

A MEDIATING INFLUENCE TOWARD BEHAVIORAL INTENTION: THE ROLE OF VISITOR SATISFACTION IN RELIGIOUS TOURISM OBJECTS

Sorayanti Utami, Syafruddin Chan, and Novita Sari

Faculty of Economics and Business, Syiah Kuala University, Jalan Kampus Darussalam, Banda Aceh 23111, Indonesia
E-mail: sorayantiutami@unsyiah.ac.id

ABSTRACT. This study is an empirical study that aims to determine the effect of Atmospherics and Perceived value on Behavioral intention through Visitor satisfaction. This research was conducted at Masjid Raya Baiturrahman in Banda Aceh. The study population is all visitors of Masjid Raya Baiturrahman Banda Aceh. 260 samples of the research were collected through purposive sampling technique. Primary data collection is done by distributing questionnaires. Primary data were analyzed using Confirmatory Factor Analysis (CFA) by using Structural Equation Modeling (SEM). Atmospherics and Perceived value have a positive and significant effect on Behavioral intention. Visitor satisfaction has a positive and significant influence on Behavioral intention. The Atmospherics and Perceived value have a positive and significant effect on Behavioral intention through Visitor satisfaction as mediation. This study also found the role of Visitor satisfaction indirectly mediating the influence of Atmospherics and the Perceived value of partial mediation.

Key words: Atmospherics; Perceived Value; Visitor Satisfaction; Behavioral Intention.

PENGARUH MEDIASI TERHADAP NIAT PERILAKU: PERAN KEPUASAN PENGUNJUNG PADA OBJEK WISATA RELIGI.

ABSTRACT. Penelitian ini merupakan penelitian empiris yang bertujuan untuk mengetahui pengaruh nilai Atmospheric and Perceived terhadap Behavioral intention melalui kepuasan Pengunjung. Penelitian ini dilakukan di Masjid Raya Baiturrahman di Banda Aceh. Populasi penelitian adalah seluruh pengunjung Masjid Raya Baiturrahman Banda Aceh. 260 sampel penelitian dikumpulkan melalui teknik purposive sampling. Pengumpulan data primer dilakukan dengan menyebarkan kuesioner. Data primer dianalisis menggunakan *Confirmatory Factor Analysis* (CFA) dengan Structural Equation Modeling (SEM). Atmospheric and Perceived value berpengaruh positif dan signifikan terhadap Behavioral intention. Kepuasan pengunjung memiliki pengaruh positif dan signifikan terhadap Niat berperilaku. Nilai Atmospheric and Perceived berpengaruh positif dan signifikan terhadap Behavioral intention melalui mediasi kepuasan pengunjung. Studi ini juga menemukan peran kepuasan Pengunjung secara tidak langsung memediasi pengaruh Atmospheric dan nilai Perceived dari mediasi parsial.

Kata kunci: Atmospherics; Nilai yang Dirasakan; Kepuasan Pengunjung; Niat Perilaku.

INTRODUCTION

Indonesia is one of the largest Moslem countries in the world that is very rich in the quality and quantity of mosque architecture. The development of a mosque is formed by the human need for spirituality. Mosque architecture work is a manifestation of philosophy in a region well in his time. In general, the Mosque in Indonesia has a strong identity of its design form. There is also influenced by economic aspects, social and culture so that there is a distinctively different image between one mosque with another mosque. A mosque means obedient and obedient, the essence of a mosque is a place to carry out all activities that contain obedience to God (Nurjamilah, Cucu 2016).

Masjid Raya Baiturrahman Banda Aceh is one of a mosque located in the middle of Banda Aceh or the heart of Nanggroe Aceh Darussalam province. Masjid Raya Baiturrahman was built during the reign of Sultan Iskandar Muda in 1022 H/ 1612 AD. In the history of the mosque, there are two versions of history, some sources say the mosque was founded in 1292 AD by Sultan Alauddin Johan Mahmudsyah. Meanwhile, another source mentioned that mosque was founded by Sultan Iskandar Muda in 1612 AD (Badrudin, 2009) Masjid Raya Baiturrahman has its history sheet and has a high value for the people of Aceh,

because since the reign of Sultan Iskandar Muda until now the Masjid Raya Baiturrahman still stands majestically and serves as a place of worship including the place of commemorating Maulid of Prophet Muhammad SAW, commemorate 1 Muharram and Musabaqah Tilawatil Qur'an. The mosque is also as historic sites that has existed since the glorious era of the Aceh Sultanate.

In the year 2015 and then the government of Aceh to renovate the mosque, the change in the building of the mosque of which is the establishment of 12 units electric umbrellas with colorful lamps with a height of up to 20 meters and a width of 14 meters, with the size of it can be imagined how many tens of people can take shelter below (Abdillah, 2016). Then also has been built ablution place with exclusive design and disability friendly, marble floors, escalators, and the presence of thirty more palm trees. Besides, it also built a basement area under the parking lot with an area of 8,600 m². This area can accommodate 254 units of cars and 347 motorcycles.

The change certainly adds a different atmosphere that cannot be separated from the spotlight of visitors (Jalil, Fikry, & Zainuddin, 2016), to always want to visit Masjid Raya Baiturrahman.

