International Journal of Contemporary Issues in Social Sciences
Volume 2, Issue 3, 2023 ISSN(P):2959-3808 | 2959-2461

# UNDERSTANDING REVISIT INTENTION TOWARDS RELIGIOUS ATTRACTION: A CASE OF KARTARPUR TEMPLE IN PAKISTAN

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**Received:** 10 August, 2023 **Revised:** 10 September, 2023 **Accepted:** 15 September, 2023 **Published:** 21 September, 2023

## ABSTRACT

In the ever-evolving landscape of the tourism industry, the realm of religious tourism stands as a resplendent jewel beckoning travellers from near and far to embark on profound journeys of spiritual tourism. This study aims to analyze the effect of word-of-mouth, perceived value, and past experience of Sikh pilgrims on revisit intention to the Kartarpur, which is mediated through tourists' satisfaction. A total of 90 Sikh pilgrims who visited the Kartarpur temple provided the data for this study, which uses a cross-sectional methodology and a self-administered survey method to gather the information. Smart PLS 4 was used for data analysis. Tourist satisfaction mediates the relationship between word-of-mouth perceived value and past experience with revisit intention. The results help managers of these attractions create suitable marketing plans for increasing visitors' intentions to return.

**Keywords:** Kartarpur Temple, Word Of Mouth (WOM), Perceived Value (PV), Past Experience (PE), Revisit Intentions (RI).

## INTRODUCTION

Tourism is the term used to describe the act of travelling inside and in foreign countries for leisure and recreation. Initially, tourism should have been given more consideration. However, over time, both individuals and groups started engaging in travel activities to optimize their limited leisure resources (Zaheer, Mubariz, & Alvi, 2020). Pakistan boasts a plethora of historical, religious, archaeological, and adventure sites that have the potential to attract a significant number of global visitors. In recent years, tourism has garnered considerable recognition within the global economy. The government has recently shifted its attention towards the tourism sector, recognizing its potential to become a significant business. Tourism plays a pivotal function in the economic advancement of our nation.

Spiritual tourism is another name for religious tourism, which is a type of travel. Religious travel is generally considered the oldest form because it dates back thousands of years. Even while pilgrimages in the past lacked modern logistical support, they were nonetheless motivated by the same human desire and faith. The great world religions were built on this faith, which may occasionally be intense (Laviniaţală & Pădurean, 2008). Every religion has a place of worship because there are more than 4,000 different types of religions worldwide. All religious adherents desire to visit the religious sites. Although South East Asian countries have many religious sites, Europe, the Middle East, and South Asia are the most well-known regions worldwide for religious tourism. As a result, millions of people travel there to practice

their religion. Mecca in the Kingdom of Saudi Arabia, Vatican City in Italy, and Jerusalem in Israel/Palestine are the three most popular places for religious travellers worldwide (Irfan & Ali, 2020).

Worldwide, religious tourism is currently expanding quickly. In Pakistan, numerous religions exist, including Islam, Hinduism, Sikhism, Christianity, and Buddhism. Muslims travel to Saudi Arabia to do the hajj because there are several mosques and other places of worship there, much as many Sikhs travel to Pakistan to visit their respective places of worship. There are five significant religious sites for Sikhs in Punjab. Kartarpur Sahib, Gurdwara Panja Sahib, Gurdwara Dera Sahib, Nankana Sahib, and Samadhi of Ranjit Singh are the five sacred sites for Sikhs (Akhter, Jathol, & Hussain, 2019).

Due to the Guru Nanak's residence in the Kartarpur region, where he also spent his final days and was buried, the Gurdwara in Kartarpur is a sacred site for Sikhs. The governments of both countries repeatedly moved to open religious facilities after the partition. However, the Kartarpur Corridor was opened to Sikhs in 2019 (Zaheer et al., 2020). This action improves Pakistan's perception of religious tourism. Approximately 1,10,670 Indian nationals entered the holy place via the Kartarpur corridor until July of this year.

