

**THE EFFECT OF ATTRACTIVENESS, ACCESSIBILITY, AND HALAL ATTRIBUTES ON RETURN INTEREST IN RELIGIOUS TOURISM AT THE 99 DOME MOSQUE IN MAKASSAR WITH VISITOR SATISFACTION AS AN INTERVENING VARIABLE**



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**Abstract**

This study aims to analyze the influence of attractiveness, accessibility, and halal attributes on satisfaction and revisit intention at the 99 Kubah Mosque in Makassar, using the Theory of Marketing Management (TMM), Tourism Marketing Theory, and Halal Tourism Marketing Theory approaches. The results showed that attractiveness (path coefficient 0.201, p-value 0.009) and accessibility (path coefficient 0.222, p-value 0.008) have a significant influence on visitor satisfaction. Halal attributes have a stronger influence on satisfaction (path coefficient 0.351, p-value 0.000). However, accessibility and halal attributes do not have a significant effect on revisit intention. Satisfaction is proven to strengthen the influence of attractiveness on revisit intention (path coefficient 0.722, p-value 0.000). This study confirms that satisfaction is the most dominant factor in encouraging revisit intention, while attractiveness and halal attributes play an important role in increasing visitor satisfaction. Therefore, managing attractions and fulfilling halal attributes is very important in enhancing the visitor experience, which ultimately influences the intention to return.

**Keywords:** The Influence of Attraction, Accessibility, and Halal Attributes on Revisiting Interest, Religious Tourism of the 99 Dome Mosque, Makassar

## INTRODUCTION

The halal industry is one of the fastest-growing sectors in Indonesia, in line with the increasing awareness of Muslim consumers of the importance of products and services that comply with Islamic law. The halal industry covers various sectors, such as food and beverages, cosmetics, pharmaceuticals, and tourism (A.H. Hermawan, 2022). In Indonesia, with a Muslim-majority population, the halal industry plays an important role in meeting consumer needs and contributing to national economic growth.

One sector that has great potential in the halal industry is halal tourism, which pays attention to the special needs of Muslim tourists. Halal tourism in Indonesia continues to grow and receive special attention, especially after Indonesia was named the best halal tourism destination in the world by the Global Muslim Travel Index (GMTI) in 2019. This halal tourism includes various types of tourism, such as nature tourism, cultural tourism, culinary tourism, and religious tourism (Hendriyani, 2024).

One of the religious tourism sites in Indonesia is the mosque. According to Dalmeri, mosques in the history of Islamic civilization are a means to carry out da'wah and develop the economic resources of Muslims. Every congregation in building a mosque aims to carry out da'wah and at the same time empower the economy of the congregation and the community around the mosque. There is a great idea about revitalizing the function of the mosque as a place to carry out da'wah and empower the community (Dalmeri, 2014).

The 99 Dome Mosque is one of the icons of South Sulawesi, especially in Makassar. This mosque is a place of worship as well as a tourist spot located near Losari Beach Makassar with beautiful views. As the name implies, the surroundings of this mosque are 99 domes of various sizes. The number of 99 domes symbolizes Asmaul Husna which consists of 99 names of Allah so that Muslims always remember the greatness of the names of Allah. Because it has a large number of domes, it is called the 1000 dome mosque. This religious tourism is also one of the largest mosques in South Sulawesi one of the thirty most beautiful mosques in the world and one of the ten most beautiful mosques in Indonesia (Miqdad, 2022).

The 99 Kubah Makassar Mosque has a unique appeal seen from its interesting architecture, which attracts interest in visiting the 99 Kubah Makassar Mosque. However, behind its beautiful and meaningful building, there is no explanation or information related

to the 99 Kubah Makassar Mosque that can be read by visitors or worshipers, both in terms of history and mosque architecture. In addition, the lack of promotion related to activities carried out at the 99 Kubah Makassar Mosque may be one of the causes of the low interest in visiting the mosque. This was obtained from the results of direct interviews and surveys conducted with visitors or worshipers at the 99 Kubah Makassar Mosque (Sartina, 2024).

