



The Influence of Place Identity on Revisit Intention at Halal Destinations

Mery Atika¹, Yan Ariyani², Dina Mariana³

^{1,2} Department of Psychology, Universitas Trunojoyo Madura

INFO ARTIKEL

Abstract

Keywords:

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Religious tourism is one of the most visited halal tourism objects by tourists in Madura. Religious tourism at the tomb of Syaikhona Muhammad Kholil Bangkalan Madura ranks first in the indicator of tourist visits. As a tourism destination, its development certainly requires several benchmarks from tourists. Tourists will certainly consider objects or destinations that they have visited before through the experience they get until they finally decide to visit again. Place identity has positive aspects that can make Syaikhona Kholil Tomb better known and know its characteristics so that it can influence tourists' desire to visit. The purpose of this research was to determine the effect of place identity on revisit intention in halal destinations in Bangkalan. This research uses quantitative methods using accidental sampling on visitors to Syaikhona Kholil Cemetery as one of the halal tourist destinations in Bangkalan Regency, totaling 96 respondents. Data analysis using simple regression analysis techniques. The results of this research indicate that place identity has a significant effect on revisit intention in visitors to the Tomb of Syaikhona Kholil Bangkalan, with an effective contribution of 17.2%.

✉ Authors

(*) Corresponden Author

Email:

mery.atika@trunojoyo.ac.id¹, yan.ariyani@trunojoyo.ac.id²,
marianadina643@gmail.com³

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INTRODUCTION

Religious tourism is one of the tourism objects that has the potential to be developed on Madura Island. Social and cultural conditions on Madura Island that are still thick with Islamic values are the main support for the development of religious tourism. In addition, the existence of Islamic cultural heritage and Islamic boarding schools that are scattered makes a special attraction for tourists who will visit Madura Island (Suaibah, 2017).

Religious tourism of the tomb of Syaikhona Muhammad Kholil Bangkalan Madura ranks first in the indicator of tourist visits. The average number of tourists visiting the tomb of Syaikhona Muhammad Kholil Madura is 20.000 people every month, even in certain months such as Ramadan the number of pilgrims can reach 40.000 people (Suaibah, 2017). The religious tourism object of Syaikhona Muhammad Kholil tomb has considerable potential with the charisma of Syaikhona Muhammad Kholil and existing infrastructure, the number of tourist visits can still be increased. Therefore, there needs to be further improvement in the development of halal tourism so that the number of tourist visits can increase. This ultimately has an impact on optimizing the role of business actors in the field of religious tourism, so that business transactions in the tourism market are increasing.

As a tourism destination, its development certainly requires several benchmarks from the tourists. Tourists will certainly consider the destinations they have visited before through the experience gained until they finally decide to visit again (Kushanto, 2020). Zeithaml, Bitner, and Gremler (2017) explain that revisit intention is a form of evaluation of the satisfaction obtained from the experience as a whole and affects future behavior. Future behavior includes the dimensions of revisit intention, namely; willingness to positive tale, willingness to revisit, willingness to invite, and willingness to place the visiting destination in priority.

Special recognition of a place is related to the concept of place identity where a number of places or cities begin to build their own characteristics, be it cultural, political, or economic uniqueness (Anholt, 2011). This characteristic can distinguish the region and will certainly attract visitors and is indirectly related to revisit intention. The existence of a good place identity will affect the pilgrims' desire to visit the Tomb of Syaikhona Kholil Bangkalan because of its uniqueness. Place identity has positive aspects that can make Syaikhona Kholil Tomb better known and know its characteristics so that it can influence the desire of tourists to visit.

There have been many attempts to conceptualize identity in a place. One of them is about "Place Identity" (Proshansky, 1978) this perspective discusses the relationship of individuals with the physical environment that surrounds them broadly and which depends on the concrete experience of the individual. The links between place, identity and social change have been featured extensively in research on place identity, much of which has been conducted within the subdiscipline of environmental psychology (Breakwall & Jaspal, 2014). Place identity is a concept derived from environmental psychology that means a collection of memories, self-concepts, and feelings about a particular physical environment that can shape the identity of a place (Proshansky, 1978). Breakwell and Jaspal (2014) explain that place identity is an individual's mental image of a physical environment with a place and space that can place individuals in social relationships in that environment.