The purpose of the study is to ascertain how Sikh pilgrims perceive Pakistan's progress in a positive light and to investigate how tourism influences religious peace and visitor satisfaction. Investigating the factors that affect intentions to return to the spiritual destination of Kartarpur Temple is the goal of this study. This study intends to shed light on the temple's attraction as a holy destination and contribute to creating successful strategies for marketing pilgrimage and tourism to the location by looking at the variables influencing pilgrims' propensity to return to the temple. Perceived value, word of mouth, and past experience make up the research gap. These variables are not examined to determine whether they mediate the effect of tourist satisfaction on revisit intentions (Rehman et al., 2022). Despite the importance of Kartarpur Temple as a religious destination, more research needs to be done on the aspects that affect visitors' decision to return to the location. Few thorough studies examine the particular factors influencing tourists' choices and the distinctive features of the temple that add to its attraction. To improve the overall pilgrimage experience and boost repeat visits to the temple, it is essential to understand these gaps to build focused marketing and management initiatives. This study adds to the body of knowledge because it covers religious tourism, particularly Sikhism in the context of Pakistan, and helps managers of such sites design appropriate marketing tactics for growing return intentions and sustainable religious tourism.

## LITERATURE REVIEW

### Theory of Planned Behavior

An explanation of the psychological aspects of human behavioral intention is provided by the psychological theory known as the Theory of Planned Behavior (Ajzen, 1991). This theory carefully considers volitional and non-volitional control to explain a person's behavior (Soliman, 2021). The driving force behind human behavior, according to this idea, is an individual's intention or repeated intentions (Abbasi, Su-Yee, & Goh, 2020)

### Word of Mouth, Tourist Satisfaction and Revisit Intention

Word-of-mouth communication, often known as viva voce, is the spoken exchange of information between individuals. It can be as straightforward as informing someone of the time of day. WOM successfully raises tourists' awareness of religious sites (Battour, Rahman, & Rana, 2020). It has also been demonstrated that WOM can assist travellers in seeing the religious destination in their minds. The more appealing the information about the destination, the quicker and easier for travellers to select that location from the available tourism possibilities (Pourashraf, Tolabi, & Nasrolahi Vosta, 2018). The act of actively participating in positive word-of-mouth (WOM), which has the potential to attract new tourists, arises from a generally positive assessment of a place and demonstrates a strong sense of attitudinal loyalty. There has been a suggestion that word-of-mouth communication can directly influence an individual's intention to revisit a particular entity or establishment. The importance of considering tourist satisfaction in the field of tourism cannot be overlooked. Satisfaction is an individual's cognitive-affective state resulting from a tourist encounter. According to (Prebensen & Xie, 2017) the satisfaction of travellers holds significant importance within the tourism business. Hence, it may be inferred that consumers who express

satisfaction with their service experiences will likely engage in positive word-of-mouth recommendations and exhibit a propensity to revisit the establishment.

**H1:** Word of mouth has a significant influence on tourists' satisfaction.

**H2:** Word of mouth has a significant influence on revisit intentions

**Perceived Value, Tourist Satisfaction and Revisit Intention**

A customer's assessment of a good or service's merit or attractiveness, particularly in light of a competitor's offering, is known as perceived value. Perceived value refers to a consumer's overall evaluation of a product's usefulness based on perceptions of what is given and received (Zeithaml, Berry, & Parasuraman, 1988). Tourists sacrifice time, money, risk, and effort to reap financial, social, and personal rewards (Alkhawaldeh, 2022). Tourist satisfaction is defined as the favourable view or emotional state that tourists experience as a result of their participation in a certain tourism activity (Park et al., 2017). The occurrence of favourable travel experiences in the past leads to a favourable emotional reaction, such as feelings of happiness. This emotional response then impacts the individual's plans to revisit in the future (Chen, Lee, Chen, & Huang, 2011). Previous research conducted by (Loi, So, Lo, & Fong, 2017) has demonstrated a noteworthy correlation between the satisfaction of tourists or guests and their intentions to revisit a specific destination in subsequent visits.

