

The Influence of Tourist Attraction, Facilities, and Social Media Promotion on Muslim Tourists' Revisit Intention at Pancer Door Floating Mosque, Pacitan

Sandhi Agung Pratama¹, Happy Agustiani²

^{1,2}Department of Islamic Community Development, Institut Studi Islam Muhammadiyah Pacitan, Pacitan, Indonesia.
Email: sandieslek@gmail.com¹, sappyagustiani@isimupacitan.ac.id²

ARTICLE HISTORY

Received: May 18, 2026
Revised: June 18, 2026
Accepted: June 18, 2026

DOI

<https://doi.org/10.52970/grdis.v6i3.2295>.

ABSTRACT

This study aims to analyze the influence of tourist attractions, facilities, and social media promotion on Muslim tourists' revisit intention at Pancer Door Floating Mosque Pacitan. This research used a quantitative descriptive approach with primary data collected through questionnaires distributed to Muslim tourists. The sampling technique used purposive sampling with criteria including Muslim tourists aged at least 18 years and having visited Pancer Door Floating Mosque Pacitan. Data analysis was conducted using SPSS through validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. The results showed that tourist attractions, facilities, and social media promotion had a positive and significant effect on revisit intention. Tourist attractions in the form of religious tourism concepts combined with coastal panoramas were able to create positive experiences for visitors. Adequate facilities also increased tourist comfort and satisfaction during their visit. In addition, social media promotion played an important role in improving destination image and attracting tourists to revisit the destination. Simultaneously, tourist attractions, facilities, and social media promotion significantly influenced Muslim tourists' revisit intention at Pancer Door Floating Mosque Pacitan.

Keywords: Facilities, Halal Tourism, Revisit Intention, Social Media Promotion, Tourist Attraction.

I. Introduction

The development of the tourism sector in Indonesia has experienced significant growth, including in the field of Islamic religious tourism. Religious tourism serves not only as a means of recreation but also as a medium for spiritual education, cultural preservation, and the reinforcement of religious values within society. With the increasing Muslim population across various countries, the demand for Muslim-friendly tourism destinations has also risen significantly (Putri, 2025). This condition has encouraged many regions in Indonesia to develop halal tourism and religious tourism as leading tourist attractions. In addition to providing comfortable travel experiences for Muslim tourists, the development of halal tourism is also considered capable of enhancing the competitiveness of Indonesia's tourism sector at the global level. Indonesia itself possesses great potential for halal tourism development due to its rich Islamic cultural diversity, abundant natural tourism destinations, and the world's largest Muslim population. Therefore, the development of

religious tourism has become one of the important strategies for increasing both domestic and international tourist visits.

Indonesia's ranking in The Mastercard-Crescent Rating Global Muslim Travel Index (GMTI) from 2015 to 2025 demonstrates positive progress in the halal tourism sector. Indonesia successfully became the world's best Muslim-friendly tourism destination in 2019, 2023, and 2024 with competitive scores (Crescent Rating et al., 2025). In 2024, Indonesia ranked first with a score of 76, reflecting improvements in service quality, infrastructure, and halal tourism experiences. However, in 2025 Indonesia fell to fifth place despite maintaining the same score of 76. This condition indicates that competition among countries in the halal tourism industry is becoming increasingly intense, thereby requiring continuous innovation and sustainable destination development. One effort that can be undertaken is the development of locally based religious tourism destinations with unique characteristics and identities. The development of religious tourism destinations in various regions is expected to support the enhancement of Indonesia's global halal tourism competitiveness.

