

ABSTRACT

This research aims to analyze the influence of Muslim tourists' perceived value on Generation Z's revisit intention to Muslim-friendly tourist destinations through tourist satisfaction as a mediating variable for Muslim tourists in Guci Tourism Village, Tegal Regency. Revisit intention is a crucial aspect of tourism management influenced by previous visit experiences that have successfully provided positive satisfaction, influenced by tourists' perceived value exceeding their expectations. Although the government has announced the lifting of the pandemic status in Indonesia since 2022, this situation is still not optimal in increasing the number of domestic and international tourists. Therefore, a study is needed to examine the psychological and evaluative factors that influence revisit intention.

This research used a quantitative approach through a survey method, distributing questionnaires to 100 Generation Z tourists who had visited Guci Tourism Village at least once in the past three months and who intended to return in the future. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.1.1.8 software. The results of the research show that the Muslim tourist perceived value has a positive and significant effect on the revisit intention and tourist satisfaction, as well as the tourists satisfaction has a positive and significant effect on the revisit intention. In addition, tourists satisfaction has been proven to mediate partially the influence of Muslim tourist perceived value on the revisit intention.

These findings show that the Muslim tourist perceived value increases the revisit intention directly, and also indirectly through increased tourists satisfaction. This research contributes to the development of the literature on tourist behavior intentions in the tourism sector and provides practical implications for managers and business owner of tourist destinations to design tourist destination development strategies.

Keywords: *Muslim tourist perceived value, revisit intention, tourist satisfaction*