

IS IT TRUE THAT LOMBOK DESERVES TO BE A HALAL TOURIST DESTINATION IN THE WORLD? A PERCEPTION OF DOMESTIC TOURISTS

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Abstract: Lombok is a tourist destination that presents interesting diversity for tourists. During its development, Lombok has applied the concept of halal tourism which includes services, serving halal food, spiritual needs, communication, and other matters related to halal branding. This study focuses on informants' perceptions of the relationship between tourism index, experience quality, and revisit intention of tourist destinations in Lombok. The study was conducted by surveying 87 tourists who came from Indonesia, specifically Muslims, those who have stayed in Lombok and have visited at least in the last 24 months. The most suitable informant unit in the sample is purposive. We use the PLS analysis model to simplify data processing. The findings of the study are divided into 3 hypotheses which explain that the season index has a significant effect on experience quality. Furthermore, experience quality has a significant effect on revisit intention, and the tourism index has no significant effect on revisit intention. The novelty of this study lies in the uniqueness of the object, analysis model, and variables that have been designed so that it is very interesting in its presentation and is a distinct difference from other studies.

Key words: tourism index, experience quality, revisit intention, halal tourism, Lombok

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INTRODUCTION

Islam is considered to be the fastest-growing religion in the world. At least 10% of Europeans are expected to embrace this religion by 2050. Islam is predicted to become the largest religion in the world at the end of the 21st century. Seeing the rapid growth of Islam, tourism is a good opportunity to be caught and worked on, so that at this time many countries are developing tourist areas with the concept of halal tourism. Because there are several rules in Islam that must be carried out by its adherents, a concept of halal tourism that is friendly to Muslims is needed (Satriana and Satriana, 2018; Battour and Ismail, 2016; Suradin, 2018). Halal tourism can be defined as a tourism concept designed to make it easier for Muslim tourists to fulfill their spiritual needs while traveling. The needs in this case, for example, are halal food, places of worship, and bathrooms that are separated for men and women (Azam et al., 2019; Vargas-Sánchez and Perano, 2018).

Lombok's reputation as a halal tourist destination is very well known at international and regional levels, Lombok is indeed very suitable to be developed as halal tourism, besides Lombok has extraordinary natural beauty, the majority of Lombok's population is also Muslim, in Lombok, there are also very many mosques that even get predicate as the land of a thousand mosques.

The study will see whether Lombok deserves to be named the number 1 halal tourist destination in Indonesia according to the perspective of domestic Muslim tourists, by looking at how domestic Muslim tourists assess Lombok halal tourism, using the same indicators used by GMTI, including access, communication, environment and services which we later call the Tourism Index. This study is also an extension and adaptation of previous studies by Khoiriati et al. (2016) which highlights the branding and value of halal tourism in Lombok, Indonesia. In addition, Ainin et al. (2020) also discussed the concept and potential of halal tourism.

Why do we need to confirm the achievements that have been obtained by halal tourism in Lombok through the eyes of domestic Muslim tourists? There are several reasons that are important to do, including the recognition of domestic tourists on the conditions of halal tourism in Lombok which will further confirm or strengthen the results of the assessment of an award obtained from external parties. Then, the results of the assessment by domestic tourists will increase the confidence of domestic tourists about the actual conditions.

LITERATURE REVIEW

Tourism index

Tourism index or also known as travel image is a term that conditions the perception of tourists which includes aspects of service, taste, cleanliness, beauty, service facilities, and several other factors for an object during tourist activities (Suharto et al., 2019). Since the 2000s, various studies have discussed the factors that make geographical indicators the choice and destination of tourists in visiting. Apart from that, there are also several reasons for potential tourist attraction. In presenting it, Pablo-Romero et al. (2016), Dwyer and Kim (2003), Omerzel and

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Mihalic (2008), Crouch and Ritchie (1999), Croes and Kubickova (2013) and Darma et al. (2020) have focused on models that measure production through certain empirical methodologies, competitiveness, and tourism objectives. Thus, there are gaps and weaknesses in the general definition of the image of travel so that it becomes part of future studies. Universally, a definition that is accepted by all circles is not yet available. The definition must be sufficiently descriptive for understanding and adoption. From an individual and psychological point of view, the fact is that perception and image are highly correlated with travel. Perceptions of goal attributes and emotional viewpoints (feelings) about a tourist object can be the most sensible definitions from a future perspective (Martín and Bosque, 2006; Madden et al., 2016; Whang et al., 2016).