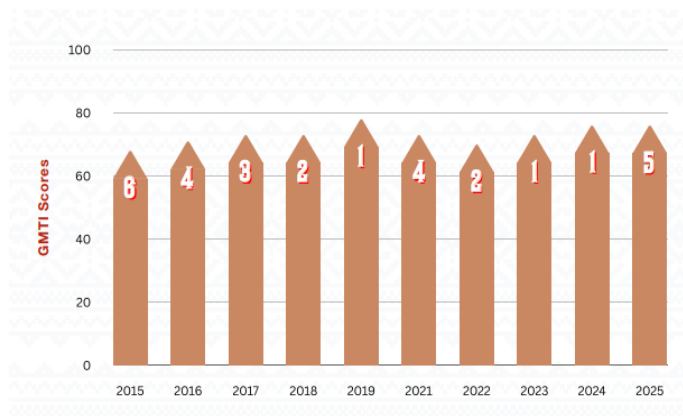


Figure 1. Indonesia GMTI Rank and Score

One region with considerable potential for religious tourism development is Pacitan Regency, East Java. The regency is widely recognized for its diverse natural tourism destinations, ranging from beaches and caves to cultural and religious tourism sites. In recent years, Pacitan has begun developing a religious tourism concept integrated with natural tourism as a new attraction for Muslim tourists. One of the most popular destinations is the Pancer Door Floating Mosque located in the Pancer Door Beach area. This mosque has a unique concept because it was built in a coastal area with a design resembling a floating mosque, combining religious elements, modern architecture, and beautiful ocean scenery (Pacitanku.com, 2025). This uniqueness makes the Floating Mosque function not only as a place of worship but also as an attractive religious tourism destination for visitors. The existence of the Pancer Door Floating Mosque is expected to become one of the halal tourism icons in Pacitan Regency.

Tourists' revisit intention is one of the important indicators of successful tourism destination management. Tourists who intend to visit a destination indicate that the destination has been able to provide positive experiences and satisfaction during their previous visits. A high level of revisit intention can also contribute to sustainable tourist arrivals and support regional economic growth. Revisit intention refers to tourists' tendency to revisit a destination after a previous visit (Wulandari et al., 2026). In the context of religious tourism, revisit intention is influenced not only by travel experiences but also by worship convenience, religious atmosphere, and the quality of services provided. The better the experience obtained by tourists, the higher the likelihood that they will revisit the destination. Therefore, it is important for tourism managers to understand the factors influencing Muslim tourists' revisit intention.

Tourist attraction is one of the factors influencing tourists' decisions to revisit a destination. Tourist attraction is a primary determinant in shaping tourists' decisions when selecting particular destinations. These attractions include natural beauty, cultural richness, recreational activities, and unique experiences

unavailable elsewhere (Hasibuan, 2025). The main attractions of the Pancer Door Floating Mosque include the experience of worshipping by the sea, aesthetically pleasing modern bamboo architecture, beautiful sunset views, and a peaceful beach atmosphere. The combination of religious elements and natural scenery creates added value capable of attracting Muslim tourists. Besides functioning as a place of worship, the area is also frequently used by visitors to enjoy the beach atmosphere and take photographs. Research conducted by Kurniawan and Sengaji (2025) shows that tourist attraction significantly influences tourists' revisit intention.

Another factor influencing revisit intention is tourism facilities. Facilities represent services provided by destination managers to support tourists' activities during their visits. Adequate facilities can improve visitors' comfort, security, and satisfaction, thereby encouraging tourists to revisit the destination (Hamid et al., 2025). The main facilities available at the Pancer Door Floating Mosque include comfortable prayer areas, clean ablution facilities, toilets, spacious parking areas, and relatively easy access to the tourist site. The availability of these facilities is an important factor in creating positive religious tourism experiences for visitors. Furthermore, good facilities can enhance the image of the tourism destination in the eyes of tourists. Research conducted by Purwanto et al. (2025) indicates that tourism facilities positively influence tourists' revisit intention.

In addition to tourist attractions and facilities, social media promotion is also assumed to influence tourists' revisit intention. Social media is capable of shaping destination images through the dissemination of information in the form of photographs, videos, and travel experiences shared by users (Siregar et al., 2025). The Pancer Door Floating Mosque is actively promoted by the local community and local media in Pacitan, particularly through Instagram, TikTok, YouTube, and media portals such as Pacitanku. The uploaded content generally features cinematic videos, sunset panoramas, worship activities, and the mosque's architectural beauty that attract social media users' attention. Such digital promotion indirectly contributes to increasing the popularity of religious tourism destinations in Pacitan. The more frequently a destination appears on social media, the greater the opportunity for tourists to become interested in visiting and revisiting the destination. Research conducted by Agung and Fianto (2026) demonstrates that social media promotion significantly affects tourists' revisit intention.