This accessibility is a very important requirement for tourist attractions (Nurbaeti et al., 2021). Accessibility is a measure of the ease of a location to reach other locations through the transportation system. Measures of affordability or accessibility include the ease of time, cost, and effort in moving between places or areas (Arief & Diah, 2020). If accessibility to tourist attractions is good, it allows tourists to be interested in visiting tourist attractions. Maflakha and Sihite in their research on Sedahan Beach, Gunungkidul Regency, found that accessibility has a positive and significant influence on interest in tourist visits (Maflakha & Sihite, 2022). When a place is more accessible to tourists through transportation and communication, their interest in visiting that place increases.

Accessibility to the 99 Kubah Mosque in Makassar is actually quite good because its location is close to tourist attractions. However, observations show that the lack of public transportation, such as public transportation, is the main obstacle that is thought to reduce public interest in visiting. The use of online motorcycle taxi services is also relatively expensive, considering the distance of the mosque is quite far from residential areas. In addition, the unclear signs of the 99 Kubah Mosque often confuse visitors. The design of the mosque, which uses many stairs, also makes it difficult for the elderly and visitors with physical limitations to worship comfortably, which also becomes an obstacle that reduces interest in visiting.

Halal attributes are all facilities provided to meet the needs of Muslim tourists while staying at a tourist destination. Halal attributes in tourism include facilities that support the activities of Muslim tourists at tourist destinations. The 99 Kubah Mosque in Makassar as one of the religious tourism sites certainly pays close attention to Islamic sharia principles. Halal attributes are one of the main attractions in halal tourism. Adinugraha in his research on the development of the halal industry in Indonesia emphasized that halal attributes are very important in attracting the interest of Muslim consumers. Products and services that

comply with Sharia principles have a special appeal to Muslim consumers (Alinda & Adinugraha, 2022).

By combining the variables of attractiveness, accessibility, and halal attributes and including visitor satisfaction as an intervening variable, this study is expected to provide a significant contribution to the development of marketing strategies and management of religious tourism destinations in Indonesia, especially the 99 Kubah Mosque Makassar.

To analyze the factors that influence the intention to revisit the 99 Dome Mosque, the Theory of Marketing Management (TMM) is used as the main theory. TMM focuses on how to create, communicate, and provide value to consumers. In the context of tourism, the value created can be in the form of a memorable experience for visitors, easy access to destinations, and facilities that meet the needs of tourists.

In addition, tourism marketing theory is also relevant in explaining how tourist destinations can attract visitors. Tourist attractions and accessibility are some of the main factors that influence visiting interest. Furthermore, Halal Tourism Marketing Theory is also important in this study, because halal tourism focuses on providing facilities and services that are in accordance with Sharia principles. Halal attributes, such as the availability of places of worship, maintained cleanliness, and halal food around the mosque, are important factors that can increase the attractiveness of the mosque as a halal tourism destination.

## **REVIEW OF LITERATURE**

### **Attractiveness**

According to Yoeti in I Bagus Rai Utama, an attraction is anything that attracts tourists to visit a particular area (Bagus, 2021). Meanwhile, according to Pedit in I Gusti Bagus Rai Utama, tourist attractions are everything that is interesting and has value to be visited and seen. Basically, tourist attractions can be grouped into two groups, namely natural tourist attractions and artificial tourist attractions (I Bagus Arjana, 2016).

### **Accessibility**

Accessibility is a measure of the ease of a location to be reached from other locations through a transportation system. The measure of affordability or accessibility includes the ease of time, cost, and effort in moving between places or areas. According to Prajalani,

accessibility has a definition, namely facilitating convenience whose provision is intended for people with disabilities with its optimal implementation to achieve equal opportunities in accessing various activities so that equal distribution of services in aspects of life is realized following the service facilities and accessibility for people with disabilities (Prajani & Himawanto, 2017).

### **Halal Attributes**

Halal attributes in the context of tourism are very important in providing for the needs of Muslim visitors when they are on vacation. According to Djawas in Edi, halal attributes are very important in providing for the needs of Muslim visitors when they are on vacation (Musnia et al., 2023). Halal attributes can also be interpreted as the availability of Islamic norms and practices that are relevant to the tourist attractions being visited (Musnia et al., 2023).

### **Visitor Satisfaction**

According to Kotler and Maknes in Hermawan, visitor satisfaction is the level of a person's feelings after comparing the performance or results they feel compared to their expectations. Kotler in Hermawan defines satisfaction as a person's feeling of pleasure or disappointment that arises after comparing their perception/impression of the performance (or results) of a product and their expectations (A. Hermawan et al., 2023).