From the preliminary research done by the author, there is a tendency for the perception of the users to be less

satisfied, so that it influences their behavioral intention. Dissatisfied visitor behavior will usually take different actions from satisfied visitors. Dissatisfied visitors are likely to reduce discrepancies by taking several actions such as expressing their complaints directly to consumer complaints, spreading negative impressions to their friends, until in the end there is no desire to re-visit so that it will have an impact on changing perceptions of the intention to return to the mosque Raya Baiturrahman among the people.

Research purposes

- To analyze the influence of *Atmospherics* on Behavioral Intention at Masjid Raya Baiturrahman.
- To analyze the influence of Perceived value on Behavioral Intention at Masjid Raya Baiturrahman.
- To analyze the influence of *Atmospherics* on Visitors' satisfaction at Masjid Raya Baiturrahman.
- To analyze the influence of Perceived value on Visitors' satisfaction at Masjid Raya Baiturrahman.
- To analyze the influence of Visitors' satisfaction on Behavioral Intention at Masjid Raya Baiturrahman.
- To analyze the indirect effects of *Atmospherics* on Behavioral intention through Visitor Satisfaction at Masjid Raya Baiturrahman.
- To analyze the indirect effect of Perceived value on Behavioral intention through visitor satisfaction at Masjid Raya Baiturrahman.

Behavioral Intention

Behavioral Intention has been defined by (Molinari, Abratt, & Dion, 2008); (Lam & Hsu, 2006) as one's consciousness as an attempt to display certain behaviors with goals set out from personal evaluations and normative constructions. Furthermore, the intention to understand consumer behavior as something favorable or unfavorable. The purpose of a favorable behavior will be to generate positive praise to the company or product, and willingness to pay more.

According to (Han, Back, & Barrett, 2009), *behavioral intention* is a willingness to recommend services to others and willingness to do repurchase/use the service again. Thus the notion of behavioral intention is the tendency of consumers to repeat or not to the services made by the producers.

Behavioral Intentions in this study can be measured by 4 indicators (Ryu et al., 2008; Purwianti, Lily and Tio, Karen, 2017) that is:

1. The desire to come back.
2. Spread positive things/ *Positive Word of Mouth*.
3. Recommendations.
4. The desire to visit more often.

Visitor Satisfaction

(Choi & Kim, 2013) mentioned that consumer satisfaction is the feeling of satisfied or disappointed consumers that result from comparing the perceived

performance of a product (or outcome) with consumer expectations. If performance fails to meet expectations, then consumers will not be satisfied. The opposite will happen, if the performance by expectations, then the consumer will be satisfied (Heung & Gu, 2012); (Huang & Pang, 2012).

(C.H. Lovelock & Wirtz, 2011) said that satisfaction is an attitude that is decided based on experience gained. Satisfaction is an assessment of the characteristics or privileges of a service that provides the level of consumer satisfaction with the fulfillment of consumer needs. Consumer satisfaction can be created through quality, service, and value.

According to (Edward & Sahadev, 2011); (Minkiewicz, Evans, Bridson, & Mavondo, 2011) consumer satisfaction is the evaluation of products/services in the condition of products/services they need. In this study, the indicators used in measuring the level of customer satisfaction according to (Minkiewicz et al., 2011) are:

- *Satisfied,*
- *Worth it,*
- *Wise,*
- *Expected,*
- *Feel good,*
- *Experience.*

Atmospherics

Revealed that one of the pioneers in advocating the use of *atmospherics* as a marketing tool is defined as the term conscious designing space to produce specific emotional effects on consumers to increase the probability of purchase (Countryman & Jang, 2006).

According to (Levy, Weitz, & Grewal, 1998) *Atmospherics* is the design of an environment or atmosphere stimulate five senses. (Ha & Jang, 2012) also revealed that the identification of the Atmospheric dimension refers to what is called "*Servicescape*". The word *servicescape* itself is rarely used in daily life, but it is very easily explained by an example of a word like environmental conditions, sketch, music temperature, air quality, noise, stylish decor and more. *Servicescape* itself is illustrated by combining cognitive, emotional and physiological feelings. It's his human sense flavorings can be used as a means of response and giving information about the room or the surrounding environment is perceived by people (Lee, 2016).

According to (C. Lovelock & Wright, 2011) there are four main purposes of a *servicescape* that is:

- Establish customer experience and behavior.
- As an image, positioning, and differentiation.
- Being part of the value proposition.
- Facilitating the delivery of services and strengthening the quality as well as service productivity.

Several dimensions exist in *Servicescape* (Zeithaml, Bitner, & Gremler, 2018):

- Environmental conditions (*Ambience condition*), which includes commotion *noise*, voice, odor, temperature, and Air Quality.
- Space, floor plans and functions, which include furniture, layout, Equipment.
- Bookmarks, symbols, and artifact objects, which include style of décor, personal artifact, Signage.

Perceived Value

Consumers will be loyal to the company if they accept a 'value' greater than that provided by other companies. *Value* creation is an important responsibility of a company in providing *value* to employees, customers, shareholders, and share the communities in which they operate (Li & Green, 2011); (Ha & Jang, 2010) *Perceived value* be an equitable ratio between sacrifice incurred with the benefits and the things that important to influence the level of customer satisfaction and make them want to use the services again in the future (Molinari et al., 2008); (Jalil et al., 2016).