Based on the explanation above, tourist attraction, tourism facilities, and social media promotion can be identified as important factors influencing Muslim tourists' revisit intention at the Pancer Door Floating Mosque in Pacitan. The uniqueness of the religious tourism concept combined with coastal scenery gives this destination significant potential to continue developing as a halal tourism icon in Pacitan Regency. However, empirical studies are still needed to determine the extent to which these three factors influence Muslim tourists' revisit intention. This study is expected to contribute to tourism managers in improving the quality of religious tourism destinations. Furthermore, the findings may serve as a consideration for local governments in developing promotional strategies and halal tourism management in Pacitan. Thus, the development of religious tourism is expected to enhance regional tourism competitiveness while supporting the growth of halal tourism in Indonesia. Therefore, this study is conducted under the title: "The Influence of Tourist Attraction, Facilities, and Social Media Promotion on Muslim Tourists' Revisit Intention at Pancer Door Floating Mosque, Pacitan."

II. Literature Review

2.1. Revisit Intention

Revisit intention refers to the tendency or desire of tourists to revisit a tourism destination after gaining experience from a previous visit. According to Wulandari et al. (2026), revisit intention is the motivation of tourists to return to destinations they have previously visited due to positive impressions, satisfaction, and enjoyable travel experiences. Meanwhile, Zahroh & Rohman (2026) explain that revisit intention is closely related to repurchase intention, namely an individual's tendency to reuse the same products or services in the future. Revisit intention is considered one of the important indicators in the success

of tourism destination management because it reflects the level of tourist satisfaction and loyalty toward a tourist attraction. Tourists who have positive experiences tend to have a stronger desire to revisit, recommend the destination to others, and plan future visits. The indicators of revisit intention include the intention to revisit, the intention to recommend the destination to others, and the intention to visit again in the future (Wahyuningsih et al., 2026).

2.2. Tourist Attraction

Tourist attraction is defined as anything that possesses uniqueness, accessibility, and value in the form of natural diversity, cultural richness, and human-made attractions that become the target of tourist visits (Kurniawan & Sengaji, 2025). Tourist attraction is the main element in the tourism industry because, without attractions, a destination will struggle to attract visitors. Tourist attraction refers to anything that motivates tourists to visit a particular area. In general, tourist attractions can be classified into two categories: natural attractions and artificial attractions (Purwanto et al., 2025). The indicators of tourist attraction include uniqueness, accessibility, supporting facilities, natural and cultural richness, as well as the quality of services offered by the tourism destination (Hasibuan, 2025). Tourist attractions play an important role in shaping tourists' perceptions and experiences during their visits. Destinations that offer natural beauty, distinctive culture, and unique experiences create positive impressions on visitors, which can increase their intention to revisit. The greater the attractiveness of a destination, the stronger the tourists' interest in revisiting.

H1: Tourist Attraction has an effect on Revisit Intention.

2.3. Tourism Facilities

Facilities are resources provided by managers to support visitors' needs in accessing tourism products and services (Hasibuan, 2025). In the tourism industry, facilities play an important role because they influence tourists' comfort and satisfaction levels. Facilities include various assets that support and optimize tourism industry performance, enabling the tourism sector to become more competitive. Visitor facilities located outside the main tourism area are designed to fulfill various visitor needs and provide comfort during their stay at tourist destinations (Dianafakroh et al., 2025). The indicators of tourism facilities include completeness of facilities, comfort, security, accessibility, and the physical condition of the available facilities (Sudur & Pamuraharjo, 2024). When the facilities provided are more complete and of higher quality, tourists tend to feel more satisfied with the destination they visit. This satisfaction can encourage tourists' desire to revisit in the future. Therefore, the better the facilities available at a tourism destination, the higher the tourists' intention to revisit.