### **Interest in Returning**

Revisit interest is consumer behavior towards service providers in the form of repurchase, word of mouth, loyalty, complaint behavior, and sensitivity towards consumers that are influenced by the quality of service from a service provider. The more positive their experience with the company, the more likely they are to use the company's services. Revisit interest is basically an urge that arises from within a person which is a desire to visit an object or area that attracts the attention of individuals or groups continuously (Putri et al., 2020).

## **RESEARCH METHOD**

The type of research used is quantitative research. The research approach used is quantitative with explanatory. The population in this study were visitors to the religious tourism destination of the 99 Kubah Mosque in Makassar. The population in this study was

unknown so the sampling was diverted using the accidental sampling method. In this study, there were 44 question items. So, the number of samples taken in this study was 220 samples (44 x 5). The sampling technique used non-probability sampling, namely accidental sampling. The following are the criteria for sampling in this study, namely being Muslim, having or currently visiting the 99 Kubah Mosque in Makassar, aged 18 to 60 years, and domiciled in South Sulawesi. The data collection method used in this study was carried out through observation, questionnaire methods, and documentation.

## RESULTS AND DISCUSSION

### Structural Model Evaluation (Inner Model)

Evaluation of the structural model (inner model) in PLS-SEM aims to test the relationship between constructs (latent variables) in the model.

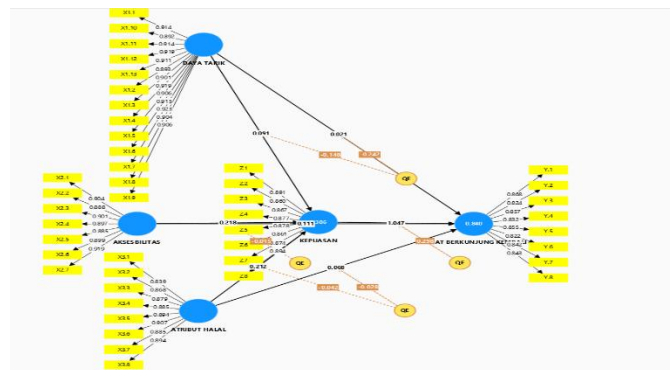


Figure 1

### Proposed Structural Model

Source; Smart PLS output results (v. 4.1.0.3)

According to Hair et al., structural model evaluation is important to ensure that the hypothesis is supported by empirical data. These evaluation steps include multicollinearity tests to ensure that there is no overly strong relationship between independent variables, path coefficient significance tests to determine the strength of influence between latent variables, and mediation tests to see if a variable mediates the influence between two other variables.

### Multicollinearity Test

Hair et al. (2019) suggested that Variance Inflation Factor (VIF) values below 5 indicate the absence of serious multicollinearity. VIF measures how much the variance of the estimated regression coefficients is inflated due to the correlation between the independent

variables (Hair, et al, 2019).

**Table 1**  
**Multicollinearity Test**

	<b>Accessibility</b>	<b>Halal Attributes</b>	<b>Attractiveness</b>	<b>Satisfaction</b>	<b>Interest in Returning</b>
Accessibility				2,791	1,495
Halal Attributes				4,753	4,878
Attractiveness				2,351	1,782
Satisfaction					3,099
Interest in Returning					

Source; Smart PLS output results (v. 4.1.0.3)

The results of the multicollinearity test show that all variables in this model have VIF values below 5, which means there is no significant multicollinearity problem among the independent variables.

**Path Coefficient Significance Test**

The path coefficient significance test is used to determine the strength and significance of the direct and indirect (mediation) influence between latent variables in the structural model (Hair, et al, 2019)states that a significant path coefficient (p-value < 0.05) indicates that there is a significant influence between the two latent variables (Hair, et al, 2019). In addition, the f-square value measures the strength of the predictive effect of one latent variable on another latent variable. An f-square value above 0.02 indicates a small effect, above 0.15 indicates a medium effect, and above 0.35 indicates a large direct effect (Purwanto & Sudargini, 2021).