Experience quality

There are two categories of service to quality cues related to functionality and emotional experience cues. Experience with products and results tends to the aspect of functionality. In fact, moments of truth and peace of mind are more dominant than experiences that tend to be associated with emotions. The quality of the customer experience must be measured through an affective (feeling) perspective because cognitive judgments are more significant on environmental stimuli and as primarily for the quality of the customer experience. The quality of the customer experience must measure the overall superiority of a brand emotionally after a cognitive assessment (Edvardsson, 2005; Rais et al., 2016). Evaluation of the quality of experience tends to be holistic or gestalt rather than at tribute-based, so that the focus in evaluation is aimed at self (internal), but not on the external service environment (Ratnasari et al., 2020).

The scope of experience is more general than specific regarding the nature of benefits as an experience and symbolic than its function and affective psychological representations are certainly not based on cognition or attitudes (Chen and Chen, 2010; Höglström, 2011). Some researchers believe there is a two-way perspective on service quality and visitor satisfaction because they do not recognize the difference between quality performance and experience quality in tourism. The quality of the intended service attributes is under the control of the supplier, whereas the latter indicates not only the attributes provided by the supplier, but their attributes are also brought to chance by visitors in the recreational experience (Cole and Scott, 2004; Crompton and Love, 1995).

Revisit intention

The concept of intention to revisit comes from behavioral intention. Intentions include repurchase intentions and word-of-mouth is a situation where everything is connected from a behavioral point of view. In terms of tourism or recreation, the intention behaves as an intention to revisit the object within a certain time and the intention to come several times. Other factors involved in evaluating behavioral intention are through a desire to recommend to others and positive word of mouth. The intention of repeated visitors to a particular object can be influenced by the performance of the venue itself, for example by promotional efforts and news spreading about new attractions. Therefore, the intention to visit again can be interpreted as continuous satisfaction rather than the initiator of the decision-making process. This can be described as a strong likelihood of revisiting tourist attractions, whether or not with a positive attitude towards service providers (Oliver, 1997; Wu et al., 2015; Baker and Crompton, 2000; Bigné et al., 2005; Bintarti and Kurniawan, 2017; Aziz et al., 2012; Choo et al., 2016; Han et al., 2009; Um et al., 2006). In-depth, the intention to revisit tourist destinations is the willingness to visit repeatedly. Destination development is marketed to tourists so that they are interested in understanding and encouraging their intention to visit again. This becomes more efficient because the cost of retaining visitors is much lower than the cost of attracting new visitors at the same time (Seetanah et al., 2020; Soleimani and Einollahzadeh, 2018).

METHODOLOGY

Conceptual framework and hypothesis

A set of concepts and previous studies that can be developed in a logical and connected manner is a focus to form a theoretical framework. This is necessary so that this study can be sustained more measurably. The definitions and concepts that have been described previously, can provide a solid foundation, connect these concepts, and unify them through a logical connection with the study that is being carried out (Lara et al., 2020; McGregor, 2018; Grant and Osanloo, 2014). The following is the conceptual framework that we developed (Figure 1).

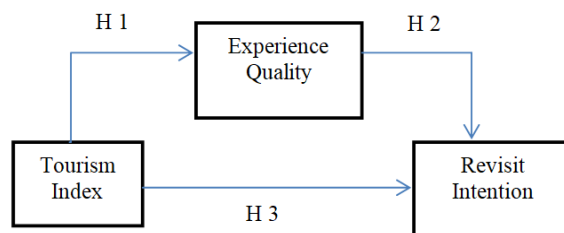


Figure 1. Variable design

Based on this conceptual framework, this study will prove the following hypotheses:

H1: There is a significant influence between tourism index and experience quality.

H2: There is a significant influence between experience quality and revisit intention.

H3: There is a significant influence between tourism index and revisit intention.

Measurement

This study is included in the category of explanatory research, where the researcher tries to explain the influence of the three predetermined variables (Maria et al., 2019). The data is obtained from an online survey of domestic tourists who have visited all tourist objects in Lombok, provided that they are Indonesian citizenship and are Muslim, have visited a maximum of 24 months ago, are over 17 years old, and have at least stayed in Lombok.

