

# Analyzing the Role of Government Support in Moderating Behavior and Revisit Intention in Halal Tourism

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## Abstract

*In the current era of globalization, the tourism industry faces demands to continue to adapt to changing tourist preferences, including for those who follow halal lifestyles and principles. The phenomenon of halal tourism is growing, demanding a deeper understanding of the factors that influence the behavior of Muslim travelers in choosing destinations and contributing to the sustainability of halal destinations. This study aims to investigate the impact of Halal Literacy, Perceived Risk, and Perceived Uncertainty on the Theory of Planned Behavior (SDGs) and how their influence influences the behavior and intention to return Muslim travelers, with Government Support as a moderator variable. This research is quantitative. Data was collected using a purposive random sampling method by distributing a questionnaire to 200 tourists visiting halal destinations in East Java. The results of this study explain that all hypotheses have a significant positive influence, except subjective norms, on behavior. In addition, using government support as moderator has a significant positive effect on behavior and revisit intention.*

**Keywords:** *Halal Literacy, Perceived risk, Perceived Uncertainty, Theory Planned Behavior, Revisit Intention, Government Support.*

## Introduction

In recent years, the global tourism industry has witnessed a significant increase in demand for halal-friendly destinations, reflecting the importance of meeting the needs and preferences of Muslim travelers. This growing trend demands an in-depth exploration of the factors influencing Muslim travelers' decision-making processes, particularly concerning the choice of halal destination [1]. This study investigates the influence of key constructs, namely Halal Literacy, Perceived Risk, and Perceived Uncertainty, on the Theory of Planned Behavior (TPB) and its influence on the behavior and intention to revisit tourists. In addition, this study incorporates Government Support moderation variables to illustrate the role of government initiatives in shaping Muslim tourists' perceptions and behaviors related to halal tourism.

With the continued growth of the Muslim travel market, marked by an increasing number of Muslim travelers seeking halal-friendly destinations, there is an increasing need for comprehensive research to understand the complex dynamics underlying their decision-making process. The concept of Halal Literacy, which shows an individual's understanding of halal principles, is a crucial factor influencing attitudes and preferences in halal tourism[2]. As they become smarter, their ability to make informed choices about halal practices and services in potential destinations is becoming increasingly important. According to [3], Halal Literacy reflects a person's deep understanding of halal values and principles, especially in the context of tourism. This understanding can influence perceptions of halal destinations and shape positive attitudes towards these choices.

In addition, Perceived Risk and Perceived Uncertainty are crucial psychological factors that influence the decision-making process of Muslim travelers when choosing halal destinations [4]. Perceived risks associated with issues such as food safety, adherence to religious values, and quality of service can significantly affect the decision-making process. In addition, perceived uncertainty, reflecting doubts and

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doubts regarding various aspects of halal practices at a destination, further complicates Muslim travelers' decision-making journeys.

The Theory of Planned Behavior, proposed by [5], serves as a theoretical framework for understanding the relationship between individual beliefs, attitudes, and behavioral intentions. In the context of halal tourism, this theory argues that attitudes towards behavior, subjective norms, and perceived behavioral control shape an individual's intention to engage in a particular behavior. Investigating how Halal Literacy, Perceived Risk, and Perceived Uncertainty affect the SDGs components is important for understanding Muslim travelers' decision-making mechanisms in halal tourism.

Acknowledging the influential role of government initiatives in shaping the tourism landscape, this study introduces Government Support as a moderator variable. Government support includes policies, regulations, promotional efforts, and other initiatives that create an environment supporting halal tourism. Understanding how government support affects the relationship between key constructs and subsequent behavior is important for academia and industry stakeholders [6].

The study aims to provide valuable insights into the complex interactions between Halal Literacy, Perceived Risk, and Perceived Uncertainty to the Theory of Planned Behavior and how these factors influence Muslim travelers' behavior and intention to revisit. By combining government support as a moderator variable, this study hopes to provide a deeper understanding of the role of government initiatives in shaping halal tourism.