**Direct Influence**

The path coefficient significance test aims to assess the direct and indirect (mediation) influences between latent variables in the research model.(Hair, et al, 2019)states that a significant path coefficient (p-value < 0.05) indicates that there is a significant influence between two latent variables.<sup>1</sup>In addition, the f-square effect size is used to measure how much predictive influence one latent variable has on another latent variable. An f-square value above 0.02 is considered to have a small effect, above 0.15 has a medium effect, and

above 0.35 has a large effect.

**Table 2**  
**Direct Effect Hypothesis Testing**

Hypothesis	Path Coefficient	P values	95% Path Coefficient Confidence Interval		f Square
			Lower limit	Upper limit	
Accessibility -> Satisfaction	0.222	0.008	0.061	0.392	0.055
Accessibility -> Return Visit Interest	0.034	0.528	-0.078	0.134	0.003
Halal Attribute -> Satisfaction	0.351	0,000	0.206	0.503	0.166
Halal Attribute -> Return Visit Interest	0.112	0.095	-0.024	0.247	0.036
Attraction -> Satisfaction	0.201	0.009	0.041	0.344	0.045
Attraction -> Return Visit Interest	0.124	0.015	0.025	0.222	0.041
Satisfaction -> Return Visit Intention	0.722	0,000	0.560	0.888	1,299

Source; Smart PLS output results (v. 4.1.0.3)

Based on Table 2, several direct influences between the research variables have a significant influence.

1. Accessibility to Visitor Satisfaction: A path coefficient of 0.222 with a p-value of 0.008, and an f-square of 0.055 shows a small but significant effect of accessibility on satisfaction. This means that increasing accessibility can directly increase visitor satisfaction, although the effect is relatively small.
2. Halal Attributes to Visitor Satisfaction: Path coefficient of 0.351 with a p-value of 0.000, and f-square of 0.166 shows a moderate and significant influence. This means that halal attributes are an important factor in increasing visitor satisfaction.
3. Attraction on Visitor Satisfaction: Path coefficient of 0.201 with a p-value of 0.009, and f-square of 0.045 shows a large and significant influence. This means that attraction is an important factor in increasing visitor satisfaction.
4. Attraction on Returning Intention: Path coefficient of 0.124 with a p-value of 0.015, and f-square of 0.041 shows a large and significant influence. This means that attraction is an important factor in increasing the interest in returning.

5. Satisfaction on Revisit Intention: Path coefficient of 0.722 with a p-value of 0.000, and f-square of 1.299 shows a very large and significant influence. This means that visitor satisfaction plays a dominant role in influencing their decision to revisit.

On the other hand, the research variables have no significant influence.

1. The effect of accessibility on the intention to revisit has a path coefficient of 0.034 and a p-value of 0.528, which means that this effect is not significant. This shows that accessibility does not directly affect the interest of visitors to revisit.
2. The influence of Halal Attributes on the intention to revisit has a path coefficient of 0.112 and a p-value of 0.095, which means that this influence is not significant. This shows that accessibility does not directly affect the interest of visitors to revisit.

### The Influence of Mediation

To test the mediation effect, the Upsilon v value is used, which shows the magnitude of the mediation effect between two latent variables through the intervening variable. According to Zhao, Lynch, and Chen (2010), the Upsilon v value helps evaluate the strength of the mediation effect and whether the mediation is partial or full (Zhao et al., 2010). Higher values of Upsilon v indicate a stronger and more significant mediation effect.

**Table 3**  
**Testing the Hypothesis of Mediation Effect**

Hypothesis	Path Coefficient	P values	95% Path Coefficient Confidence Interval		Upsilon v
			Lower limit	Upper limit	
Accessibility -> Satisfaction -> Return Interest	0.160	0.011	0.045	0.292	0.005
Halal Attribute -> Satisfaction -> Return Visit Interest	0.253	0.000	0.139	0.395	0.140
Attraction -> Satisfaction -> Return Visit Intention	0.145	0.019	0.030	0.272	0.006

Source; Smart PLS output results (v. 4.1.0.3)

The results of the hypothesis testing indicate that there is a mediating effect of visitor satisfaction in the relationship between accessibility variables, halal attributes, and attractiveness on the intention to revisit. The explanation of these results is as follows:

1. Attraction influences the intention to revisit mediated by visitor satisfaction: The path coefficient value of 0.145 with a p-value of 0.019 indicates a positive and significant influence of attraction on the intention to revisit when mediated by visitor satisfaction. However, the Upsilon  $\nu$  value of 0.006 indicates that the strength of this mediation influence is low.
2. Accessibility affects the intention to revisit mediated by visitor satisfaction; The path coefficient value of 0.160 with a p-value of 0.011 indicates that accessibility has a positive and significant effect on the intention to revisit when mediated by visitor satisfaction. However, the Upsilon  $V$  value of 0.005
3. Halal attributes have an effect on revisit intention mediated by visitor satisfaction: The path coefficient value of 0.253 with a p-value of 0.000 indicates a positive and significant effect of halal attributes on revisit intention when mediated by visitor satisfaction. The Upsilon  $V$  value of 0.140 indicates a moderate strength of mediation influence.

From the results of the analysis above, it can be concluded that visitor satisfaction mediates the relationship between accessibility, halal attributes, and attractiveness on the intention to revisit the 99 Kubah Mosque Makassar. Halal attributes have a stronger mediation effect compared to accessibility and attractiveness. Therefore, efforts to increase the intention to revisit should be focused on improving halal attributes and visitor satisfaction, followed by improving attractiveness and accessibility to strengthen the visitor experience.

### **Evaluation of Goodness of Fit and Suitability of Model**

The main purpose of evaluating the goodness of fit of a model is to ensure that the model built can represent the relationship between variables well and can be used for prediction or to understand the phenomenon being studied.

### **R Square**

In PLS-SEM analysis, the metrics used to assess the goodness of fit of the model include R-Square and Q-Square. R-Square measures how much variability in the dependent variable can be explained by the independent variable. According to Hair et al. (2017), the R-Square value can be interpreted as weak (0.19), moderate (0.33), or strong (0.67) (Purwanto & Sudargini, 2021).

**Table 4**  
**R Square**

	<b>R-square</b>	<b>R-square adjusted</b>
<b>Satisfaction</b>	0.386	0.368
<b>Interest in Returning</b>	0.840	0.835

Source; Smart PLS output results (v. 4.1.0.3)

R-Square is a measure that shows how much the dependent variable can be explained by the independent variables in the model. In the table above, the "Satisfaction" variable has an R-Square value of 0.386, which means that 38.6% of the variability in visitor satisfaction can be explained by the variables of accessibility, halal attributes, and attractiveness. This value indicates a moderate influence on visitor satisfaction. Meanwhile, the "Revisit Interest" variable has an R-squared value of 0.840, which indicates that 84% of the variability in revisit interest can be explained by visitor satisfaction and other factors. This value shows a very strong influence, indicating that visitor satisfaction greatly determines their interest in revisiting. This interpretation refers to the guidelines from Hair et al. (2017), where R-Square values above 0.67 are considered strong, between 0.33 and 0.67 are considered moderate, and below 0.33 are considered weak (Sarstedt et al., 2020).

**Q Square**

The Q Square value is based on the cross-validated redundancy technique developed by Stone (1974) and Geisser (1974) in (Syamsudin, 2023). This method is often used in PLS-SEM models to assess how well the model predicts data that is not used in the model estimation.

**Table 5**  
**Q Square**

	<b>SSO</b>	<b>SSE</b>	<b>Q<sup>2</sup> (=1-SSE/SSO)</b>
Accessibility	1,540,000	1,540,000	0.000
Halal Attributes	1,760,000	1,760,000	0.000
Attractiveness	2,860,000	2,860,000	0.000
Satisfaction	1,760,000	1,301,494	0.261
Interest in Returning	1,760,000	728,067	0.586

Source; Smart PLS output results (v. 4.1.0.3)

The Q Square value measures the predictive ability of the model used in this study. Q Square greater than 0 indicates that the model has predictive relevance.(Sarstedt et al.,

2020). From the table above, the variable "Satisfaction" has a Q Square value of 0.261, and "Revisit Interest" has a value of 0.586. This indicates that the model has good predictive relevance, especially for the variable "Revisit Interest." The Q Square value for "Satisfaction" indicates that the model is able to explain about 26.1% of the variation in this variable. For "Revisit Interest," a value of 0.586 indicates that the model has very good predictive ability, explaining about 58.6% of the variation in this variable.