Sample

Conditions that have been designed, so that respondents can answer all questions posed in the questionnaire. The questionnaire was arranged using an ordinal scale (1 to 10), provided that 1 strongly disagrees and 10 strongly agrees. The questionnaire needs to be tested for validity and reliability before using online surveys (Indriastuti et al., 2020). The survey was conducted from April to June 2020 which consisted of a number of participants who volunteered to fill out a questionnaire of 95 informants, but 87 of them met the criteria for respondents. Then, the data were

processed using descriptive statistics and Partial Least Square (PLS). Descriptive statistics to explain demographics and respondent answers and this analysis model are suitable to be used to explain the relationship between the variables studied (Purwadi et al., 2020; Darma et al., 2020).

Table 1. Demographics (Data source: Distributed questionnaires)

	Category	Frequency	%
Home town	Jabodetabek	11	12.6
	Non Jabodetabek	76	87.4
	<i>Total</i>	87	100.0
Educational background	Diploma	7	8.0
	Bachelor	39	44.8
	Master	23	26.4
	Doctoral	18	20.7
	<i>Total</i>	87	100.0
Age	17 - 25 years	4	4.6
	26 - 35 years	20	23.0
	36 - 45 years	26	29.9
	46 - 55 years	24	27.6
	> 55 years	13	14.9
	<i>Total</i>	87	100.0
The main job	Government employees	27	31.0
	Company employees	28	32.2
	Entrepreneur	22	25.3
	Student	5	5.7
	Others	5	5.7
	<i>Total</i>	87	100.0
Spending	< IDR 3.000.000	11	11.5
	IDR 3.000.000 – IDR 7.500.000	38	43.7
	IDR 7.500.0001 - IDR 15.000.000	22	25.3
	IDR 15.000.0001 – IDR 25.000.000	6	6.9
	> IDR 25.000.000	10	11.5
	<i>Total</i>	87	100.0
Last visit	< 6 months	19	21.8
	6-12 months	12	13.8
	12-18 months	10	11.5
	18-24 months	15	17.2
	> 24 months	31	35.6
	<i>Total</i>	87	100.0
Long time visiting	< 3 days	11	12.6
	3-7 days	62	71.3
	> 7 days	14	16.1
	<i>Total</i>	87	100.0
Number of visitors	Self	5	5.7
	1-5 people	53	60.9
	6-10 people	13	14.9
	> 10 people	16	18.4
	<i>Total</i>	87	100.0
With whom	Couple	5	6.9
	Family	28	32.2
	Friends / colleagues	39	44.8
	Community	10	11.5
	Alone	5	4.6
	<i>Total</i>	87	100.0

Based on the 87 informants who were interviewed, they were divided into several classifications (home town, educational background, age, the main job, spending, last visits, long time visiting, number of visitors, and with whom). Table 1 also describes that most of the visitors came from outside Jabodetabek (Jakarta - Bogor - Depok - Tangerang - Bekasi) as many as 87.4% with an undergraduate educational background reaching 44.8% and aged 36 - 45 years, namely 29.9%. In addition, they are predominantly working as company workers by 32.2% and 43.7% of the tour costs that have been spent on tourist destinations in Lombok, on average, reaching IDR 3,000,000 - IDR 7,500,000. As additional information, among these informants, the last visit was more than the last 24 months, namely 35.6% with an average visit time of 3 - 7 days as much as 71.3%. The largest number of visits in Lombok is in the range of 1 - 5 people, 60.9% and 44.8% of them spend time on vacation there with friends (colleagues).

Findings

The assumption test carried out in this study aims to determine whether the data has met the assumptions so that further analysis can be carried out. The assumption tests carried out in this study are the missing data test, outlier test, and linearity test. The following are the results of the assumption tests that have been carried out. Data on the Experience Quality, Revisit Intention, and Tourism Index variables as many as 87 data have met the assumption of missing data because the data does not contain missing data or complete processed data, so Table 2 explains that this model can be continued to the next test.

Table 3 shows that the data used has a z score between ± 4.00 , which means that the questionnaire unit of 87 tourist informants has fulfilled the outlier test assumption and there are no outlier data. Therefore, because it has met the data missing assumptions and outlier data, further testing can be carried out. Then, the data quality test used two stages, namely validity and reliability tests. Validity is a measure that shows the level of validity or validity of an instrument. Validity is a standard measure that shows the accuracy and validity of an instrument. An instrument is said to be valid if the instrument is able to measure what you want to measure (Latan et al., 2019).