According to (Choi & Kim, 2013) perceived *value* is the difference between the prospective customer's assessment of all the benefits and costs of an offer. In the business of marketing, *value* is anything that can relate to *monetary*, technical problems, services and social benefits received by the consumer, also, the buyer's perception of *value* is represented by an exchange of either the quality or other advantages they receive in products that are worth the price they pay.

In this study using several indicators developed by (Sweeney & Soutar, 2001) namely:

- *Functional Value (Quality/ Performance Value)*,
- *Functional Value (Price Value For Money)*,
- *Emotional Value*,
- *Social Value*,
- *Service Value*,
- *Personnel Value*.

Based on the above literature, the hypothesis developed in this study are as follows:

- H1: Atmospherics have a positive influence on Behavioural intention.
- H2: Perceived value has a positive influence on Behavioural intention.
- H3: Atmospherics have a positive influence on Visitors' satisfaction.
- H4: Perceived value has a positive influence on Visitors' satisfaction.
- H5: Visitors' satisfaction has a positive influence on Behavioural intention.
- H6: Atmospherics have a positive influence on Behavioural Intention through Visitors' satisfaction.
- H7: Perceived value has a positive influence on Behavioural intention through Visitors' satisfaction.

Research Framework

Here is a framework developed in this study:

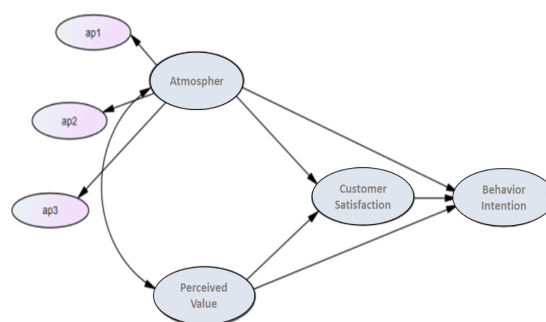


Figure 1. Research Framework

METHODS

Population and Sample

This research is done at the Masjid Raya Baiturrahman which is located in the city of Banda Aceh Indonesia. While the population in this study are all visitors to Masjid Raya Baiturrahman, and samples taken are 260 respondents through the Purposive Sampling technique.

Equipment Data Analyze

Analyze data in this research is by using model *Structural Equation Modeling (SEM)* which is processed through the Amos program.

Characteristics of Respondents

Based on the results of questionnaires distributed to 260 respondents, the respondents with male gender amounted to 104 people or 40% and respondents with female gender amounted to 156 people or 60%.

Based on age, respondents aged 20-30 years were 40 persons or 15.3%, respondents aged 30-40 years were 103 people or 39.6%, and respondents age over 40 years amounted to 117 people or 45%. And no respondents found 17-20 years of age.

Based on the marital status of respondents with a married status of 168 people or 64.6%, unmarried respondents amounted to 39 people or 15%, respondents with 52 or 20% widow status and respondents with widower status amounted to 1 person or 0.39 %.

Based on the last education, the respondents with the last education junior high school amounted to 26 people or 10%, respondents with the last education high school amounted to 98 people or 37.7%, respondents with the last education bachelor amounted to 118 people or 45.3% and respondents with the last education post scholars amounted to 18 people or 6.92%.

Based on the amount of income, the respondents with income <Rp.1.000.000 amounted to 34 people or 13%, respondents with income Rp.1.000.000-Rp.3.000.000 amounted to 67 people or 25.8%, respondents with income Rp.3.000 Rp.5.000.000 amounted to 57 people or 21.9%, respondents with income Rp.5.000.000-Rp.10.000.000 amounted to 45 people or 17.3% and respondents with income > Rp.10.000.000 amount 57 people or 21.9%.

Based on employment, respondents with employment as a student amounted to 23 people or 8.9%, respondents with employment as civil servants/military/police amounted to 95 people or 36.5%, respondents with employment as private employees amounted to 23 people or 8.9%, respondents with employment as employers amounted to 30 people or 11.5%, respondents with other work amounted to 89 people or 34.2%.

Based on the origin of the region, the respondents with the origin of the city of banda Aceh amounted to 92 people or 35.4%, respondents from outside the city banda Aceh numbered 138 people or 53.1% and respondents with foreign origin amounted to 30 people or 11.6 %.

Questionnaire and Variable Feeding

In obtaining the data in the form of questionnaires, the questionnaire was prepared using a Likert scale with 5 points of scale 1 (strongly disagree) to scale 5 (strongly agree). Any statement/ indicator taken from a statement of prior research deemed appropriate to the purpose of this study. After the questionnaire is compiled then pilot test to the questionnaire which will be distributed to test the validity and reliability of the questionnaire. Pilot test conducted on 20 respondents that the results show all the indicators questions contained in the questionnaire valid and reliable. Furthermore, the questionnaires were distributed to 260 respondents. After some assumptions of respondent data that has been collected, using Mahalanobis distance, data outliers in the exhaust so that 260 data obtained leaving the 224 data to be processed and analyzed.

Measurement Model

Here is a measurement model for this research on figure 2.