**SRMR (Standardized Root Mean Square Residual)**

Hu and Bentler (1999) proposed SRMR as a model fit index that measures model error or misfit (Pavlov et al., 2021). SRMR helps evaluate whether the proposed model fits the existing sample data reliably.

**Table 6.**  
**SRMR (Standardized Root Mean Square Residual)**

<b>Model Estimation</b>	
<b>SRMR</b>	0.039

Source; Smart PLS output results (v. 4.1.0.3)

The SRMR value is a metric used to assess the fit of a model to the data. Hair et al. (2017) suggested that an SRMR value of less than 0.08 indicates a good model fit (Sarstedt et al., 2020). In the table above, the SRMR value for this model is 0.039, which indicates that the model has a very good fit to the data. This means that the average difference between the empirical covariance matrix and the implied covariance matrix model is very small, indicating that the model fits the data well.

**GoF Index Table**

Goodness Of Fit Index (GoF Index) is an overall evaluation of the model which is an evaluation of the measurement model and structural model.

**Table 7**  
**PLS Predict**

<b>Average Commuality</b>	<b>Average R Square</b>	<b>Gof Index</b>
0.377	0.427	0.402

Source; Smart PLS output results (v. 4.1.0.3)

The GoF value of 0.402 indicates that the tested model has a relatively high fit. According to Wetzels et al., the GoF value can be categorized into three levels: low if the value is below 0.10, medium in the range of 0.25 to 0.36, and high if the value is more than

0.36. With a GoF value of 0.402, the model in this study is in the high category, which means that the measurement model and structural model have a very good fit with the data. This value is obtained from a combination of the average communality of 0.377 and the average R Square of 0.427, which indicates that the model used can explain the research variables well.

**PLS Predict**

PLS Predict is a predictive technique used to measure the ability of a model to predict new data (Faizah et al., 2022).

**Table 8**  
**PLS Predict**

	PLS- SEM_RMSE	PLS- SEM_MAE	LM_RMSE	LM_MAE
Visitor Satisfaction.1	0.934	0.718	0.999	0.799
Visitor Satisfaction.2	0.812	0.614	0.851	0.655
Visitor Satisfaction.3	0.891	0.694	0.950	0.759
Visitor Satisfaction.4	0.873	0.699	0.917	0.735
Visitor Satisfaction.5	0.896	0.682	0.951	0.736
Visitor Satisfaction.6	0.795	0.589	0.848	0.667
Visitor Satisfaction.7	0.878	0.683	0.917	0.738
Visitor Satisfaction.8	0.892	0.703	0.960	0.766
Interest in Returning.1	0.876	0.671	0.877	0.692
Interest in Returning.2	0.774	0.614	0.798	0.650
Interest in Returning.3	0.864	0.698	0.886	0.725
Interest in Returning.4	0.784	0.623	0.801	0.652
Interest in Returning.5	0.860	0.664	0.838	0.667
Interest in Returning.6	0.781	0.625	0.810	0.664
Interest in Returning.7	0.847	0.637	0.857	0.674
Interest in Returning.8	0.825	0.653	0.816	0.667

Source; Smart PLS output results (v. 4.1.0.3)

The PLS Predict table is used to compare the predictive ability of the PLS-SEM model with the linear regression (LM) model. The Root Mean Square Error (RMSE) and Mean Absolute Error (MAE) values indicate how well the model predicts the dependent variable. Lower RMSE and MAE values in the PLS-SEM model compared to the linear regression model indicate that the PLS-SEM model has better predictive ability.

### Heterogeneity test (FIMIX PLS)

Model criteria such as AIC and BIC are used to select the best model considering the number of parameters estimated. Akaike (1974) and Schwarz (1978) suggested that these values can be used to select a model with a good balance between model fit to the data and model complexity (Bozdogan, 1987).