Table 2. Results of missing data assumptions Source: Result of PLS analysis

Indicators	N		Indicators	N	
	Valid	Missing count		Valid	Missing count
EQ_1	87	0	RI_1	87	0
EQ_2	87	0	RI_2	87	0
EQ_3	87	0	RI_3	87	0
EQ_4	87	0	RI_4	87	0
EQ_5	87	0	RI_5	87	0
EQ_6	87	0	TI_1	87	0
EQ_7	87	0	TI_2	87	0
EQ_8	87	0	TI_3	87	0
EQ_9	87	0	TI_4	87	0
EQ_10	87	0	TI_5	87	0
EQ_11	87	0	TI_6	87	0
EQ_12	87	0	TI_7	87	0
EQ_13	87	0	TI_8	87	0
EQ_14	87	0	TI_9	87	0
EQ_15	87	0	TI_10	87	0
EQ_16	87	0	TI_11	87	0
EQ_17	87	0	TI_12	87	0
EQ_18	87	0	TI_13	87	0
EQ_19	87	0	TI_14	87	0
EQ_20	87	0	TI_15	87	0
EQ_21	87	0	TI_16	87	0
EQ_22	87	0	TI_17	87	0
EQ_23	87	0	TI_18	87	0
EQ_24	87	0	TI_19	87	0
EQ_25	87	0	TI_20	87	0
EQ_26	87	0			

Table 3. Outlier data Source: Result of PLS analysis

Z Score	Min	Max	Z Score	Min	Max
ZEQ_1	-3.94226	1.16832	ZRI_1	-2.43853	1.03937
ZEQ_2	-2.61879	1.30939	ZRI_2	-2.66517	1.13597
ZEQ_3	-3.61645	1.24540	ZRI_3	-2.90081	1.09450
ZEQ_4	-3.05551	1.20913	ZRI_4	-3.13602	1.06142
ZEQ_5	-2.00136	1.23504	ZRI_5	-3.30307	1.17829
ZEQ_6	-3.11547	1.31753	ZTI_1	-2.36389	1.78245
ZEQ_7	-3.15879	1.22655	ZTI_2	-3.05982	1.38751
ZEQ_8	-1.92961	1.51047	ZTI_3	-3.22324	1.61162
ZEQ_9	-2.06955	1.40633	ZTI_4	-3.43804	1.46539
ZEQ_10	-3.60523	1.34722	ZTI_5	-3.02247	1.39164
ZEQ_11	-2.53689	1.39032	ZTI_6	-3.43462	1.45249
ZEQ_12	-1.96208	1.55029	ZTI_7	-2.76526	1.62027
ZEQ_13	-2.34474	1.46109	ZTI_8	-2.52468	1.65339
ZEQ_14	-2.60170	1.39738	ZTI_9	-3.18486	1.28422
ZEQ_15	-2.29874	1.43242	ZTI_10	-3.31587	1.26319
ZEQ_16	-3.10386	1.31089	ZTI_11	-3.04273	1.23842
ZEQ_17	-2.69727	1.05733	ZTI_12	-2.42212	1.36789
ZEQ_18	-2.51816	1.28531	ZTI_13	-2.91737	1.49674
ZEQ_19	-3.48593	1.24352	ZTI_14	-2.54068	1.44920
ZEQ_20	-2.55557	1.40683	ZTI_15	-3.87190	1.26113
ZEQ_21	-3.64651	1.38028	ZTI_16	-2.85049	1.16234
ZEQ_22	-3.78718	1.66385	ZTI_17	-2.71073	1.48809
ZEQ_23	-2.99371	1.53590	ZTI_18	-2.97337	1.14579
ZEQ_24	-2.20770	1.55838	ZTI_19	-2.65085	1.25803
ZEQ_25	-2.81655	1.62718	ZTI_20	-2.75193	1.51251
ZEQ_26	-3.05699	1.57412			

Validity as an aspect of measurement accuracy. A valid measuring instrument is not only able to produce the right data but also must provide an accurate picture of the data. Meanwhile, reliability is the extent to which measurement results using the same object will produce the same data (Pamungkas et al., 2018). Table 4 shows the results of the validity test carried out by measuring discriminant validity by looking at the cross-loading value of the research data. The data can be said to be valid if the indicator has the greatest cross-loading value when paired with the dimensions of its partner compared to other dimensions in the measurement, so from this value, it will be seen the ability of the indicators in the questionnaire questions to reflect their respective dimensions and variables (Hiong et al., 2020).