Place identity is closely related to individual interactions in a place which is a form of reciprocal relationship where individuals play an active role in shaping the identity of a place. A harmony is needed between individual identity and the surrounding environment to form the attachment of the place itself (Ischak, 2018). Place identity serves as a differentiator between one place and another and the emergence of a sense of belonging that certainly not only leads to the perception of "being different", but also associates individuals with special attributes associated with the city in question (Cuba & Hummon, 1993). Individuals can become attached to a place through a process that describes their behavior, social

and cognitive behavior in the physical and social environment (Bernardo & Palma, 2005). If individuals have a desire to join a social or cultural group, an interest in a place psychologically, and a sense of belonging to something significant to a place, an increased sense of pride and happiness in their home environment will create a sense of belonging that makes individuals comfortable in that place and the people in that environment (Fisher in Ernawati, 2011). The comfort that individuals receive in a place will certainly affect their next behavior, namely whether they want to visit the place again or not.

So that with this condition it is important for managers and related parties, especially at the Syaikhona Kholil Cemetery, which has long been an icon in Bangkalan Regency, to strive for effective competitive improvement in its development. Place identity is important to explore as an evaluation so that it can become a strategy in increasing tourist interest in visiting again, especially in this kind of halal destination.

Place identity strategy as an effort to increase interest in visiting halal tourist destinations is important for managers or related parties so that later it can support sustainable tourism development that is well created and has a positive impact on the surrounding community including economically.

RESEARCH METHODS

The population used in this research were tourists of the tomb of Syaikhona Muhammad Kholil Bangkalan. The number of samples used in this research were 96 respondents with the type of sampling technique in the form of accidental sampling by distributing questionnaires. In this research using two scales, namely including the Place Identity scale and Revisit Intention.

RESULT

Based on the simple linear regression test results that have been carried out using SPSS Version 25.0 for windows as follows:

Table 1. Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	794.450	1	794.450	19.522	.000 ^b
	Residual	3825.289	94	40.695		
	Total	4619.740	95			

a. Dependent Variable: Revisit Intention

b. Predictors: (Constant), Place Identity

The table above shows the F test with $df_1 = k - 1 = 1$ and $df_2 = n - k = 96 - 2 = 94$ so as to obtain $F_{table} (0.05 : 94)$ of 3.94. based on the table above, the F_{count} value = 19.522 is obtained so that the F_{count} value is greater than the F_{table} value of 3.94. the significance value is 0.000. This value is less than 0.05 ($0.000 < 0.05$), so it can be concluded that the regression model is feasible to use because the significance is less than 0.05. This means that place identity has a significant effect on revisit intention. It can be concluded that there is an influence

of place identity on the revisit intention of tourists at the Tomb of Syaikhona Kholil Bangkalan.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.415 ^a	.172	.163	6.379	.172	19.522	1	94	.000

a. Predictors: (Constant), Place Identity

b. Dependent Variable: Revisit Intention

Meanwhile, based on the results in the table above, to find out the extent of the closeness of the place identity variable to revisit intention in this research, it can be seen based on the results of the correlation test, it is found that the significance value of the correlation between x and y is 0.000 ($p < 0.05$), meaning that there is a correlation between the two. The correlation between place identity variables and revisit intention is in the medium and positive category, namely the r value of 0.415. This means that the higher the place identity, the higher the revisit intention. This value (r) states that each addition of one place identity value can increase or decrease the revisit intention of tourists at the Syaikhona Kholil Cemetery by 0.415. So it can be concluded that the results of the place identity variable do not contradict the revisit intention variable where the increase in the place identity variable results in an increase in the revisit intention variable and vice versa if there is a decrease in the place identity variable, it results in a decrease in the revisit intention variable. Thus the correlation of place identity closeness to revisit intention is moderate.

Furthermore, the results of data processing obtained an R Square value of 0.172 or 17.2% (from $0.172 \times 100\%$), thus it can be concluded in this research that place identity affects revisit intention by 17.2% and the rest is influenced by other factors besides place identity. According to Kotler and Armstrong (2012) other factors that influence tourist decisions to visit are influenced by cultural, social, personal and psychological factors of tourists.

