

ABSTRAK

Edya Gilang Pratama (NIM. 1229220027). *Pengaruh Islamic Destination Attributes terhadap Intention To Revisit Wisatawan ke Kabupaten Kudus Pada Tahun 2025.*

Kabupaten Kudus dikenal sebagai destinasi wisata religi dengan identitas Islam yang kuat dan populer sebagai Kota Santri, dengan jumlah kunjungan wisatawan nusantara mencapai 3.621.768 orang pada tahun 2025. Namun, tingginya angka kunjungan tersebut belum diiringi kajian empiris mengenai bagaimana atribut destinasi Islami (*Islamic Destination Attributes*) memengaruhi niat wisatawan untuk berkunjung kembali (*Intention To Revisit*). Tanpa pemahaman empiris yang memadai, strategi pengembangan pariwisata berisiko hanya berorientasi pada peningkatan jumlah kunjungan tanpa memperhatikan kualitas pengalaman dan loyalitas wisatawan jangka panjang.

Penelitian ini bertujuan untuk menganalisis persepsi wisatawan terhadap *Islamic Destination Attributes* di Kabupaten Kudus serta menganalisis pengaruhnya terhadap *Intention To Revisit* wisatawan.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 wisatawan nusantara yang pernah berkunjung ke destinasi wisata religi di Kabupaten Kudus. Data dianalisis menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan aplikasi SmartPLS 4, yang dilandasi oleh *Theory of Stimulus-Organism-Response* (S-O-R), di mana *Islamic Destination Attributes* berperan sebagai stimulus yang menghasilkan respons berupa *Intention To Revisit*.

Hasil penelitian menunjukkan bahwa persepsi wisatawan terhadap *Islamic Destination Attributes* berada pada kategori sangat baik dengan nilai *Grand Mean* sebesar 4,38, di mana ketersediaan makanan dan minuman halal serta dukungan fasilitas umum bagi wisatawan Muslim menjadi aspek dengan penilaian tertinggi. Hasil pengujian hipotesis melalui prosedur *bootstrapping* membuktikan bahwa *Islamic Destination Attributes* berpengaruh positif dan signifikan terhadap *Intention To Revisit*.

Dengan demikian, dapat disimpulkan bahwa *Islamic Destination Attributes* merupakan determinan utama yang membentuk niat kunjungan ulang wisatawan ke Kabupaten Kudus, sehingga penguatan atribut destinasi Islami menjadi strategi penting dalam pengembangan pariwisata religi yang berkelanjutan.

Kata Kunci: *Islamic Destination Attributes, Intention To Revisit, Wisata Religi, Kabupaten Kudus, PLS-SEM*

ABSTRACT

Edya Gilang Pratama (NIM. 1229220027). The Influence of Islamic Destination Attributes on Tourists' Intention to Revisit Kudus Regency in 2025.

Kudus Regency is widely recognized as a religious tourism destination with a strong Islamic identity, popularly known as the City of Islamic Boarding Schools (Kota Santri), with the number of domestic tourist visits reaching 3,621,768 in 2025. However, this high visitation figure has not been accompanied by empirical studies examining how Islamic Destination Attributes influence tourists' Intention to Revisit. Without adequate empirical understanding, tourism development strategies risk being oriented solely toward increasing visitor numbers without adequately addressing the quality of tourist experiences and long-term visitor loyalty.

This study aims to analyze tourists' perceptions of Islamic Destination Attributes in Kudus Regency and to examine their influence on tourists' Intention to Revisit.

This study employs a quantitative approach using a survey method involving 100 domestic tourists who had previously visited religious tourism destinations in Kudus Regency. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4, grounded in the Theory of Stimulus-Organism-Response (S-O-R), in which Islamic Destination Attributes serve as the stimulus that generates a response in the form of Intention to Revisit.

The findings reveal that tourists' perceptions of Islamic Destination Attributes fall into the excellent category with a Grand Mean value of 4.38, where the availability of halal food and beverages and the support of public facilities for Muslim tourists were identified as the highest-rated aspects. The results of hypothesis testing through the bootstrapping procedure confirmed that Islamic Destination Attributes have a positive and significant influence on Intention to Revisit.

Therefore, it can be concluded that Islamic Destination Attributes constitute the primary determinant shaping tourists' intention to revisit Kudus Regency, making the strengthening of Islamic destination attributes a crucial strategy in the development of sustainable religious tourism.

Keywords: Islamic Destination Attributes, Intention to Revisit, Religious Tourism, Kudus Regency, PLS-SEM