis Technique	Analysis Results
1.	Otoo, Seongseop and Dimitrios (2021)	The Influence of Emotional Experience, Personal Involvement, Destination Image, Destination Satisfaction, and Place Attachment on Future Intention	Dependent Variable: Future Intention Independent Variable: Emotional experience, Personal involvement, Destination image, Destination satisfaction, Place attachment	419 Diaspora tourists visiting Ghana	Multiple Linear Regression	<ol style="list-style-type: none"> 1. Emotional Experience influences personal involvement. 2. Destination image and Destination satisfaction significantly affect Future Intention. 3. Place attachment significantly influences Future Intention.
2.	Polas, Raju, Hossen, Karim and Tabash (2020)	The Influence of Service Quality, Physical Environment, and Price Perception on Revisit Intention	Dependent Variable: Revisit intention Independent Variable: Service Quality, Physical Environment, Price Perception	317 Gen Z respondents who visited 10 halal restaurants in Dhaka, Bangladesh	<i>Statistical Package For Social Science (SPSS)</i>	<ol style="list-style-type: none"> 1. Service Quality influences Revisit Intention. 2. Physical Environment significantly affects Revisit Intention. 3. Price Perception significantly influences Revisit Intention. 4. Customer satisfaction does not affect service quality and customers' intention to revisit.
3.	Ratnasari, Gunawan, Mawardi and Kirana (2020)	The Influence of Halal Certification for Halal Culinary, Destination Brand, and Emotional Experiences on Customer	Dependent Variable: Customer Satisfaction, Behavioral Intention Independent Variable: Halal Certification For Halal Culinary	400 respondents consisting of foreign and domestic Muslim tourists who have visited Lombok in the	Structural Equation Modeling-Partial Least Squares (SEM-PLS) Model	<ol style="list-style-type: none"> 1. Halal Certification for Halal Culinary and Destination Brand do not affect Customer Satisfaction. 2. Halal Certification for Halal Culinary and Destination Brand influence Behavioral

		Satisfaction and Behavioral Intention	Destination Brand Emotional Experiences	last three years		Intention. 3. Destination Brand influences Behavioral Intention. 4. Emotional Experiences influence Customer Satisfaction and Behavioral Intention.
4.	Sharma and Nayak (2019)	The Influence of Memorable Tourism Experience (MTE), Destination Image, and Behavioral Intention on Satisfaction	Dependent Variable: Satisfaction Independent Variable: Pengalaman berkesan (MTE) Destination image Niat perilaku	502 Yoga Tourism tourists, Rishikesh, India	Multiple Linear Regression	1. Memorable Tourism Experience (MTE) influences Satisfaction. 2. Destination Image has a positive effect on Satisfaction. 3. Behavioral Intention influences Satisfaction.
5.	Xu and Zhang (2016)	The Influence of Involvement, Tourist Experiences, Perceived Attractiveness, Place Attachment, and Tourist Motivation on Destination Loyalty	Dependent Variable: Destination Loyalty Independent Variable: Involvement Tourist experiences Perceived Attractiveness Place Attachment Tourist Motivation	400 visitors to Hangzhou, China	Structural Equation Modeling-Partial Least Squares (SEM-PLS) Model	1. Involvement, Tourist Experiences, Perceived Attractiveness, Place Attachment, and Tourist Motivation influence Destination Loyalty.

2.2 Theoretical Basis

There are several types of theories that will be explained, with the intended goal of serving as fundamental guidelines for research to conduct analysis and evaluation in problem-solving.

2.2.1 Legal Basis of Loyalty

In the Qur'an, there is no explicitly mentioned verse that explains consumer or visitor loyalty. Nevertheless, the Qur'an still elucidates verses that contain fundamental values related to loyalty. For the faithful Muslim, they acknowledge the essence of faith and the essence of religion. Loyalty to God is manifested through this faith, encompassing obedience to His commands and avoiding all that He prohibits. As stated in the Quran, QS. Al-Hujurat: 15, which says:

إِنَّمَا الْمُؤْمِنُونَ الَّذِينَ آمَنُوا بِاللَّهِ وَرَسُولِهِ ثُمَّ لَمْ يَرْتَابُوا
وَجَاهَدُوا بِأَمْوَالِهِمْ وَأَنْفُسِهِمْ فِي سَبِيلِ اللَّهِ أُولَٰئِكَ هُمُ
الصَّٰدِقُونَ ﴿١٥﴾

"Indeed, the believers are only those who have believed in Allah and His Messenger, and then they do not doubt and strive (jihad) with their wealth and lives in the cause of Allah. They are the truthful ones." (QS. Al-Hujurat: 15)

This verse emphasizes the characteristics of true believers. They are those who not only declare their faith verbally but also practice it through tangible actions. They have unwavering faith in Allah and His Messenger, and they are willing to sacrifice both their wealth and lives in jihad fi sabilillah (striving in the cause of

Allah). Another meaning emphasizes the importance of faith accompanied by courage, steadfastness, and sacrifice in practicing Islam comprehensively. The verse can be related to customer loyalty; if customers have a high level of loyalty and trust in a company or brand, they will remain loyal and continue to purchase or use the products even if the prices are high.