H2: Tourism Facilities have an effect on Revisit Intention.

2.4. Social Media Promotion

Promotion is a communication activity carried out by individuals or companies to the public with the aim of introducing products, services, brands, or companies and influencing people to use those products or services (Ahmad & Ali, 2025). Along with technological advancements, promotion is no longer conducted solely through conventional methods but also through internet-based digital media, commonly referred to as digital promotion. Digital promotion is a form of marketing activity carried out through internet-based media to increase consumer engagement and expand market reach (Hasibuan, 2025). The indicators of social media promotion include informing, persuading, and reminding (Sudiana et al., 2025). Informing relates to the ability of social media to provide information about tourism destinations to the public. Persuading refers to the ability of promotional activities to influence and attract tourists to visit. Meanwhile, reminding refers to the

ability of social media to remind tourists about destinations they have previously visited. Attractive and consistent social media promotion can increase tourists' interest in revisiting because they continuously receive updated information about the tourism destination.

H3: Social Media Promotion has an effect on Revisit Intention.

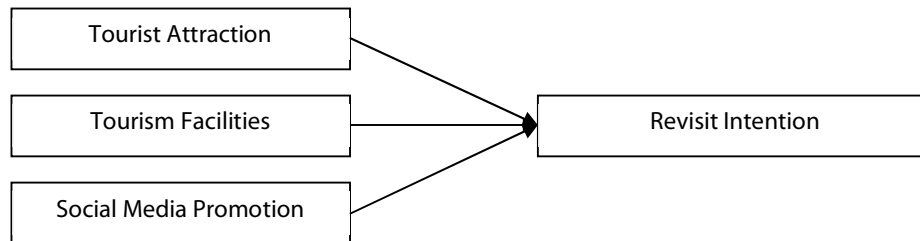


Figure 1. Conceptual Framework

III. Research Method

This study employed a quantitative approach using a descriptive method to examine the relationship between tourism attraction, tourism facilities, and social media promotion on the revisit intention of Muslim tourists. The research was conducted at the Floating Mosque of Pancer Door Pacitan, East Java, which is one of the religious and coastal tourism destinations in Pacitan Regency. Data collection was carried out directly through the distribution of questionnaires to respondents who met the research criteria.

3.1. Population and Sample

The population in this study consisted of all Muslim tourists who had visited the Floating Mosque of Pancer Door Pacitan. Since the exact population size was unknown, the sample size was determined using the Lemeshow formula. Based on the calculation, a total sample of 100 respondents was obtained. The sampling technique used was purposive sampling, namely the selection of respondents based on specific criteria. The criteria included Muslim tourists aged at least 18 years, who had visited the Floating Mosque of Pancer Door Pacitan at least once, and were willing to complete the research questionnaire. Muslim tourists were selected because the study focused on revisit behavior at a halal-based religious tourism destination.

3.2. Operational Definition

The dependent variable in this study was the revisit intention of Muslim tourists. This variable was measured through indicators of intention to revisit, willingness to recommend the destination to others, and intention to revisit in the future (Wahyuningsih et al., 2026). The first independent variable was tourism attraction, measured based on indicators such as destination uniqueness, accessibility, supporting facilities, natural and cultural richness, and service quality (Hasibuan, 2025). The second independent variable was tourism facilities, which included facility completeness, comfort, safety, ease of access, and physical condition of the facilities (Sudur & Pamuraharjo, 2024). The third independent variable was social media promotion, measured through the indicators of informing, persuading, and reminding (Sudiana et al., 2025). All statements in this study used a Likert scale as the measurement instrument.

3.3. Data Analysis Technique

The data used in this study were primary data obtained from respondents' answers to the research questionnaire. Data processing was conducted using IBM SPSS Statistics software. The initial stage of analysis

involved validity and reliability tests to ensure that the research instrument was appropriate for use. Furthermore, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests were conducted to ensure that the regression model met statistical requirements. After all assumptions were fulfilled, multiple linear regression analysis was performed to determine the influence of tourism attraction, tourism facilities, and social media promotion on the revisit intention of Muslim tourists, both partially and simultaneously.