## Literature Review

### *The Concept of Theory of Planned Behaviour*

According to [7], the Theory of Planned Behavior assumes that humans behave by considering existing information and explicitly or implicitly considering the consequences of their actions. Intention and behavior in this theory are functions of three basic determinants: one personal trait, one due to social influence, and the last related to control problems. The first determinant that concerns personal traits is the attitude factor, which is an individual's view of a behavior [8]. The second is the encouragement and social pressure of people around to do or not do a behavior. This second determinant is called the Subjective Norm because it relates to the perceived normative influence [9]. The third determinant of intention is the ability to judge one's own height, otherwise called perceived behavioral control. [10] states that intention is assumed to capture the motivation to do something. The intention itself also indicates how much will and effort is required to perform a behavior. The higher a person's intention, the more likely the behavior will be. But this will only happen if the behavior to be carried out is within the will and control of the perpetrator.

### *Halal Literacy*

Halal literacy is based on an individual's understanding and knowledge of the concept of halal in Islam. This concept is concerned with understanding what Muslims can and cannot consume by the principles of the Islamic religion. Individuals with a high level of halal literacy tend to have a deeper understanding of halal, including in the context of travel and tourist destinations. This includes knowledge about halal food, activities, and facilities that are by Islamic principles [11].

### *Perceived Risk*

Risk can be interpreted as an unexpected possibility that reflects conditions of uncertainty or uncertainty that have the potential to cause losses (Kasidi, 2010). Bauer (1960) describes perceived risk as encompassing various types of risk, such as financial, functional, psychological, and social risks. [12] also suggests that the level of risk consumers perceive can affect the uncertainty they feel associated with a particular product or service. [13], [14] explain that perceived Risk refers to the level of uncertainty or uncertainty that individuals feel related to a decision or situation. In the context of halal destination selection, Perceived Risk covers

various aspects, such as risks related to food safety, compatibility with religious values, service quality, and customer satisfaction.

### *Perceived Uncertainty*

Perceived uncertainty is a psychological concept that refers to the extent to which individuals feel uncertain or hesitant in the face of certain situations or decision-making. This uncertainty relates to feelings of inability to predict the outcome or impact of actions or decisions to be taken.

According to [4], the concept of perceived uncertainty relates to an individual's construct to certain situations or experiences. His theory emphasizes that individuals tend to feel uncertain when encountering ambiguous or unclear situations or information. This uncertainty can arise when individuals have little information or previous experience to foresee the situation's outcome.

### *Government Support*

Government support refers to various actions and policies adopted by the government to influence or support certain economic sectors [15]. The goal is to achieve various economic, social, or political goals, such as economic growth, job creation, environmental protection, or poverty alleviation [16]. The theory of Government Support in the context of ecotourism tourism destinations is about how the government can support the development and management of ecologically, socially, and economically sustainable tourist destinations. This means that the government can invest in the infrastructure needed to develop ecotourism destinations, such as roads, sanitation facilities, and tourist information centers. The government can promote ecotourism tourism destinations through marketing and promotional campaigns that convey messages about nature and cultural conservation. This can involve participation in international tourist exhibitions, promotional materials production, and local ecotourism operators' support.

### *Revisit Intention*

Revisit intention is a form of behavior (behavioral intention) or the desire of customers to come back, give positive word of mouth, stay longer than expected, spend more than expected [17]. Customer behavioral intention is influenced by customers' cognitive, emotional and physiological responses to the physical environment around them. But in addition to these responses, customer behavior is also influenced by personal and situational factors [18]. An individual enters the physical environment with a particular mood state, affecting his or her response to the servicescape [19], [20].

### *Theoretical Framework*

This research aims to explore the relationship between halal literacy, risk perception, Theory Planned Behavior, revisit intention, and the moderating impact of government support. The main focus of this research is to dig deeper into understanding how halal literacy and other factors interact with each other to influence consumers' intention to revisit a particular destination. In this context, halal literacy, perceived risk and perceived unfamiliarity are considered as key factors that influence theory planned behavior, which in turn can influence the intention to revisit.