The next stage is to test the reliability to determine the level of consistency of each indicator in measuring the construct variables. This test can be done by calculating the value of Cronbach's alpha and composite reliability. Composite reliability (ρ) with a cut-off value of more than 70%, then the indicator group is said to be good. Meanwhile, the indicator is said to be reliable when Cronbach's alpha is above 60% (Lau et al., 2019). All indicators have been proven reliable in measuring the latent variables. This can be seen from the value of the variables and dimensions having Cronbach's alpha value and the composite reliability value above the provisions. After that, the test also determines the significance of the relationship between the variables and their dimensions. This needs to be done considering that the research model uses the second-order model (Table 5). The outer model path coefficient in Table 6 explains that the tourism index has an influence on experience quality and experience quality also has an influence on revisit intention. On the one hand, the tourism index has no influence on revisit intention. The acquisition of R-square shows the strong or weak influence of the independent variables on the dependent variable. Table 7 shows that the tourism index has a weak effect on experience quality, experience quality has a moderate effect on revisit intention, and tourism index has no effect on revisit intention. The F-square achievement shows the size of the relationship between the independent variables and the dependent variable. This test shows that the tourism index has a small relationship with experience quality, experience quality has a large relationship with revisit intention, and tourism index has no relationship with revisit intention (Table 8).