IV. Results and Discussion

4.1. Results

Table 1. Respondent Characteristics

Respondent Characteristics	Category	Frequency	Percentage
Gender	Male	42	42%
	Female	58	58%
	Total	100	100%
Age	18–25 Years	47	47%
	26–35 Years	31	31%
	36–45 Years	15	15%
	>45 Years	7	7%
	Total	100	100%
Domicile	Pacitan	61	61%
	Outside Pacitan	39	39%
	Total	100	100%
Educational Background	Senior High School/Equivalent	44	44%
	Diploma	18	18%
	Bachelor’s Degree	32	32%
	Postgraduate	6	6%
	Total	100	100%
Occupation	Student	29	29%
	Civil Servant	14	14%
	Private Employee	27	27%
	Entrepreneur	21	21%
	Others	9	9%
	Total	100	100%
Frequency of Visits to the Floating Mosque of Pancer Door	2–3 Times	63	63%
	>3 Times	37	37%
Total		100	100%

Based on Table 1, most respondents were female, accounting for 58%, while male respondents accounted for 42%. In terms of age, most respondents were in the 18–25 years age group, representing 47%, indicating that visitors to the Floating Mosque of Pancer Door were predominantly young tourists. Regarding domicile, most respondents came from Pacitan Regency (61%), while 39% were from outside Pacitan. Based on educational background, respondents were dominated by senior high school graduates at 44%, followed by bachelor’s degree holders at 32%. In terms of occupation, most respondents were students (29%) and private employees (27%). Meanwhile, based on visit frequency, most respondents had visited the destination 2–3 times (63%), indicating that respondents had sufficient visiting experience to evaluate the tourism destination.

Table 2. Validity and Reliability Test Results

Variable	Item	r Count	r Table	Sig.	Cronbach's Alpha
Tourism Attraction (X1)	X1.1	0.472	0.196	0.000	0.667
	X1.2	0.433	0.196	0.000	
	X1.3	0.631	0.196	0.000	
	X1.4	0.462	0.196	0.000	
	X1.5	0.519	0.196	0.000	
Tourism Facilities (X2)	X2.1	0.559	0.196	0.000	0.695
	X2.2	0.577	0.196	0.000	
	X2.3	0.481	0.196	0.000	
	X2.4	0.336	0.196	0.001	
	X2.5	0.735	0.196	0.000	
Social Media Promotion (X3)	X3.1	0.436	0.196	0.000	0.592
	X3.2	0.353	0.196	0.000	
	X3.3	0.495	0.196	0.000	
	X3.4	0.613	0.196	0.000	
Revisit Intention (Y)	Y1	0.436	0.196	0.000	0.582
	Y2	0.437	0.196	0.000	
	Y3	0.464	0.196	0.000	
	Y4	0.411	0.196	0.000	
	Y5	0.345	0.196	0.000	
	Y6	0.352	0.196	0.000	

Based on Table 2, all statement items for the variables of tourism attraction, tourism facilities, social media promotion, and revisit intention had r-count values greater than the r-table value of 0.196, with significance values below 0.05. This indicates that all statement items were valid and capable of accurately measuring the research variables. The reliability test results showed that the tourism attraction variable had a Cronbach's Alpha value of 0.667, tourism facilities 0.695, social media promotion 0.592, and revisit intention 0.582. These values indicate that the research instrument had an acceptable level of reliability and could be used in the study.

Table 3. Classical Assumption Test Results

Variable	Normality Test Sig.	Tolerance	VIF	Heteroscedasticity Sig.
Tourism Attraction (X1)	0.057	0.813	1.230	0.250
Tourism Facilities (X2)		0.815	1.227	0.535
Social Media Promotion (X3)		0.989	1.011	0.774

Based on Table 3, the normality test result showed a significance value of $0.057 > 0.05$, indicating that the research data were normally distributed. The multicollinearity test results showed that all variables had tolerance values greater than 0.10 and VIF values less than 10, indicating that there was no multicollinearity among the independent variables. In addition, the heteroscedasticity test results showed significance values greater than 0.05 for all variables, meaning that the regression model did not experience heteroscedasticity. Therefore, the regression model in this study fulfilled the classical assumption requirements.