Revisit intention is considered to be the result of a complex interaction between halal literacy, perceived risk, and perceived uncertainty. In addition, this research will explore the extent to which government support moderates behavior towards revisit intention in halal tourism. By understanding these dynamics, this research can provide better insight into how halal literacy, perceived risk and perceived uncertainty can shape consumer behavior and here is the figure 1 for framework.

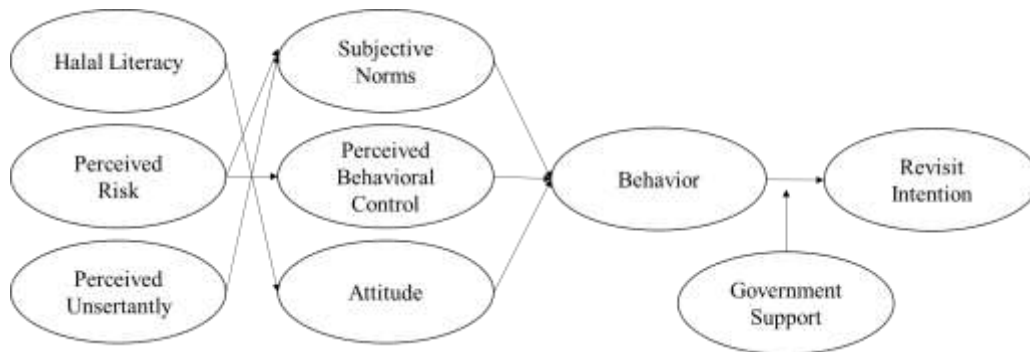


Figure 1. Framework

## Methodology

This study employs a quantitative research design to investigate the factors influencing revisit intention and the role of government support in East Java Halal Tourism. The sampling technique utilized in this research is purposive random sampling. This method involves selecting participants based on specific criteria relevant to the study's objectives. In this case, tourists who have visited Halal tourism destinations in East Java are targeted. Data will be collected through a questionnaire distributed via social media platforms. The questionnaire will utilize a Likert scale ranging from 1 to 5 to measure respondents' perceptions and opinions regarding revisit intention and the role of government support in Halal tourism. The Likert scale will allow participants to indicate the extent of their agreement or disagreement with statements related to the research variables. The sample size for this study is determined to be 200 tourists who have previously visited Halal tourism destinations in East Java. The data obtained from the questionnaires will be analyzed using SmartPLS. SmartPLS is a statistical analysis tool suitable for structural equation modeling (SEM).

This study involved human participants who were asked to complete a questionnaire as part of the data collection process. Prior to participation, all respondents were informed about the purpose of the study, the nature of their involvement, and their rights as participants. Informed consent was obtained from all participants before they completed the questionnaire. This consent was collected in written form, ensuring that participants understood that their participation was voluntary and that they could withdraw from the study at any time without any consequences. Additionally, participants were assured that their responses would be kept confidential and used solely for research purposes.

Prior to conducting the research, ethical clearance is obtained from the Department of Management Program at Universitas Nahdlatul Ulama Surabaya, specifically from the Management Research Ethics Committee. The ethical clearance number for this study is 054/UNUSA-FEBTD/Adm-SK/VI/2024.