It can be concluded that the *loading factor* value for all construct variables is $\geq 0,50$. In other words, all the manifest variables can explain the constructs of the latent variables.

The value of the Loading Factor for each variable is the variable of behavior intention (bi1 0.732, bi2 0.797, bi3 0.574, bi4 0.626), variable of visitor satisfaction (cs1 0.523, cs2 0.694, cs3 0.769, cs4 0.724, cs5 0.663, cs6 0.703) variable atmospherics (ap1_1 0.779, ap1_2 0.743, ap1_3 0.798, ap1_4 0.822, ap2_1 0.777, ap2_2 0.741, ap2_3 0.705, ap3_1 0.773, ap3_2 0.543, ap3_3 0.613), variable perceived value (pv1 0.741, pv2 0.772, pv3 0.662, pv4 0.646, pv5 0.580, pv6 0.627). The conformity index of the GFI model includes the model conformity index that is often used as a reference model fit assessment. The value of GFI 0.857 (good fit), RMSEA 0.055 (good fit), TLI 0.928 (good fit), CFI 0.935 (good fit), and from Goodness of Fit criteria measurement result can be concluded that the measurement model from this research pretty good. Next will be built a structural model to see the influence or causality relationship between variables used in research.

Structural Model

After fulfilling the loading factor value and unidimensionality testing on each latent variable by using Confirmatory Factor Analysis (CFA) and has fulfilled assumption of normality, outlier, multicollinearity, validity, and reliability, the simultaneous model of the structural equation is tested.

The following is a structural model diagram in this study on figure 3.

After constructing the structural model, it will be evaluated in the model suitability test of the structural model to see whether the model is acceptable or must be modified. However, after testing on the structural model there is a value of *loading factor* that decreased is on the indicator cs1 of 0.47 and the value is considered not to qualify the *loading factor* of >0.50 . Therefore for the cs1 indicator is eliminated and then will modification of the subsequent structural model.

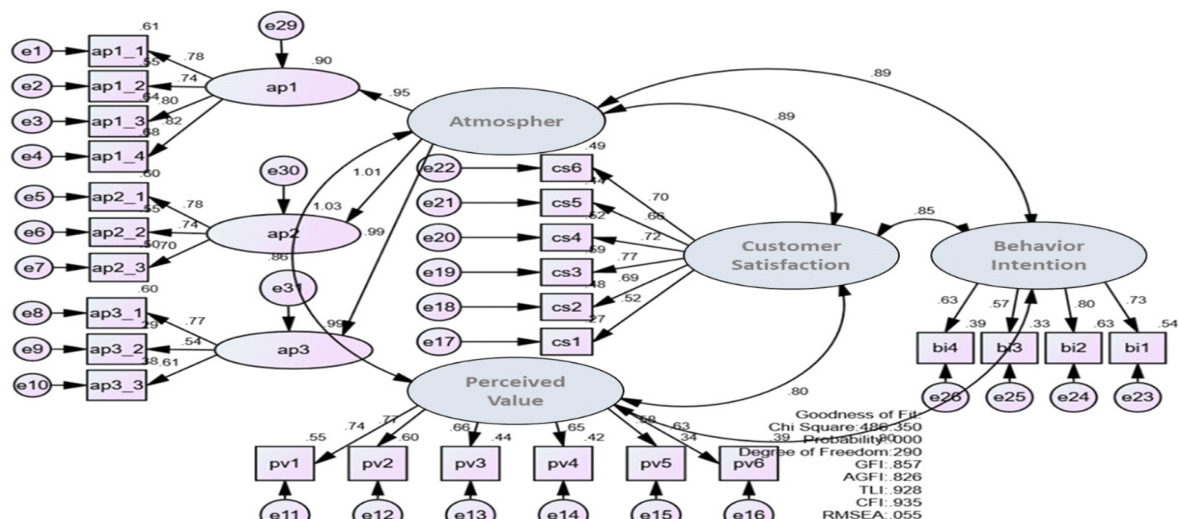


Figure 2. Measurement Model

A Mediating Influence Toward Behavioral Intention: the Role of Visitor Satisfaction in Religious Tourism Objects.
(Sorayanti Utami, Syafruddin Chan, and Novita Sari)

Modification of Structural Equations

The modification model done by looking at the value of *modification indices* is on the *covariance* that has a great value by the way of relationships between constructs.

Here are the results of the structural equation modification that has been done: The results of the above analysis found that the value of Chi-square = 583.521 ($p < .000$) with $X^2 / df = 2.169$ GFI value of 0.839, TLI of 0.881, CFI of 0.893, AGFI of 0.805, NFI of 0.820, PNFI of 0.735 (with terms of 0.60 to 0.90) and RMSEA of 0.072 where the value is between 0.05-

0.08 indicating good fit indices and the RMSEA value is considered eligible.

Based on the measurement of *Goodness of Fit* criteria above it can be concluded that the modified final model (*structural model*) of this research has been considered good enough and can be used hypothesis testing and further analysis. After modification, the model is considered as the final model of the structural model, the following will be presented *Regression weight* value obtained on figure 4.