Table 4. Multiple Linear Regression Analysis Results

Variable	B	t-value	Sig.
Constant	-2.912	-0.639	0.524
Tourism Attraction (X1)	0.288	2.076	0.041
Tourism Facilities (X2)	0.321	2.509	0.014
Social Media Promotion (X3)	0.411	2.264	0.026
F-value	7.843	Sig. F	0.000
R Square	0.197	Adjusted R Square	0.172

Based on Table 4, the multiple linear regression equation obtained was:

$$Y = -2.912 + 0.288X_1 + 0.321X_2 + 0.411X_3 + e$$

The t-test results showed that the tourism attraction variable had a significance value of $0.041 < 0.05$, indicating a significant effect on revisit intention. The tourism facilities variable had a significance value of $0.014 < 0.05$, indicating a significant effect on revisit intention. The social media promotion variable also had a significance value of $0.026 < 0.05$, indicating a significant effect on the revisit intention of Muslim tourists at the Floating Mosque of Pancer Door Pacitan. The F-test result showed a significance value of $0.000 < 0.05$, meaning that tourism attraction, tourism facilities, and social media promotion simultaneously affected revisit intention. The R Square value of 0.197 indicated that the independent variables in this study explained 19.7% of the variance in revisit intention, while the remaining 80.3% was influenced by other factors outside the scope of this research.

4.2. Discussion

a. The Influence of Tourism Attraction on Revisit Intention

The results showed that tourism attraction had a positive and significant effect on the revisit intention of Muslim tourists at the Floating Mosque of Pancer Door Pacitan. This was evidenced by the significance value of $0.041 < 0.05$. These findings indicate that the better the attraction offered by a tourism destination, the higher the tourists' intention to revisit. Tourism attraction is a major factor influencing tourists' decisions in choosing and revisiting a destination. The Floating Mosque of Pancer Door possesses a unique attraction in the form of religious tourism combined with coastal scenery and modern architecture in a seaside area. The experience of worshipping by the sea, the peaceful atmosphere, and the sunset view provide added value and positive experiences for Muslim tourists. Furthermore, the strong religious elements make this destination not only a tourism site but also a place for spiritual tourism. These findings are in line with the study of Kurniawan and Sengaji (2025), which stated that tourism attraction significantly affects tourists' revisit intention. The more attractive and unique a destination is, the greater the likelihood that tourists will revisit and recommend the destination to others.

The Influence of Tourism Facilities on Revisit Intention

The results indicated that tourism facilities had a positive and significant effect on the revisit intention of Muslim tourists at the Floating Mosque of Pancer Door Pacitan, with a significance value of $0.014 < 0.05$. This finding suggests that adequate facilities can improve tourists' comfort and satisfaction, thereby encouraging their intention to revisit. Facilities are essential elements in supporting tourist activities while visiting a destination. The availability of facilities such as comfortable prayer areas, clean ablution facilities, toilets, parking areas, and accessible roads can provide a better tourism experience for visitors. In the context of religious tourism, comfortable worship facilities are among the primary needs of Muslim tourists; therefore, the quality of facilities greatly influences visitor satisfaction. These findings support the research of Purwanto et al. (2025), which stated that tourism facilities positively influence tourists' revisit intention. The better the available facilities are, the more comfortable and satisfied tourists will feel, increasing their tendency to revisit in the future.

b. The Influence of Social Media Promotion on Revisit Intention

The results showed that social media promotion had a positive and significant effect on the revisit intention of Muslim tourists at the Floating Mosque of Pancer Door Pacitan, with a significance value of $0.026 < 0.05$. This indicates that promotion through social media can increase tourists' interest in revisiting the tourism destination. Social media has become an effective promotional medium for introducing tourism destinations to a wider audience. Content such as photos, videos, and shared travel experiences on Instagram, TikTok, YouTube, and other digital platforms can shape a positive image of a tourism destination. The Floating Mosque of Pancer Door is frequently promoted through content featuring sunset panoramas, worship

activities, and the mosque's attractive architectural design, which successfully attracts the attention of social media users. Consistent promotion can keep tourists aware of the destination and encourage them to revisit. These findings are consistent with the study conducted by Agung and Fianto (2026), which stated that social media promotion significantly influences tourists' revisit intention. The more attractive and intensive the social media promotion is, the greater the opportunity for tourists to revisit the destination.