2.2.2 Conative Loyalty

Loyalty is a crucial aspect for a tourist destination. “Loyalty is defined as a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior” (Oliver, 1997, p. 2). Conative loyalty represents the desire for repeat purchases as a response to a positive attitude toward a brand. There is a customer attachment to a brand or destination perceived by the customer to buy and revisit. “Conative loyalty, which is the third loyalty stage (after cognitive and affective), implies a brand-specific commitment to repurchase” (Oliver, 1999, p. 4). “Conative loyalty is defined as the customers’ behavioral intention keep on using a product in the future, it is assumed to be a stronger predictor of behavioral loyalty than both cognitive and affective loyalty” (Pedersen & Nysveen, 2001, p.3).

In previous research, conative loyalty has been a topic of discussion. Yuksel et al., (2010) conducted a study to understand the effects on customer satisfaction and cognitive, affective, and conative loyalty. This indicates that positive emotional and cognitive ties with a place can indeed influence an individual's critical assessment

of a destination and their loyalty to that place. Studies on conative loyalty are limited to tourism consumer loyalty. In reference to this, this research is conducted to measure the influence of emotional experience on revisit intention and conative loyalty.

2.2.3 Revisit Intention

Tourism managers play a crucial role in considering tourists' intention to revisit. "Revisit intention is the willingness to choose the same destination" (Han & Kim, 2010, p. 2). Cole & Scott (2004, p.3) describe "revisit intention as the desire to visit a previous destination for the second time within a specific period". "Revisit intention occurs for customers who have previously visited, thereby helping businesses reduce the cost of acquiring new customers" (Sirimongkol, 2022). "Revisit intention contributes to continuous profitability for businesses" (Lee et al., 2011).

In previous research, revisit intention has been a topic of discussion. Polas et al., (2022) conducted a study to understand the influence of service quality, environment, and price on the intention to revisit. This indicates that consumers are likely to revisit when they experience good service quality, a favorable environment, and affordable prices. "Better services provided lead to an increased intention to revisit" (Liu & Lee, 2016). Studies on revisit intention have been limited to price, service quality, and the environment. With reference to this, this research is conducted to measure the influence of emotional experience on revisit intention and conative loyalty.

2.2.4 Emotional Experience

Maintaining the feelings and emotions of tourists is crucial for tourism managers. “Emotional experience refers to personal feelings that arise intensely from observed cognitive experiences, manifested through mental conditions, biological reactions, and socio-psychological interactions, as well as interactions with one's environment” (Lee, 2016; Prayag et al., 2017; Turner, 2009). “Emotion is a complex phenomenon marked by a combination of cognitive and experiential factors, physiological states, and behavioral expressions” (Rodríguez-Campo et al., 2022). “Positive and negative emotions can result from emotional experiences” (Huseynov et al., 2020; Nawijn et al., 2018; Song et al., 2019). Therefore, research on emotional experience is essential.

In previous research, emotional experience has been a topic of discussion. Ratnasari et al., (2020) conducted research on emotional experience to examine the halal certification, destination brand, and emotional experience's impact on customer satisfaction and behavioral intentions. This indicates that emotional experience contributes to customer satisfaction, thereby increasing the intention to purchase. “Customers tend to experience positive emotions more intensely than negative emotions” (Mitas et al., 2012; Nawijn, 2011). Studies on emotional experience have been limited to satisfaction and purchase intention. With reference to this, this research is conducted to measure the influence of emotional experience on revisit intention and conative loyalty.

2.3 Relationship Between Variables

2.3.1 The Effect of Emotional Experience on Conative Loyalty

Tourists' positive attitudes toward a tourist destination can assist managers in enhancing its brand image. Barnes (2005) states that “customers who experience positive emotions contribute to exceptional loyalty behaviour”. “This occurs because emotions are conceptualized as a post-satisfaction state experienced by some satisfied customers” (Carroll & Ahuvia, 2006). “The influence of emotional experience on conative loyalty has not been explored, although emotional experience directly impacts tourists' intentions to visit” (Han & Hyun, 2018). This forms the basis for this research to test the impact of emotional experience on conative loyalty.

This study argues that emotional experience influences conative loyalty. This is based on Kim & Lee, (2010), who state that “emotions can influence customers' conative loyalty”. “Customers who positively experience emotional satisfaction and satisfying experiences will form conative loyalty with strong commitments and intentions to purchase, ultimately leading to purchasing actions” (Back, Ki-Joon; Parks, 2003). This can continue if tourists experience positive emotional experiences and ongoing satisfaction when visiting tourist destinations.