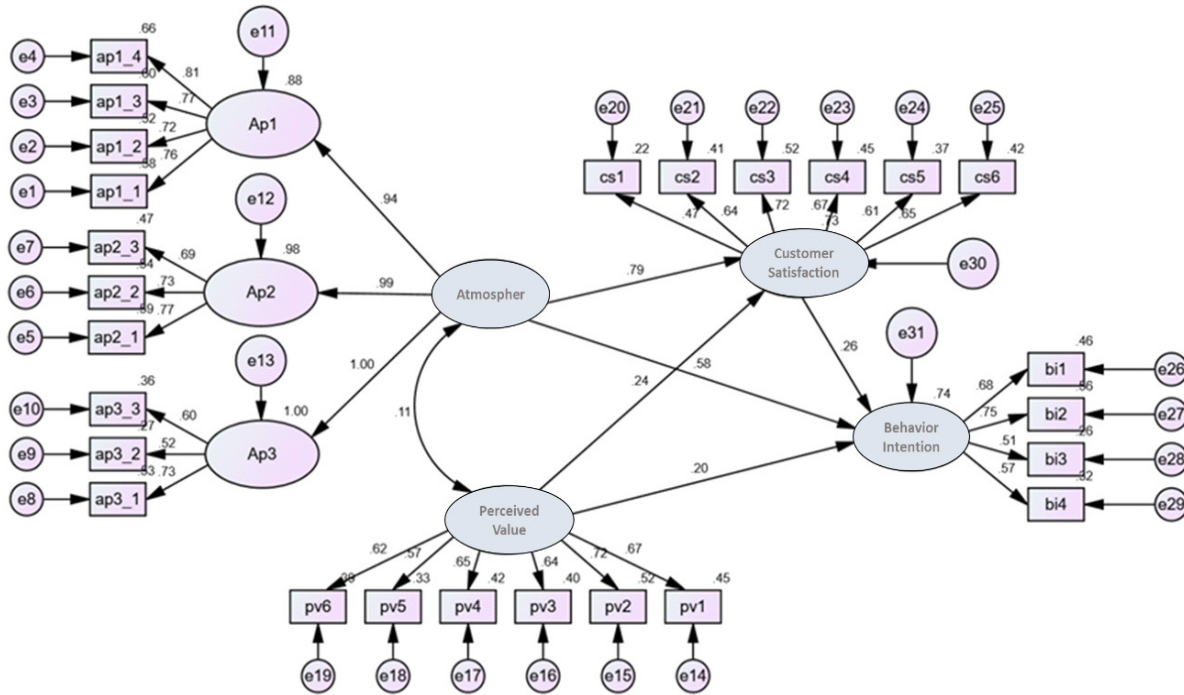


Figure 3. Structural Model

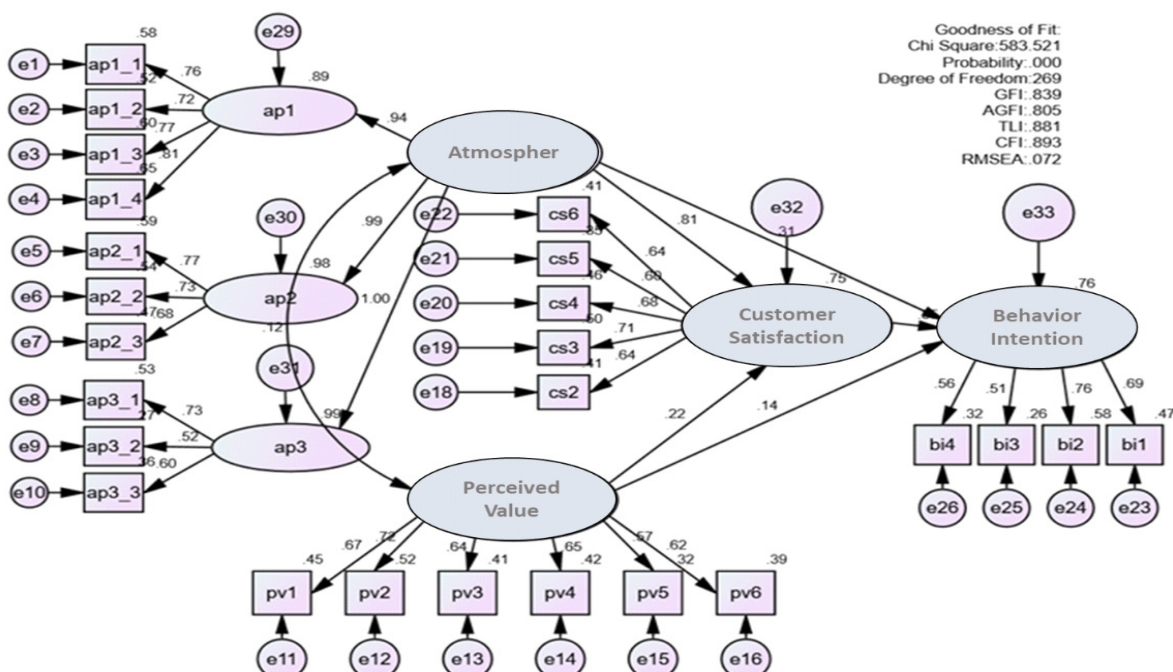


Figure 4. Structural Model (Modified)