V. Conclusion

Based on the research findings, it can be concluded that tourism attraction has a positive and significant effect on the revisit intention of Muslim tourists at the Floating Mosque of Pancer Door Pacitan. The uniqueness of the religious tourism concept combined with coastal scenery is able to provide positive experiences for tourists, thereby increasing their intention to revisit. Tourism facilities also have a positive and significant effect on revisit intention. The availability of adequate facilities, such as comfortable prayer areas, clean ablution facilities, easy access, and other supporting facilities, is able to enhance tourists' comfort and satisfaction during their visit. In addition, social media promotion has a positive and significant effect on the revisit intention of Muslim tourists. Promotion through social media platforms such as Instagram, TikTok, and YouTube is able to increase the popularity of the tourism destination and create a positive image of the Floating Mosque of Pancer Door Pacitan. Simultaneously, tourism attraction, tourism facilities, and social media promotion significantly influence the revisit intention of Muslim tourists at the Floating Mosque of Pancer Door Pacitan. Therefore, tourism managers are expected to continuously improve the quality of tourism attractions, facilities, and digital promotion strategies to increase the number of repeat visits and support the development of halal tourism in Pacitan Regency.

Based on the research results, the management of the Floating Mosque of Pancer Door Pacitan is advised to continuously enhance the tourism attraction by maintaining the concept of religious tourism combined with coastal scenery to provide memorable experiences for visitors. In addition, tourism facilities such as prayer areas, environmental cleanliness, road access, and parking areas should be continuously improved to ensure visitors' comfort and satisfaction. The management is also expected to make greater use of social media as a digital promotional tool by creating attractive and informative content to strengthen the positive image of the tourism destination and encourage tourists to revisit. For future researchers, it is recommended to include additional variables such as service quality, tourist satisfaction, or destination image to obtain broader and more comprehensive research findings.

References

- Agung, A. K., & Fianto, A. Y. A. (2026). Pengaruh Promosi Media Sosial, Citra Destinasi Dan Fasilitas Terhadap Minat Berkunjung Kembali Kebun Raya Mangrove Wonorejo Kota Surabaya. *Journal of Artificial Intelligence and Digital Business (RIGGS)*, 4(4), 12633–12642.
- Ahmad, A. S., & Ali, H. (2025). Faktor-faktor yang mempengaruhi Strategi Pemasaran : Analisis Produk , Tempat dan Promosi (Literature Review Manajemen Strategik). *JMPD: Jurnal Manajemen Dan Pemasaran Digital*, 3(2), 136–148.
- CrescentRating, Kementerian Pariwisata, Bank Indonesia, & Enhai Halal Tourism Center. (2025). *Indonesia Muslim Travel Index 2025 (Issue October)*.
- Dianafakroh, D., Santi, I. N., Syarifuddin, U., & Evrianti, H. (2025). Peran Promosi melalui Instagram , Kualitas Layanan dan Fasilitas Wisata terhadap Minat Berkunjung Kembali Wisatawan The Role of Promotion via Instagram , Service Quality , and Tourism Facilities in Tourists ' Revisit Intention. *Jurnal Samudra Ekonomi & Bisnis*, 16(225), 525–537. <https://doi.org/10.33059/jseb.v16i3.10741>.Kata
- Hamid, F. P., Wolok, T., & Juanna, A. (2025). Pengaruh Fasilitas Wisata dan Citra Destinasi terhadap Keputusan Berkunjung pada Objek Wisata Hiu Paus Botubarani. *Jurnal Ilmiah Manajemen Dan Bisnis*, 7(3), 1085–1098.