Table 1 . Measurement

Variable	Measurement	Source
Halal Literacy	Understand the importance of worship facilities in tourist destinations	[21]
	Understand that halal tourism does not conflict with religious law	
	I believe that halal tourism makes a positive contribution	
	I understand the definition of halal tourism	
Perceived Risk	Performance Risk	[13]
	Physical Risk	

Variable	Measurement	Source
Perceived Uncertainty	Social Risk	[22]
	Availability of halal facilities	
	Information on the availability of halal tourism	
	Expected expectations	
Attitude	Cleanliness and sanitation standards in halal tourism	[23]
	Comfortable	
	Enjoyable to visit halal tourism	
Perceived Behavioral Control	Halal tourism have positive impact	[23]
	Easy to visit halal tourism	
	Can visit halal tourism	
Subjective Norms	Have full control to visit halal tourism	[23]
	Choose halal destination as a travel destination	
	Approve visits to halal destination	
Behavior	Intend to visit halal destination	[23]
	Tourist motivation	
	Being satisfied with infrastructure, facilities, attraction & community	
Revisit Intention	Rourist faithfulness (repetition)	[24]
	Ever Visited	
	Intention to visit again	
Government Support	Intention to recommend	[25]
	In my country, government policies consistently support tourism	
	Government support for tourism is good	
	Government support regulation regarding tourism are good	
	Government continues to develop infrastructure for tourism	

Table 1 provides an overview of the measurements used in this study. Each construct was operationalized using multiple items adapted from established scales in the literature. The items were measured on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), reflecting respondents' agreement with various statements related to the constructs of interest. The table includes details on each construct, the corresponding items, and their sources.

## Result

### *Convergent Validity*

Convergent validity refers to the degree to which different measures of the same construct are correlated with each other. In other words, it assesses whether multiple indicators of the same construct converge or come together. A high level of convergent validity indicates that the measures are consistent and measure the intended construct effectively [26]. Here is table 2 convergent validity

**Table 2.** Convergent Validity

Variable	Outer Loading	Criteria
Halal Literacy	0.806	Valid
	0.845	Valid
	0.710	Valid
	0.798	Valid
Perceived Risk	0.800	Valid

Variable	Outer Loading	Criteria
Perceived Uncertainty	0.792	Valid
	0.696	Valid
	0.776	Valid
	0.815	Valid
	0.740	Valid
Attitude	0.841	Valid
	0.752	Valid
	0.667	Valid
Perceived Behavioral Control	0.742	Valid
	0.833	Valid
	0.776	Valid
Subjective Norms	0.811	Valid
	0.846	Valid
	0.902	Valid
Behavior	0.847	Valid
	0.737	Valid
	0.799	Valid
Revisit Intention	0.888	Valid
	0.916	Valid
	0.922	Valid
Government Support	0.901	Valid
	0.827	Valid
	0.864	Valid
	0.892	Valid
	0.877	Valid

#### *Average Variance Extracted (AVE)*

Average Variance Extracted (AVE) is a measure used in structural equation modeling (SEM) to assess the amount of variance captured by a construct's indicators relative to the amount of variance due to measurement error. It represents the average amount of variance shared among the items of a latent construct. A higher AVE indicates a stronger convergent validity [27]. Here is table 3 AVE

**Table 3.** AVE

Variable	Average Variance Extracted (AVE)
Attitude	0.520
Behavior	0.657
Government Support	0.749
Halal Literacy	0.607
Perceived Behavioral Control	0.651
Perceived Risk	0.584
Perceived Uncertainty	0.630
Revisit Intention	0.845
Subjective Norms	0.749

#### *Composite Reliability and Cronbach's Alpha*

Composite reliability is a measure used to assess the internal consistency of a set of indicators measuring a latent construct in SEM. It indicates the degree to which the indicators reliably measure the latent construct. Higher values of composite reliability suggest greater reliability of the measurement model [28].

Cronbach's Alpha, often referred to as coefficient alpha, is a measure of internal consistency reliability. It assesses the extent to which items in a scale measure the same underlying construct. A higher Cronbach's Alpha value indicates greater internal consistency among the items [28]. Here is table 4 composite reliability and cronbach alpha

**Table 4.** Composite Reliability and Cronbach's Alpha

Variable	Reliability	Cronbach's Alpha
Attitude	0.764	0.757
Behavior	0.851	0.736
Government Support	0.923	0.888
Halal Literacy	0.885	0.844
Perceived Behavioral Control	0.849	0.749
Perceived Risk	0.808	0.747
Perceived Uncertainty	0.872	0.803
Revisit Intention	0.916	0.816
Subjective Norms	0.899	0.832