Table 1. Regression Weights Structural End Model

			Estimate	SE	CR	P	Label
Satisfaction Visitors	<---	Atmospherics	.613	.074	8.319	***	par_24
Satisfaction Visitors	<---	Rated value	.226	.064	3.509	***	par_25
ap1	<---	Atmospherics	.980	.094	10.421	***	par_18
ap2	<---	Atmospherics	1.162	.106	10.977	***	par_19
ap3	<---	Atmospherics	1,000				
Behavior	<---	Atmospherics	.230	.064	3,600	***	par_22
Behavior	<---	Satisfaction Visitors	.537	.066	8.136	***	par_21
Behavior	<---	Rated value	.144	.066	2.186	.029	par_23
ap1_2	<---	ap1	.902	.083	10,890	***	par_1
ap1_1	<---	ap1	1,000				
ap2_3	<---	ap2	.698	.067	10.363	***	par_2
ap2_2	<---	ap2	.729	.065	11199	***	par_3
ap2_1	<---	ap2	1,000				
ap3_3	<---	ap3	.870	.101	8.586	***	par_4
ap3_2	<---	ap3	.512	.069	7393	***	par_5
ap3_1	<---	ap3	1,000				
pv6	<---	Rated value	1.234	.158	7,786	***	par_6
pv5	<---	Rated value	1.243	.173	7205	***	par_7
pv4	<---	Rated value	1.267	.158	8,038	***	par_8
pv3	<---	Rated value	1.409	.178	7,923	***	par_9
pv2	<---	Rated value	1.303	.149	8.736	***	par_10
pv1	<---	Rated value	1,000				
cs2	<---	Satisfaction Visitors	1,000				
cs3	<---	Satisfaction Visitors	1.273	.143	8990	***	par_11
cs4	<---	Satisfaction Visitors	1.308	.151	8.649	***	par_12
cs5	<---	Satisfaction Visitors	1,075	.139	7,737	***	par_13
cs6	<---	Satisfaction Visitors	1.267	.154	8251	***	par_14
bi1	<---	Behavior	1,000				
bi2	<---	Behavior	1.423	.147	9.690	***	par_15
bi3	<---	Behavior	.914	.134	6,841	***	par_16
bi4	<---	Behavior	1.021	.137	7455	***	par_17
ap1_3	<---	ap1	1.115	.095	11779	***	par_20
ap1_4	<---	ap1	1.144	.092	12377	***	par_21

Table 2. Total Effects, Direct Effects, and Indirect Effects

	Total Effect	Direct Effect	SE	Ind. Effect	Sobel Test	SE (Indirect)	CR	P
Behavioral intention <i>Atmospherics</i>	0.757	0.311	0.064				3,600	0.000
Behavioral intention Perceived value	0.261	0.142	0.066				2.186	0.029
Visitor Satisfaction <i>Atmospherics</i>	0.813	0.813	0.074				8.319	0.000
Visitor Satisfaction Perceived value	0.218	0.218	0.064				3.509	0.000
Behavioral intention Visitor Satisfaction	0.547	0.547	0.066				8.136	0.000
Behavioral intention Visitor Satisfaction <i>Atmospherics</i>				0.445	6,599	0.067		0.000
Behavioral intention Visitor Satisfaction Perceived value				0.119	3.131	0.038		0.002

Hypothesis testing

Testing hypotheses partially intended to determine whether the exogenous variable real influence on the endogenous variable. While answering the mediation hypothesis, then the data will be analyzed using the *bootstrapping* method to use AMOS to look at the value of *SE* and *p-value* on the effect of the total effect, direct influence and indirect influence.

To search the value of the *test* Sobel used a *software calculator* developed by (Preacher & Hayes, 2008). The results of hypothesis testing, directly and indirectly, can be seen in the following table 2.

Implications and Discussion

To answer the problems hypothesized in this study developed a research model using four variables of

Behavioral intention, Visitor satisfaction, *Atmospherics*, and Perceived Value. The data obtained in this study is data obtained directly from the visitor's Masjid Raya Baiturrahman Banda Aceh using distributing questionnaires with a total of 260 respondents. After going through several stages of the data analysis process in this research then obtained implication as follows.

Based on data analysis that has been done, obtained the result that there are a positive influence and significant variable of *Atmospherics* to Behavioral intention. This is indicated by the acquisition value of the coefficient *estimate* of 0.757 ($p=0.000$) with a t_{value} of $3600 > 1.971$. The results of this test imply that the Behavioral intention of Masjid Raya Baiturrahman Banda Aceh depends on the *Atmospherics* displayed on the Masjid Raya Baiturrahman Banda Aceh. Where is the value *Atmospherics* obtained by visitors have a harmonious or not by the expectations of visitors, then it will impact on visitors' intentions to perform a behavior both negative and positive (Ha & Jang, 2012). Thus, the hypothesis H1 in this study is accepted and the results of the findings in this study are in line with the findings of the previous study.