- Hasibuan, M. (2025). Pengaruh Daya Tarik Wisata , Promosi Digital dan Fasilitas Terhadap Minat Berkunjung Wisatawan di Objek Wisata Taman Kelapa Pandan Wangi Labuhanbatu. *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial*, 2(May), 377–386.
- Kurniawan, R., & Sengaji, Z. (2025). Pengaruh Daya Tarik Wisata dan Citra Destinasi Terhadap Minat Berkunjung Ulang Wisatawan Objek Wisata Pantai Marina Kalianda Lampung Selatan The Influence of Tourist Attractions and Destination Image on Tourists ' Revisit Interests at the Marina Kalianda . *Edu Society: Jurnal Pendidikan, Ilmu Sosial, Dan Pengabdian Kepada Masyarakat* Vol, 5(1), 862–877.
- Pacitanku.com. (2025). Masjid Apung Pancer Door: Keunikan Wisata Religi di Pacitan. Pacitanku. <https://pacitanku.com/2025/01/17/masjid-apung-pancer-door-keunikan-wisata-religi-di-pacitan/>
- Purwanto, H., Juliyanti, W., Sidanti, H., & Realita, T. N. (2025). Analisis Fasilitas, Harga Tiket, Daya Tarik dan Souvenir Shopping Pengaruhnya Terhadap Minat Berkunjung Kembali pada Obyek Wisata Telaga Sarangan Magetan. *Jesya: Jurnal Ekonomi & Ekonomi Syariah*, 8(2), 1050–1061.
- Putri, T. H. (2025). Analisis Perkembangan Wisata Halal dan Dampaknya Terhadap Ekonomi Korea Selatan Pada Tahun 2019-2021. *Journal of International and Local Studies*, 9(1), 78–85.
- Siregar, H., Pertiwi, F., Tirtayasa, A., Serang, K., & Banten, P. (2025). Penggunaan Media Sosial sebagai Strategi Promosi Pariwisata untuk Meningkatkan Kunjungan Wisatawan di Pantai Gope , Banten Abstrak Jurnal Pengabdian Nasional (JPN) Indonesia. *Jurnal Pengabdian Nasional (JPN) Indonesia*, 6(3), 749–757.
- Sudiana, D., Wiharno, H., & Kiswara, Y. E. (2025). Pengaruh Promosi Media Sosial Dan Desain Tempat Terhadap Keputusan Pembelian Di Restoran Bernuansa Jepang. *Entrepreneur : Jurnall Bisnis Malnaljemen Daln Kewiralusalhalaln*, 6(2).
- Sudur, M., & Pamurahrjo, H. (2024). Evaluasi pengaruh faktor pelayanan, fasilitas, dan keamanan penerbangan dalam meningkatkan kepuasan penumpang di bandara. *Journal of Information Systems Management and Digital Business (JISMDB)*, 1(3), 373–383.
- Wahyuningsih, S., Andhika, W., Indriyatni, L., & Kusumastuti, A. E. (2026). Analisis Pengaruh Inovasi dan Kualitas Pelayanan Terhadap Minat Kunjungan Ulang Dengan Kepuasan Konsumen Sebagai Variabel Intervening (Studi pada Wisata Kota Lama Semarang). *Jurnal Magisma*, 14(1), 42–51.
- Wulandari, G. A., Paramita, C., Athallah, M. R., Ekonomi, F., Bisnis, D., Jember, U., Ekonomi, F., Bisnis, D., Jember, U., Ekonomi, F., Bisnis, D., & Jember, U. (2026). Determinan Minat Kunjungan Ulang Wisatawan Gunung Bromo : Peran MTE , Atribut Destinasi , Place Attachment , dan Travel Companion. *Jurnal ALTASIA*, 8(1), 123–134.
- Zahroh, M. F., & Rohman, W. (2026). Tourist Attractions Halal Facilities and Satisfaction Drive Revisit Intention. *Academia Open*, 11(1), 1–22. <https://doi.org/10.21070/acopen.11.2026.13452>