**H3:** Perceived value has a significant influence on tourists' satisfaction.

**H4:** Perceived value has a significant influence on revisit intentions.

**Past Experience, Tourist Satisfaction and Revisit Intention**

Past experience is an element that has shaped our lives up to this time. Both good and bad things are happening. The majority of scholars in the field of tourism have shown that previous interaction with the place influences the intention to return (Yamaguchi, Akiyoshi, Yamaguchi, & Nogawa, 2015). Conversely, those with less experience will be less motivated to seek trip information (Hassan, Zainal, & Mohamed, 2015). Travellers with experience are more likely to be familiar with and knowledgeable about the place than first-time visitors, and past travel influence the acquisition of information from outside sources (Hassan et al., 2015). Extensive research has been conducted on the significance of past experiences, establishing them as a significant source of information for making informed decisions in the future (Kim, 2014). Recognizing the significance of previous encounters in shaping future behavior within the tourist industry, scholars in the field have undertaken inquiries into the fundamental nature of tourism experiences (Jensen & Prebensen, 2015). As a result, they have devised measurement tools, such as scales, to assess tourism experiences, with a particular focus on those that leave a lasting impression.

**H5:** Past experience has a significant influence on tourists' satisfaction

**H6:** Past experience has a significant influence on revisit intentions

**Tourist Satisfaction and Revisit Intention**

The degree of a tourist's happiness can be determined by the discrepancy between their expectations and the experience attained after consuming the product (Khan, Zaman, & Baloch, 2019). As the expectation confirmation theory states, every consumer has some anticipation regarding the good or service before purchasing. Higher satisfaction results from higher experience levels than expectations, and vice versa. Decisions and choices made by tourists are always influenced by how satisfactory services are considered to be delivered (Preko, Mohammed, Gyepi-Garbrah, & Allaberganov, 2021). Numerous studies have shown that if tourists are satisfied with their experience in a particular tourism region, it may result in a behavioral desire to visit that area again in the future. Most importantly, past study reveals that the relationship between visitor pleasure and behavior is intrinsically linked, as visitors who were more satisfied with their first visit to a particular tourist location were more likely to return there in the future (Manzoor, Wei, Asif, Haq, & Rehman, 2019).

**H7:** Tourist satisfaction has a significant influence on revisit intention.

**The mediating role of Tourist Satisfaction between Word of Mouth, Perceived Value, Past Experience and Revisit Intention**

An individual's desire or ability to return to the same location on a subsequent visit is their revisit intention. An important component of tourist behavior and a key sign of a destination's successful

growth is revisited intention. This variable measures a traveler's desire to return to or revisit a certain location (Rehman et al., 2022). The market for tourist sites highlighted revisit intention as a crucial area for investigation (Alkhawaldeh, 2022). The level of pleasure experienced by tourists, WOM, perceived value and past experience has a significant impact on their likelihood to revisit a destination. Additionally, this satisfaction serves as a mediator between factors such as word of mouth, perceived value, past experience, and the intention to revisit.

**H8:** Tourist satisfaction significantly mediates the relationship between word of mouth and revisiting intention

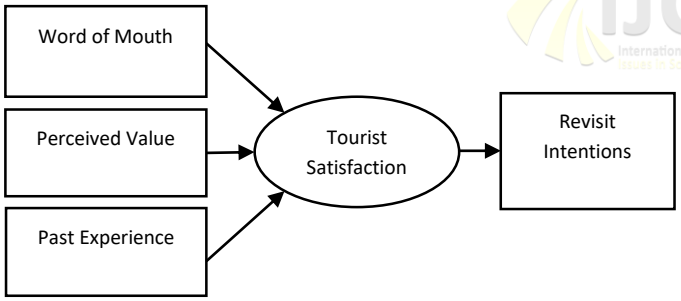
**H9:** Tourist satisfaction significantly mediates the relationship between perceived value and revisit intention