Next, the results of data analysis have been done shows that there is a positive and significant effect of perceived value variable to variable Behavioral Intention. This is indicated by the acquisition of an *estimate* coefficient value of 0.261 ($p=0.029$) with a t_{value} of $2.186 > 1.971$. These results give the implication that perceived value can influence the Behavioral intention of the visitors of Masjid Raya Baiturrahman Banda Aceh. In other words when the perceived value of visitors increases it will have an impact on the increased intentions of visitor behavior such as the desire to revisit. Thus, the hypothesis H2 in this study is accepted and the results of the findings in this study are in line with the findings of previous research done by (Jalil et al., 2016). Furthermore, based on the data analysis that has been done, it is found that there is a positive and significant influence of *Atmospherics* variable on visitor satisfaction. This is indicated by the acquisition value of the coefficient *estimate* for 0.813 ($p=0.000$) with t_{value} for $8.319 > 1.971$. From the results, it implies that the level of Visitors satisfaction of Masjid Raya Baiturrahman Banda Aceh will increase when the appearance of *Atmospherics* by the expectations of visitors and vice versa when the display *Atmospherics* not by the expectations of visitors, then it will have an impact on decreasing levels of visitor satisfaction either through *ambiance factor* (ap1), *space, layout, and function* (ap2) and *signs, symbols and artifacts* (ap3). Thus, hypothesis H3 in this study received and the results of the findings in this study are in line with findings in previous research done by (Heung & Gu, 2012).

Furthermore, the results of data analysis have been done to obtain the result that there is a positive influence and significant variables Perceived value to Visitor satisfaction. This is indicated by the acquisition value of the coefficient *estimate* of 0.218 ($p=0.000$) with a t_{value} to

$3.509 > 1.971$. These results imply that the perceived value can affect the Visitors Satisfaction of Masjid Raya Baiturrahman Banda Aceh. In other words, visitors who had good value embedded in the minds of visitors can be assured of increasing satisfaction to the visitors for the Masjid Raya Baiturrahman is an icon of the province. Thus, hypothesis H4 in this study is accepted and the results of the findings in this study are in line with the findings of the previous study (Jalil et al., 2016).

Furthermore, from the results of data analysis has been done to obtain the result that there is a positive and significant influence of variable Visitor satisfaction of Behavior Intention. This is indicated by the acquisition value of the coefficient *estimate* for 0.547 ($p=0.000$) with a t_{value} to $8.136 > 1.971$. These results give the implication that Visitors' satisfaction can influence the Behavior of visitors at Masjid Raya Baiturrahman Banda Aceh. In other words, the mosque which has a very satisfying visitors can be assured of forming an intention to behave in this case is to make them in eg Masjid Raya Baiturrahman as a family priority to always visit. Thus, hypothesis H5 in this study is accepted and the results of the findings in this study are in line with the findings of previous studies (Heung & Gu, 2012); (K. Ryu, Han, & Kim, 2008). Furthermore, the analysis indirectly, from the results of data analysis has been done to obtain the result that there are a positive influence and indirectly variable *Atmospherics* on Behavioral intention through Visitor satisfaction. This is indicated by the acquisition of *estimate* coefficient value of 0.445 ($p=0.000$) of total effect (c) 0.757, direct effect (c') of 0.311 ($p=0.000$) with a value of 6.559. From these results, it implies that Visitor satisfaction mediates *partial mediation* between *Atmospherics* on Behavioral intention of Masjid Raya Baiturrahman Banda Aceh. In other words, Visitors satisfaction plays a mediating role in influencing *Atmospherics* on Behavioral intention in which case *Atmospherics* is one of the key determinants of success in creating Visitor satisfaction which then affects the Behavior of visitors to the Masjid Raya Baiturrahman. Thus, hypothesis H6 in this study is accepted and the results of the findings in this study are in line with the findings of previous studies (Jalil et al., 2016).

Furthermore, the results of data analysis have been done to obtain the results that there is a positive influence and indirectly significant variable Perceived value on Behavioral intention through Visitor satisfaction. This is indicated by the *estimate* of the coefficient *estimate* of 0.119 ($p=0.002$) of the total effect (c) 0.261, the direct effect (c') of 0.142 ($p=0.029$) with the value of the Sobel 3.131. The results imply that the proficiency level of Visitors' satisfaction mediates part (*partial mediation*) between *Atmospherics'* influence on the intention of Visitor behavior on the Masjid Raya Baiturrahman Banda Aceh. In other words, Visitor satisfaction plays a mediating role in influencing *Atmospherics* on Behavioral intention, which in this case when a mosque can give a

good impression that will be embedded in the minds of visitors it will affect the visitors in building the intention to perform positive behavior. Thus, hypothesis H7 in this study is accepted and the results of the findings in this study are in line with the findings of previous studies (S. R. Ryu, Kim, Choi, Han, & Lee, 2008); (Jalil et al., 2016).

CONCLUSION

Atmospherics has a significant and positive influence the Behavioral Intention. Perceived value significantly and positively influence the Behavioral Intention. *Atmospherics* has a significant and positive effect on Visitors Satisfaction. Perceived value significantly and positively influence the visitors' satisfaction. Visitor satisfaction significantly and positively influences the Behavioral Intention. Visitor satisfaction indirectly affects the *partial mediation* of *Atmospherics* causality on Behavioral Intentions. Visitor satisfaction indirectly affects the *partial mediation* of the causality of perceived Value on Behavioral Intention.

ACKNOWLEDGMENTS

Thank you to the respondents, namely tourists. Domestic tourists and tourists from Malaysia.