2.3.2 The Effect of Emotional Experience on Revisit Intention

It is crucial for tourism managers to recognize that emotional experiences can influence a tourist's intention to revisit. Barnes et al., (2016) state that “long-term emotional experiences that are remembered have a strong impact on the intention to revisit”. “This happens because these memories influence their decisions to revisit a destination” (Chandralal et al., 2015; Chen & Tsai, 2007). “The influence of

emotional experience on revisit intention has not been explored, even though it is essential for managers to evaluate visitors' emotional experiences and satisfaction, as the costs incurred by the company are usually much lower to retain existing customers than to attract new ones" (Um et al., 2006). This forms the basis for this research to test the impact of emotional experience on revisit intention.

This study argues that emotional experience influences revisit intention. This is based on Barnes et al., (2016), who state that "emotional experience can affect revisit intention". "Providing a memorable experience is crucial for a company's competitiveness" (Grisseemann & Stokburger-Sauer, 2012). "Encouraging positive emotional memories can be an effective way to influence customer intentions and decisions" (Kuwabara & Pillemer, 2010). This can continue due to the positive emotional experiences visitors perceive in the services of a tourist destination, leading visitors to have a greater intention to revisit compared to choosing another similar tourist destination.

2.3.3 The Effect of Revisit Intention on Conative Loyalty

Visitor return is highly meaningful for a tourist destination. Oliver (1999) states that "conative loyalty is associated with the intention or commitment of customers to behave towards a product, service, or brand". This is because "conative loyalty refers to the steadfast commitment of customers to consistently learn about a company" (Kim & Lee, 2010). "The influence of revisit intention on conative loyalty has not been explored, even though conative loyalty occurs because of the intention to revisit or reuse the same brand in the future" (Pedersen & Nysveen, 2001). This forms the basis for this research to test the impact of revisit intention on conative loyalty.

This study argues that revisit intention influences conative loyalty. This is based on Pedersen & Nysveen, (2001), who state that “loyalty is based on customers' attitudes and intentions towards an object”. “Behavior towards an object is determined by attitudes and intentions to act towards that object” (Fishbein & Ajzen, 1977). This can continue if the intention to revisit or reuse is accompanied by loyal actions to continuously use the product or visit the same tourist destination.

2.3.4 The Effect of Emotional Experience on Conative Loyalty Through the Mediation of Revisit Intention

Loyalty is crucial for the sustainability of a business. Chandralal et al. (2015) state that “emotional experience is the best predictor of a consumer's future behaviour”. “If tourists have a positive impression of the destination country (such as friendly people, beautiful natural scenery), there is a greater likelihood of having a good emotional experience, which will then lead to the intention to revisit” (Xu & Zhang, 2016). “The influence of emotional experience on conative loyalty through the mediation of revisit intention has not been explored, although the intention to revisit is crucial in tourism and future behavioral intentions” (Chen & Tsai, 2007). This forms the basis for this research to test the impact of emotional experience on conative loyalty through the mediation of revisit intention.

This study argues that revisit intention serves as a mediating variable in the influence of emotional experience on conative loyalty. This is based on Evanschitzky & Wunderlich, (2006), who state that “customer loyalty is key to a company's success”. “Loyalty stems from previous knowledge or recent information based on experience and future behavioral intentions” (Oliver, 1997,

1999). The perceived emotional experience of 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, but they must have the intention to revisit first. 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.

2.4 Research Model

The research framework aims to empirically examine the influence of emotional experience, revisit intention on conative loyalty, and the role of revisit intention as a mediator between emotional experience and conative loyalty. The following is the theoretical framework used in this study:

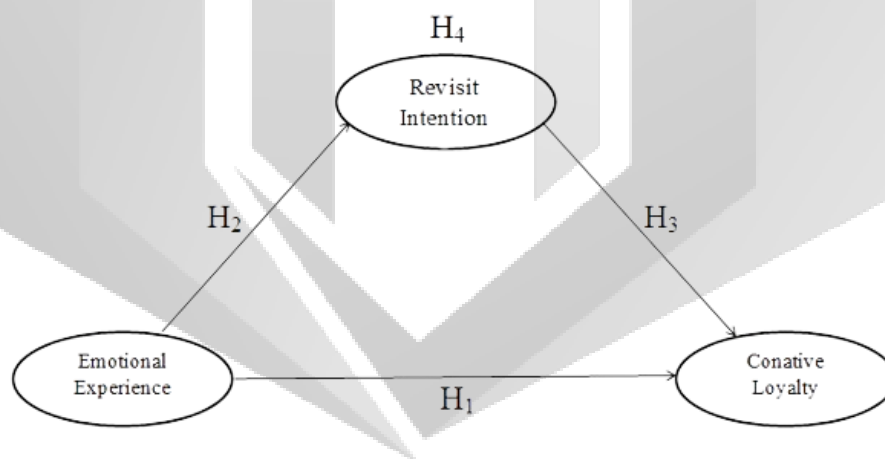


Figure 2.6. Research Model

2.5 Hypothesis

Several hypotheses to be proposed in this study include:

H1: Emotional experience significantly influences conative loyalty.

H2: Emotional experience significantly influences revisit intention.

H3: Revisit intention significantly influences conative loyalty.

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