### *Hypothesis Testing*

The test results include a direct effect. The sign (») indicates the direction of influence between one variable on another variable. Here are the results of the hypothesis testing. Here is table 5 for hypothesis testing

**Table 5.** Hypothesis Testing

Variable	Original Sample (O)	P Values
Halal Literacy » Attitude	0.264	0.010
Perceived Risk » Perceived Behavioral Control	0.645	0.000
Perceived Risk » Subjective Norms	0.995	0.000
Perceived Uncertainty » Subjective Norms	0.250	0.027
Attitude » Behavior	0.782	0.000
Perceived Behavioral Control » Behavior	0.165	0.016
Subjective Norms » Behavior	0.110	0.190
Behavior » Revisit Intention	0.182	0.259
Government Support x Behavior and Revisit Intention	0.118	0.044

## **Discussion**

### *Halal Literacy Has a Positive Significant Effect on Attitude*

The results of this study explain that halal literacy has a significant positive influence on attitude, especially in the selection of halal destinations. This means that the higher the halal literacy a tourist owns, the higher the attitude of tourists choosing halal destinations.

Halal literacy refers to understanding and knowledge of halal, i.e., everything appropriate or halal in Islam. Individuals with a high level of halal literacy tend to have a deeper understanding of halal, including in the context of travel and tourist destinations. This can form a positive attitude towards selecting destinations that meet halal criteria. Also, individuals with good halal literacy will be more aware of the availability of halal facilities and services in certain destinations. In addition, Halal literacy can affect a person's confidence in the halal quality of a destination. People who understand halal may be more confident in destinations that clearly and consistently comply with halal standards. Social and religious norms can also influence the understanding of halal. People who live in an environment with a strong culture associated with

understanding halal may have a more positive attitude towards halal destinations. This awareness can form a positive attitude towards destinations that provide halal facilities.

Several studies have attempted to explore the relationship between halal literacy and attitudes in the context of halal destinations. For example, a study by [21], [29] investigated Muslim travelers' perceptions of halal destinations and found that knowledge of halal significantly influences travelers' attitudes towards halal destinations.

#### *Perceived Risk Has a Significant Positive Effect on Perceived Behavioral Control*

The results of this study explain that perceived risk has a significant positive influence on perceived behavioral control, especially in the selection of halal destinations, with a p-value of 0.000.

Perceived risk and perceived behavioral control are two psychological concepts that can influence a person's decision to choose a halal destination. In this context, perceived risk refers to the level of uncertainty or uncertainty individuals feel about selecting halal destinations [13], [30]. In contrast, perceived behavioral control reflects an individual's perception of their ability to control and implement the behavior of choosing halal destinations. The relationship between perceived risk and perceived behavioral control in the context of halal destination selection can provide important insights in understanding the factors that motivate or inhibit individuals from choosing destinations according to halal principles.

Perceived risk in selecting halal destinations covers various aspects, including risks related to food safety, compatibility with religious values, service quality, and customer satisfaction. Individuals who view risk highly in this context may feel concerned about possible violations of halal principles during their travels. They may be concerned about the availability of adequate halal food, food safety from non-halal contamination, or incompatibility with their religious practices in a particular destination.

Meanwhile, perceived behavioral control relates to an individual's beliefs about the extent to which they can control the factors that influence their decisions. In the selection of halal destinations this can include the ability to find accurate information about halal destinations, the ability to communicate with service providers about halal needs, and the ability to tailor their travel plans according to halal requirements.

Empirical research has investigated the relationship between perceived risk and perceived behavioral control in halal destination selection. For example, research conducted by [31], [32] on Muslim consumer behavior shows that perceived risk significantly affects perceived behavioral control in the context of travel and the purchase of halal products. These results suggest that when individuals feel high risk associated with choosing halal destinations, they may perceive that they have less control in implementing those decisions.