**Table 9**  
**Model Selection Criteria (FIMIX PLS)**

AIC (Akaike's information criterion)	431,061
AIC3 (modified AIC with Factor 3)	462,061
AIC4 (modified AIC with Factor 4)	493,061
BIC (Bayesian information criterion)	536,264
CAIC (consistent AIC)	567,264
HQ (Hannan-Quinn criterion)	473,545
MDL5 (minimum description length with factor 5)	1205.073
LnL (Log Likelihood)	-184,531
EN (normed entropy statistic)	0.967
NFI (non-fuzzy index)	0.969
NEC (normalized entropy criterion)	7.323

Source; Smart PLS output results (v. 4.1.0.3)

This table shows various model selection criteria such as Akaike's Information Criterion (AIC), Bayesian Information Criterion (BIC), and other criteria used to evaluate models based on complexity and fit. These values are used to determine the model that best fits the data by prioritizing the balance between fit and model complexity. High Entropy (EN) and Non-Fuzzy Index (NFI) indicate a model with good classification.

### CONCLUSION

Based on the research results, the following are the conclusions of each hypothesis tested:

1. The study shows that the attractiveness of the 99 Kubah Mosque Makassar has a significant influence on visitor satisfaction (path coefficient of 0.201 and p-value of 0.009). This indicates that the higher the attractiveness felt by visitors, the higher their satisfaction. Based on the Theory of Marketing Management (TMM), effective attraction management can increase visitor satisfaction through marketing strategies that emphasize

the attractive aspects of the destination. This is also in line with the Theory of Tourism Marketing which emphasizes the importance of creating a satisfying experience for visitors through strong attractions.

2. Accessibility shows a significant influence on visitor satisfaction at the 99 Kubah Mosque in Makassar (path coefficient of 0.222 and p-value of 0.008). This finding reflects that ease of access, travel comfort, and affordable costs are important factors that contribute to visitor satisfaction, although the quality of the spiritual experience also plays an important role in the context of religious tourism.
3. Halal attributes have a significant and strong influence on visitor satisfaction (path coefficient of 0.351 p-value of 0.000, and f-square of 0.166). This finding indicates that halal attributes, including sharia accommodation, religious atmosphere, and halal food, are very important in increasing visitor satisfaction. Halal Tourism Marketing Theory supports this finding by emphasizing that meeting the specific needs of Muslim visitors can increase satisfaction and create a positive experience.
4. Attraction has a significant effect on revisit intention, although its effect is weaker compared to satisfaction. This shows that the visual and experiential aspects of the mosque can shape the intention to revisit. Tourism Marketing Theory underlines the importance of attraction in attracting visitors and creating intention to revisit, although attraction must be well managed to provide a satisfying experience.
5. Accessibility has no significant effect on revisit intention. This finding underscores that while accessibility is a contributing factor, the decision to revisit is more influenced by direct experiences at the destination.
6. Halal attributes do not show a significant influence on visitors' intention to return to the 99 Kubah Mosque Makassar (path coefficient of 0.112 and p-value of 0.095). This finding suggests that although halal attributes such as suitable accommodation and food are important for visitor satisfaction, other factors such as unique experiences and special offers play a greater role in driving revisit intentions.
7. Visitor satisfaction strengthens the influence of attraction on revisit intention. This shows that high attraction can influence revisit intention through increased satisfaction. Theory of Marketing Management (TMM) supports this finding by emphasizing that high visitor

satisfaction can increase loyalty and revisit intention if attraction management is done well.

8. Although accessibility does not directly influence revisit intention, this variable can influence revisit intention through visitor satisfaction. This is consistent with Tourism Marketing Theory, which suggests that adequate accessibility can improve the overall experience, which in turn can support revisit intention if accompanied by high satisfaction.
9. Halal attributes not only increase satisfaction but also have a significant effect on the intention to revisit. Halal Tourism Marketing Theory is relevant here, where the fulfillment of good halal attributes not only increases visitor satisfaction but also strengthens their intention to return.
10. Visitor satisfaction has a very large influence on the intention to revisit (path coefficient of 0.722, p-value of 0.000, and f-square of 1.299). This finding is in line with the theory of marketing management (TMM) and tourism marketing theory, which emphasize that satisfaction is the key to building visitor loyalty and encouraging them to return in the future.

This study confirms that visitor satisfaction is the most dominant factor in driving revisit intention, while halal attractions and attributes play an important role in increasing satisfaction. This finding suggests that in the context of religious tourism destinations such as the 99 Kubah Mosque in Makassar, it is important to focus on managing halal attractions and attributes to increase visitor satisfaction, which in turn will drive revisit intention.

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