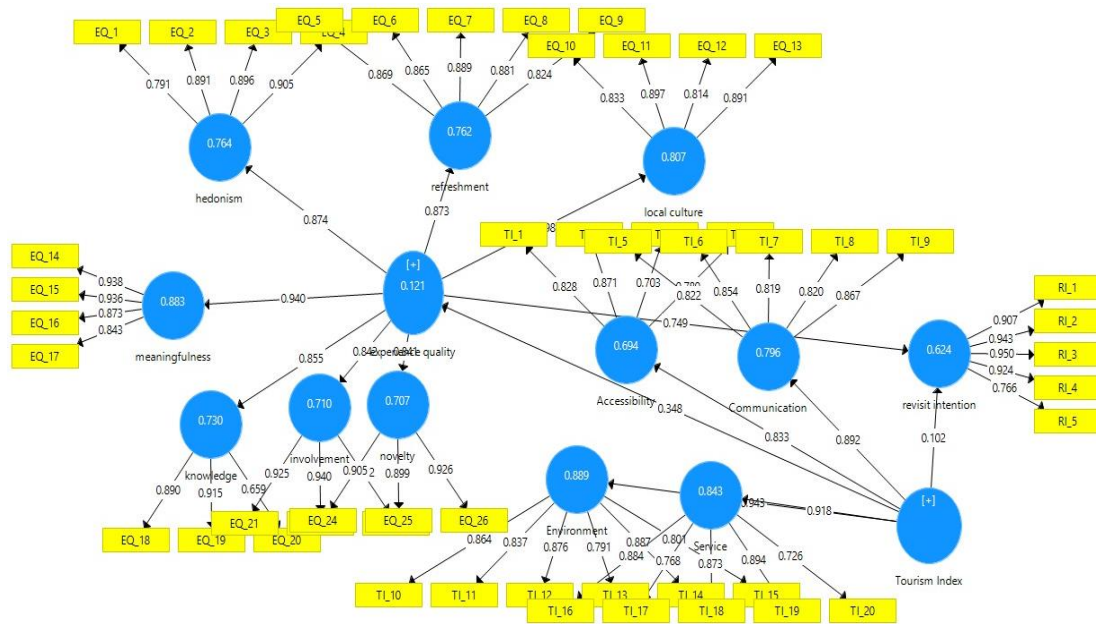


Figure 2. PLS algorithm

Table 4. Convergent validity test Source: Result of PLS analysis

Variables	Dimensions	Indicators	Outer loading	AVE	
				Dimensions	Variables
Tourism Index	Accessibility	T1	.828	.637	.562
		T2	.871		
		T3	.730		
		T4	.780		
	Communication	T5	.822	.700	
		T6	.854		
		T7	.819		
		T8	.820		
	Environment	T9	.867	.712	
		T1	.864		
		T11	.837		
		T12	.876		
		T13	.791		
		T14	.887		
	Service	T15	.810	.692	
		T16	.884		
		T17	.767		
		T18	.873		
T19		.894			
T2		.726			
Experience Quality	Hedonism	EQ1	.791	.761	.594
		EQ2	.891		
		EQ3	.896		
		EQ4	.950		
	Refreshment	EQ5	.869	.750	
		EQ6	.865		
		EQ7	.889		
		EQ8	.881		
	Local Culture	EQ9	.824	.738	
		EQ1	.833		
		EQ11	.897		
		EQ12	.814		
	Meaningfulness	EQ13	.891	.870	
		EQ14	.938		
	Knowledge	EQ15	.936	.688	
		EQ18	.890		
		EQ19	.915		
		EQ2	.659		
Involvement	EQ21	.925	.844		
	EQ22	.940			
	EQ23	.892			
Novelty	EQ24	.950	.828		
	EQ25	.899			
	EQ26	.926			
Revisit Intention		RI1	.970	.811	.811
		RI2	.943		
		RI3	.950		
		RI4	.924		
		RI5	.766		

Figure 2 illustrates the study model is a reflexive indicator (principal factor model), where the covariance of the indicator measurement is influenced by the latent construct or reflects the variation of the latent construct. This model is able to explain that each indicator is a measurement of the error imposed on latent variables.

The direction of cause and effect is from the latent variable to the indicator because these indicators are a reflection of the variation of the latent variable (Henseler et al., 2009). This means that changes in latent variables can cause an increase in all of its indicators.

Table 5. Test composite reliability Source: Result of PLS analysis

Variables and dimensions	Cronbach's Alpha	CR
<i>Tourism Index</i>	.958	.962
Accessibility	.880	.875
Communication	.893	.921
Environment	.919	.937
Service	.887	.918
<i>Experience Quality</i>	.972	.974
Hedonism	.894	.927
Involvement	.980	.942
Knowledge	.769	.866
Local Culture	.881	.919
Meaningfulness	.920	.943
Novelty	.896	.935
Refreshment	.917	.937
<i>Revisit Intention</i>	.940	.955

Table 6. Path coefficient Source: Result of PLS analysis

Relationships	T values	P values
Tourism Index -> Experience Quality	3.059	.002
Tourism Index -> Revisit Intention	1.607	.109
Experience Quality -> Revisit Intention	14.204	.000

Table 7. R-square test Source: Result of PLS analysis

Relationships	R-square	Effect
Tourism Index -> Experience Quality	.121	Weak
Tourism Index -> Revisit Intention	.000	Nothing
Experience Quality -> Revisit Intention	.624	Moderat

Table 8. F-square test Source: Result of PLS analysis

Models	Effect Size	Remarks
Tourism Index – Experience Quality	0.138	Small
Experience Quality – Revisit Intention	1.311	Big
Tourism Index – Revisit Intention	.000	Nothing

The Q-square test was conducted to determine the ability of the model to predict the relationship between variables presented in the study. Based on Table 7, the Q-square value can be calculated with the following formula:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2) \times (1 - R^2) \times (1 - R^2) \\
 Q^2 &= 1 - (1 - 0.1212) (1 - 0.6242) (1 - 0) \\
 Q^2 &= 1 - ((1 - 0.14641) \times (1 - 0.389376) \times 1) \\
 Q^2 &= 1 - (0.985 \times 0.610 \times 1) \\
 Q^2 &= 1 - 0.6 = 0.4 = 40\%
 \end{aligned}$$

From these calculations, it can be seen that the Q-square value indicates that the magnitude of the diversity of the studies that can be explained by the structural model is 40%. This means that the representation of the structural model is able to map 40% of the actual conditions and there is a factor of 60% outside the model used and still needs to be explored again. It can be seen that the structural model of this study has good predictive relevance because the Q-Square value shown has exceeded the value of 0.35.