#### *Perceived Risk Has a Significant Positive Effect on Subjective Norms*

Perceived risk includes uncertainty and concern of individuals about the negative consequences of their decisions. At the same time, subjective norms reflect the influence of social norms or opinions of those around individuals. The relationship between perceived risk and subjective norms in choosing halal destinations can provide a better understanding of how these factors interact with each other and influence Muslim consumer behavior in choosing destinations that are by halal principles [33].

Meanwhile, subjective norms concern social norms and the influence of people around the individual, such as family, friends, or society. In halal destination selection, subjective norms can include the opinions and expectations of people with similar religious values. If a person feels that social norms or views from the surrounding environment favor the selection of halal destinations, then they may be more inclined to choose those destinations.

The results of this study explain that perceived risk has a significant positive influence on subjective norms with a p-value of 0.000. This is also supported by the research of [34], which explains that Muslim consumer behavior shows that perceived risk significantly affects subjective norms. The results suggest that when



individuals feel a high risk associated with choosing a halal destination, the influence of social norms or the opinions of those around them can be an important factor in shaping travelers' decisions.

In the context of halal destination selection, understanding the relationship between perceived risk and subjective norms can provide valuable insights for the tourism industry and government to develop more effective strategies to reduce perceived risks and promote positive norms related to halal destinations. Collaborative efforts to shape positive perceptions and increase understanding of the importance of halal principles in society can help strengthen the influence of subjective norms in motivating Muslim consumers to choose destinations that match their religious beliefs and values.

#### *Perceived Uncertainty Has a Significant Positive Effect on Subjective Norms*

The results of this study explain that perceived uncertainty has a significant positive influence on subjective norms with a p-value value of 0.027.

Perceived uncertainty and subjective norms are two important factors that can influence consumer decisions in the context of choosing halal destinations. Perceived uncertainty includes an individual's uncertainty about a situation or possible consequences, while subjective norms reflect the influence of social norms or views of those around the individual.

Perceived uncertainty in the selection of halal destinations includes various aspects, such as the availability of halal food, destination compliance with halal principles, and comfort during the trip. Individuals who feel uncertain about the extent to which a destination meets halal requirements may experience uncertainty and concerns related to these aspects, which in turn may influence their decision in choosing a destination [4].

Meanwhile, subjective norms in the context of choosing halal destinations are related to social norms and the influence of people around individuals. Several empirical studies have shown a relationship between perceived uncertainty and subjective norms in the context of destination selection. For example, research by [22] in the context of halal tourism shows that perceived uncertainty significantly affects subjective norms. The results suggest that high levels of uncertainty related to halal aspects in destinations can amplify the influence of subjective norms in shaping Muslim consumer decisions.

#### *Attitude Has a Significant Positive Effect on Behavior*

The results of this study explain that attitude has a significant positive influence on behavior with a P value value of 0.000. The relationship between attitude and behavior in choosing halal destinations is key to understanding Muslim consumer behavior. Consumer attitudes towards halal destinations can influence their decision to choose or avoid a destination.

A positive attitude towards a halal destination tends to motivate consumers to choose that destination. Suppose a person has a positive attitude towards halal principles, a diversity of halal foods, and experiences that match their religious values [35], [36]. In that case, they are more likely to confirm that attitude through halal destination selection behavior. For Muslim consumers, the destination's conformity with religious values and halal principles is a very important factor. Suppose a destination is considered to be by religious and halal principles. In that case, a positive attitude can develop, creating consistency between attitude and behavior in choosing a halal destination.

This aligns with [37], [38], [39] research, which explains that attitudes toward sustainability and environmental aspects in green hotels positively impact consumers' intentions to pay higher prices. This highlights the importance of attitudes in motivating behavior. Although the study did not specifically focus on halal destinations, but the concept of attitude and behavior remains relevant. In addition, the research of [40] also explains that a deep understanding of how attitudes toward tourism experiences can influence consumer behavior is needed. This concept can be applied in understanding attitudes and behaviors related to the selection of halal destinations.