DISCUSSION

This research was tested on 96 respondents using accidental sampling technique, based on gender, 33 male respondents were obtained with a percentage of 34.4% of the total number of respondents, while the number of female respondents was obtained as many as 63 people with a percentage of 65.6% of the total number of respondents. Thus, the majority of respondents are female, namely 58 respondents. Furthermore, based on the age of the respondents, it was found that respondents aged 18-19 years were 5 respondents (5.2%), respondents aged 20-25 years were 83 respondents (86.5%), respondents aged 26-30 years were 2 respondents (2.1%), and respondents aged 31-40 years were 6 respondents (6.3%). Thus, the majority of respondents were aged 20-25 years, namely 83 respondents. This research results in a significant influence between place identity on revisit intention on pilgrims of Syaikhona Kholil Cemetery

with an effectiveness contribution of 17.2% and the rest is influenced by other factors not examined in this research.

As the theory according to Zeithaml, Bitner, and Gremler (2017) states that revisit intention is included in behavioral intention which includes the customer's desire to come again at a later time, do positive word of mouth, stay longer than expected, and make more purchases than planned. Interest in revisiting is an individual's psychological state or condition that describes plans to visit a place that has been visited before to provide recommendations to family, friends, or others within a certain time interval (Zeithaml, Bitner, & Gremler, 2017). A person's desire to travel in the future is influenced by their attitude towards their past experiences. The more information received by tourists in a place, it will encourage them to travel to the tour. Therefore, each tourist attraction must have its own positive image.

According to Breakwell and Jaspal (2014) place identity is an individual's mental image of a physical environment with a place and space that is able to place individuals in social relationships in that environment. Place identity manifests in the form of emotional, symbolic or identity-related attachments to certain places (Williams & Vaske, 2003). Shamsudin, et al (2008) mentioned that place attachment is strongly related to familiarity and length of involvement with the place. Therefore, identity requires uniqueness, can involve interaction with people, objects, and phenomena that are constantly evolving and dynamic so as to create familiar memories in the community.

As humans, individuals have a desire to feel "included" in a particular social or cultural community, a sense of psychological attachment to a particular place, and a sense of belonging to something significant in life. If a person has these feelings in relation to a place, it will increase a sense of pride and happiness in the neighborhood, which in turn will create a sense of belonging that indicates a feeling of "comfort" to a person in their residential environment (Fisher, 2006).

Research on place identity in the context of tourism conducted by Gu and Ryan (2008) refers to the aspects of measuring place identity proposed by Breakwell and Jaspal (2014), namely, distinctiveness, self-esteem, continuity, and self-efficacy. Artal-Tur, Sánchez-Casado, and Jiménez-Medina (2021) found that place identity is a key variable for building sustainable tourism which is implemented through cultural values and historical heritage that exist in mining tourist destinations in the city of La Unión in Spain which makes identity or distinctive features as a trigger for recognizing tourist destinations in the global market. Efforts to increase place identity in developing tourist destinations can reduce or even eliminate negative effects on local communities and increase positive perceptions of communities and tourists. Prayag and Ryan (2012) found that tourist loyalty depends on place attachment, individual contribution, and destination image. Thus, there is a relationship between place identity and revisit intention (Prayag & Ryan, 2012).

In this research, it proves that place identity has a significant effect on revisit intention in tourists at the Tomb of Syaikhona Kholil Bangkalan. In this research, of course, there are various limitations, including the uneven distribution of questionnaires, the number of respondents taken is categorized as less than the standard for taking respondents with a known population, the limited research time is too short, and there are other factors that are not examined in this research.

Suggestions for future researchers who want to examine similar research variables or topics are expected to pay attention to the things that have been mentioned as a reference in conducting research in order to get more credible results.

CONCLUSION

Based on the data analysis test above, it shows that the higher the level of place identity, the higher the revisit intention value, and vice versa. Therefore, place identity is significant as an effort to increase visiting interest which can be seen from the results of the analysis on revisit interest in halal destination tourism (study on the cemetery of Syaikhona Kholil Bangkalan) with an effective contribution of 17.2%.

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