REFERENCES

- Abdillah, M. (2016). Kerukunan Umat Beragama di Era Jokowi-JK. <http://masykuriabdillah.lec.uinjkt.ac.id/home-1/kerukunanumatberagamadierajokowi-jk>
- Badruddin. (2009). Sejarah Mesjid Raya Baiturrahman Banda Aceh. <http://badruddin69.wordpress.com/2009/04/24/sejarah-mesjid-raya-baiturrahman-banda-aceh/>.
- Choi, E.J. & Kim, S.H. (2013). The study of the impact of perceived quality and value of social enterprises on customer satisfaction and re-purchase intention. *International Journal of Smart Home*. 7, (1), 239-251.
- Countryman, C.C. & Jang, S. (2006). The effects of atmospheric elements on customer impression: the case of hotel lobbies. *International Journal of Contemporary Hospitality Management*. 18, (7). 534-545.
- Edward, M. & Sahadev, S. (2011). Role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage. *Asia Pacific Journal of Marketing and Logistics*. 23 (3), 327-345. <https://doi.org/10.1108/13555851111143240>
- Ha, J. & Jang, S.S. (2010). Effect Of Service Quality and Food Quality: The Moderating Role Of Atmospherics in an Ethnic Restaurant Segment. *International Journal Of Hospital Management*. 29, (3), 520-529
- Ha, J. & Jang, S.S. (2012). The effects of dining atmospherics on behavioral intentions through quality perception. *Journal of Services Marketing*. 26, (3), 204-215.
- Han, H., Back, K.-J. & Barrett, B. (2009). Influencing factors on restaurant customers' revisit intention: The roles of emotions and switching barriers. *International Journal of Hospitality Management*, 28 (4), 563-572.
- Heung, V.C.S., & Gu, T. (2012). Influence of restaurant atmospherics on patron satisfaction and behavioral intentions. *International Journal of Hospitality Management*. 31, (4), 1167-1177 <https://doi.org/10.1016/j.ijhm.2012.02.004>.
- Huang, T. & Pang, Z. (2012). The role of deuterium excess in determining the water salinisation mechanism: A case study of the arid Tarim River Basin, N China. *Applied Geochemistry*. 27, (12), Pages 2382-2388. <https://doi.org/10.1016/j.apgeochem.2012.08.015>
- Jalil, N.A.A., Fikry, A. & Zainuddin, A. (2016). The Impact of Store Atmospherics, Perceived Value, and Customer Satisfaction on Behavioural Intention. *Procedia Economics and Finance*. 37, 2016, 538-544. [https://doi.org/10.1016/s2212-5671\(16\)30162-9](https://doi.org/10.1016/s2212-5671(16)30162-9).
- Lam, T. & Hsu, C.H.C. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism Management*. 27, (4), Pages 589-599. <https://doi.org/10.1016/j.tourman.2005.02.003>
- Lee, J.J. (2016). The Effect of Festival Atmospherics on Visitors' Emotions and Satisfaction. University Massachusetts Amherst. Annual.
- Levy, M., Weitz, B.A. & Grewal, D. (1998). Retailing management. Irwin/McGraw-Hill New York, NY.
- Li, M.L. & Green, R.D. (2011). A mediating influence on customer loyalty: The role of perceived value. *Journal of Management and Marketing Research*, 7, 1-12.
- Lovelock, C.H., & Wirtz, J. (2011). Services Marketing: People, Technology, Strategy, 7th edition. In Pearson.

- Lovelock, C.H. & Wright, L. (2011). *Services Marketing: People, Technology, Strategy*. (7th ed. New Jersey: Prentice-Hall.
- Minkiewicz, J., Evans, J., Bridson, K. & Mavondo, F. (2011). Corporate image in the leisure services sector. *Journal of Services Marketing*. 25, (3), 190-201.
- Molinari, L.K., Abratt, R. & Dion, P. (2008). Satisfaction, quality and value and effects on repurchase and positive word-of-mouth behavioral intentions in a B2B services context. *Journal of Services Marketing*. 22, (5). 363-373. <https://doi.org/10.1108/08876040810889139>.
- Cucu Nurjamilah. (2016). Pemberdayaan Masyarakat Berbasis Dalam Prespektif Dakwah Nabi SAW. *Journal Of Islamic Studies and Humanities*. 1, (1), 93-119.
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40, (3), 879–891.
- Purwianti, Lily and Tio, Karen, 2017. Faktor-Faktor Yang Mempengaruhi Bahavior Intention. *Jurnal Manajemen Maranatha*, 17, (1), 15-32.
- Ryu, K., Han, H. & Kim, T.-H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27 (3), 459–469.
- Ryu, S.R., Kim, J.H., Choi, I. S., Han, J.Y. & Lee, S.G. (2008). Heterotopic Ossification as an Unusual Complication After Guillain-Barré Syndrome: A Case Report. *Archives of Physical Medicine and Rehabilitation*. 89, (3), 564-567. <https://doi.org/10.1016/j.apmr.2007.11.004>.
- Sweeney, J.C., & Soutar, G.N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77 (2), 203–220.
- Zeithaml, V.A., Bitner, M.J. & Gremler, D.D. (2018). *Services marketing: Integrating customer focus across the firm*. McGraw-Hill Education,.