In selecting halal destinations, it is important to understand that a positive attitude towards halal and conformity with religious values can be the main drivers of halal destination selection behavior. Marketing and communication strategies emphasizing these aspects can help build a positive attitude and stimulate halal destination selection behavior.

#### *Perceived Behavioral Control Has a Positive Significant Effect on Behavior*

The results of this study explain that perceived behavioral control has a significant positive influence on behavior, with a P value of 0.016. Perceived behavioral control involves an individual's belief in their ability to overcome obstacles and control the factors that influence their behavior. In this context, it is important to understand how perceived behavioral control can shape and influence halal destination selection behavior. The Theory of Planned Behavior by [41] emphasizes that perceived behavioral control is a key factor influencing behavior.

Perceived behavioral control also involves controlling external factors that can influence the choice of halal destination. This includes factors such as the availability of halal food, suitable accommodations, and environmental arrangements that support halal principles. If a person feels able to control or at least adjust to these factors, then they are more likely to carry out the behavior of choosing halal destinations. This also aligns with [42] research, which explains that perceived behavioral control influences consumer behavior.

#### *Subjective Norms Has a Positive but Not Significant Effect on Behavior*

The results of this study explain that subjective norms do not have a significant positive influence on behavior with a P value value of 0.190. Although subjective norms have great potential to influence consumer behavior, several factors may explain why the relationship between subjective norms and behavior is not always positive and significant in some situations, especially in halal destination selection.

Social norms related to the selection of halal destinations can vary greatly within communities. There are differences in the level of understanding and commitment to halal principles among individuals or groups of people. Thus, subjective norms from environments with a diversity of social norms may not consistently predict halal destination selection behavior. The diversity of social norms can create variations in the influence of subjective norms on behavior.

In addition, each individual has different values, beliefs, and preferences. Although subjective norms try to measure social influence, individuals can have resilience or freedom to make decisions that do not always conform to the norms around them. Therefore, individual differences in attitudes, values, and knowledge related to halal principles can cause the relationship between subjective norms and behavior to be less significant. Furthermore, the surrounding environment and certain external factors, such as destination promotions, advertisements, and recommendations from third parties, can significantly influence halal destination selection behavior. In some cases, the influence of these external factors can be stronger than the influence of subjective norms. For example, when there is intensive promotion of halal in a destination, it can influence behavior without depending on the social norms surrounding the individual.

#### *Behavior Has a Positive Effect but Is Not Significant on Revisit Intention*

The influence of behavior and revisit intention on halal destinations is very important in understanding the dynamics of Muslim consumer decisions in choosing tourist destinations.

Suppose consumers have a positive experience while visiting a halal destination, such as enjoying quality halal food, friendly service, and an atmosphere of religious values. In that case, they are likely to tend to visit again. Positive experiences create emotional bonds and build a good impression, increasing the likelihood of intention to return.

The results of this study explain that behavior has a not significant influence on response intention with a p-value of 0.259. Research in the field of consumer behavior often explores the relationship between

behavior and revisit intentions. However, findings often show that the relationship between these two variables is not always significant. In the context of halal tourism, this phenomenon can also be observed, providing space for in-depth analysis regarding the factors that influence Muslim tourists' revisit intentions [43].

It is important to note that behavior is not always a direct predictor of intention to return. Other factors, such as satisfaction, perceived service quality, and psychological factors, may play an important role in shaping return intentions [44]. This research tries to explore several aspects that might explain why the relationship between behavior and intention to revisit is not always significant in the context of halal tourism. In this study, the results of statistical analysis showed that the influence of past behavior on intention to return was not significant. Other factors, such as satisfaction and service quality, may have a more dominant role in shaping return intentions than simply past behavior.