Assessment of goodness of fit needs to be done to see the goodness of the model through consideration of the AVE value score and also the R-Square value by doing calculations. The criteria for the GoF small (0.1), GoF medium (0.25), and GoF large (0.38). The GoF acquisition reached 0.685 which is classified as strong because it has a score of more than 0.38 (the fit model is good). Alexopoulos (2010) and Guillera-Aroita (2016) highlighted the difference with CBSEM, for the goodness of fit value on PLS-SEM must be searched manually. Schermelleh-Engel et al. (2003) also added that the criteria for the GoF small (0.1), GoF medium (0.25), and GoF large (0.38). The GoF acquisition reached 0.685 which is classified as strong because it has a score of more than 0.38 (the fit model is good).

$$GOF = \sqrt{AVE \times R^2} = \sqrt{0,655 \times 0,717} = \sqrt{0,469635} = 0,685$$

Table 9 highlights the hypothesis that the tourism index has a significant effect on experience quality (accepted), experience quality has a significant effect on revisit interest (accepted), and tourism index has a significant effect on revisit intention (rejected).

Table 9. Probability Source: Result of PLS analysis

Relationships	Path	T statistics	P values	Hypothesis
Tourism Index → Experience Quality	.348	3.059	.002	Accepted
Tourism Index → Revisit Intention	.102	1.607	.109	Rejected
Experience Quality → Revisit Intention	.749	14.204	.000	Accepted

DISCUSSIONS

Indonesia as a country where the majority of its people embrace Islam, the trend of halal tourism is still not very popular, and still has pros and cons in society. This is because the Indonesian people still have a narrow understanding of the concept of halal tourism. The perception that develops in the community is that when a tourist area is developed with the concept of halal tourism, the tourist area only prioritizes Muslim tourists and subordinates tourists to other religions (Triyawan and Carolina, 2018; Hakim et al., 2017). Indonesia is predominantly Muslim, so the attributes required for halal tourism are less important, for example, halal labels, non-halal labels of food sold in shops, and halal labels for food in restaurants. In fact, this is also very important to increase the sense of security and comfort of tourists during tourist visits (Battour et al., 2018). Halal tourism is a tourism concept that has the potential to continue to be developed considering the very rapid growth of Islam. In addition, spending by Muslim tourists is estimated to reach US\$ 2 billion by 2020. Now many countries in the world such as Hong Kong and Singapore are competing to improve and improve their tourist facilities so that they can be friendly to Muslim tourists (Rusli et al., 2019; Peristiwo, 2020). Indonesia also does not want to be outdone, since 2019 together with Malaysia, Indonesia has occupied the first position as the most popular halal tourist destination based on the Global Muslim Travel Index (GMTI). Lombok is Indonesia's mainstay halal tourist destination. Lombok in 2015 received an award as the world's best halal tourist destination from The World Halal Travel Summit and Exhibition (2019) and was ranked 1 in the "Indonesian Muslim Travel Index" (Subarkah et al., 2020).

In the Lombok region, there are various types of tourism that have become a mainstay during the last few periods, including beaches, mountains, hills, parks, local hamlets, small islands, and waterfalls. These tourist destinations include Kuta Beach, Selong Belanak Beach, Tanjung Aan Beach, Bangko-Bangko Beach, Tangsi Beach, Mount Rinjani, Pergasingan Hill, Namada Park, Sade Hamlet, Senggigi Beach, Gili Trawangan, Gili Air, Gili Meno, Gili Nanggu, Gili Layar, Tiu Kelep Waterfall, and Sendang Gile Waterfall. The fifteen objects are still being developed, especially in terms of providing facilities and infrastructure to support halal tourism activities (Maulidi, 2019; Taqwiem et al., 2020).

CONCLUSIONS AND SUGGESTIONS

Referring to the empirical findings, we conclude that the first hypothesis and the second hypothesis are acceptable, while the third hypothesis has been rejected. The results reveal if the season index has a significant effect on experience quality and experience quality has a significant effect on revisit intention. However, the tourism index did not have a significant effect on revisit intention.

These results are in line with and supported by several previous studies that explain the relationship between season index, experience quality, and revisit intention in different tourist destinations in several countries (Ramdhani and Astuti, 2019; Nguyen, 2020; Purnama and Wardi, 2019; Viet et al., 2020; Lin et al., 2018). This study has limitations on the number of samples, the survey period, and the variables used so that future researchers are expected to consider these three things so that the discussion is more varied. For the government, academics, and tourism destination managers, they can work together in determining the right program to increase the dimensions and indicators related to this variable model. A good policy certainly refers to the perception of positive suggestions from tourists, so that tourism potential in Lombok can be optimized in a sustainable manner.

Conflict of interest

We declare no conflicts of interest at a later date and this study is aimed at various parties.

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