It is important to note that a nonsignificant relationship does not necessarily mean there is no influence at all, but rather that the influence may be weak or inconsistent. Other factors such as customer perceptions of service quality, customer satisfaction, or external factors such as promotions or changes in circumstances may influence return intentions more than past experiences alone.

In practice, these results can provide insight to the tourism industry to focus more on other factors that are more influential in motivating tourists to return to certain destinations, apart from just relying on experience or behavior.

#### *Government Support as a Moderating Factor Between Behavior and Revisit Intention*

The results of this study explain that government support positively moderate behavior and revisit intention with a p-value of 0.044.

This study highlights that government support acts as a moderating factor, positively influencing the relationship between tourist behavior and revisit intention, as indicated by a significant p-value of 0.044. In the context of halal tourism destinations, government support—through policies, regulations, promotions, and other initiatives—can strengthen tourists' positive behaviors and enhance their intention to revisit these destinations. According to Othman (2019), government policies that support halal destination development, such as those governing halal food services and other supporting facilities, play a crucial role in shaping consumer behavior. When tourists perceive that policies actively support halal destinations, they are more likely to adopt favorable behaviors toward these destinations. Government support can thus foster trust in the quality and suitability of halal destinations, ultimately boosting tourists' desire to return.

In addition, research by [15] suggests that government-backed promotion of halal destinations can moderate the relationship between consumer behavior and revisit intention. Promotional campaigns help shape tourists' perceptions and can increase their likelihood of revisiting. Effective government support in promoting halal destinations provides an additional layer of assurance to consumers regarding the quality and sustainability of these locations, creating positive intentions to return.

Not only that, [6] found that government incentives aimed at improving halal services in tourism can directly impact revisit intention. When consumers observe government efforts to enhance halal standards, this fosters positive behaviors during their initial visit, leading to a stronger intention to return.

In summary, government support in halal tourism not only provides a conducive environment for the industry but also acts as a powerful moderating factor that bridges consumer behavior and revisit intention. Through policies, promotions, and other initiatives, government support enhances tourists' perceptions and experiences, thus motivating them to revisit halal destinations.

## **Conclusion**

From the results of this study, it can be concluded that Halal Literacy has a significant positive influence on attitude in choosing halal destinations. Halal Literacy, which includes understanding the concept of halal, plays an important role in shaping positive attitudes towards destinations that meet halal criteria. A deep understanding of halal can also affect confidence in the halal quality of a destination. Furthermore, Perceived Risk has a significant positive influence on Perceived Behavioral Control in choosing halal destinations. The perceived risks associated with halal destinations can affect individual perceptions of control over halal destination selection, including the ability to overcome barriers and constraints.

Perceived Risk also has a significant positive influence on subjective norms. Uncertainty related to the selection of halal destinations can strengthen the influence of social norms in shaping consumer decisions. However, Perceived Uncertainty also has a significant positive influence on Subjective Norms, showing that perceived uncertainty can influence the influence of social norms in choosing halal destinations. Furthermore, attitude has a significant positive influence on behavior when choosing halal destinations. Positive attitudes towards halal aspects and religious values can be the main driver in halal destination selection behavior. Perceived Behavioral Control has a significant positive influence on Behavior. An individual's confidence in his or her ability to control the factors influencing halal destination selection plays an important role in driving such behavior.

However, subjective norms do not have a significant positive influence on behavior. Factors such as variations in social norms and individual freedom to make decisions can influence the insignificance of the relationship between subjective norms and halal destination selection behavior. Lastly, Behavior has a significant positive influence on Revisit Intention. A positive experience while visiting a halal destination can increase the desire to return to visit, build emotional bonds, and increase satisfaction levels. The importance of government support is seen in moderate the relationship between Behavior and Revisit Intention. Government policies, regulations, and promotions can be decisive factors in shaping consumers' positive perceptions of halal destinations, motivating behavior, and encouraging the intention to return to visit. Understanding these factors can help the tourism industry and governments develop more effective strategies to improve the consumer experience, reduce perceived risks, and promote positive norms related to halal destinations.

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