**H10:** Tourist satisfaction significantly mediates the relationship between past experience and revisit intention.

## THEORETICAL FRAMEWORK

**Figure 1**

***Conceptual Model***




## METHODOLOGY

### Data Collection

The Gurdwara Darbar Sahib Kartarpur temple was chosen for this investigation for several reasons. First, millions of "Sikh" people in India and abroad consider Pakistani Punjab their holiest place. Baba Guru Nanak spent his last days in Kartarpur, making the temple there sacred to Sikhs. Pakistani authorities opened the Kartarpur Corridor to Indian Sikhs on November 9, 2019, to promote religious travel. A self-administered questionnaire was used to collect data. The survey questionnaire was given to Kartarpur temple visitors. Since the population is unknown, we used convenient sampling to acquire data from Kartarpur Temple visitors. Steven's 1996 sample size technique worked since 90 samples were enough to reach saturation since the population is unknown. The surveys were done from February 19 to 24, 2023. Data were gathered using a questionnaire form. Every item was scored using a 5-point Likert scale, including 1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, and 5. Strongly agree.

### Instruments

All the variables used in the study was previously developed. Word of mouth was measured with four adapted items from previous studies (Battour et al., 2020). The Perceived value was assessed by an 11-item scale adapted from previous studies (Alkhawaldeh, 2022). Past experience was measured with eight items adapted from a previous study (Hassan et al., 2015). Tourist satisfaction was assessed with eight items adapted from previous studies (Preko et al., 2021). Revisit intention was measured with three items adapted from previous studies (Alkhawaldeh, 2022).

### Respondents Profile

The demographic breakdown of the respondents is shown in Table 1. 53.3% were under 20 years old, and 43.3% were between the ages of 21 and 35. Men comprised 71.1% of the sample, while female visitors comprised 28.9%. The remaining group had secondary and master-level schooling, while 72.2% had a bachelor's degree. Moreover, 14.4% of married and 85.6% of unmarried visitors were present. The extra data demonstrates that Sikh visitors of all ages are excited about going to the temple to carry out their spiritual rites.

**Table 1**

***Respondents Profile***

| Variable | Frequency | Percentage |
|---|---|---|
| Gender | | |
| Male | 64 | 71.1 |
| Female | 26 | 28.9 |
| Age | | |
| Below 20 years | 48 | 53.3 |
| 21-35 years | 39 | 43.3 |
| 36-49 years | 3 | 3.3 |
| 50 or above | 0 | 0 |
| Marital Status | | |
| Single | 77 | 85.6 |
| Married | 13 | 14.4 |

| | | |
|---|---|---|
| Qualification | | |
| Bachelor | 65 | 72.2 |
| Master | 10 | 11.1 |
| Secondary | 15 | 16.7 |
| Primary | 0 | 0 |
| Religion | | |
| Sikh | 25 | 27.8 |
| Islam | 55 | 61.1 |
| Hindu | 4 | 4.4 |
| Christian | 6 | 6.7 |

## ANALYSIS AND RESULTS

The calculation of composite reliability (CR) was conducted in order to assess the internal consistency reliability of the construct. The researchers analyzed the loadings of all items on reflecting structures to ensure that they above the threshold of 0.5, as specified by the recommendations outlined in the process (Hair Jr et al., 2021). The data presented in Table 2 shows that all constructions have been effectively loaded for all objects. All of the item loadings exceeded the threshold of 0.5. The constructs explain a significant portion of the variance in the observed variable, with loadings ranging from 0.644 to 0.941. To achieve a substantial level of internal consistency for the construct, components with loadings below 0.5 were methodically eliminated. The composite reliability (CR) values varied between 0.833 and 0.880, surpassing the recommended threshold of 0.7 (Ahmad, Widyastuti, Susanti, & Mukhibad, 2020). Hence, all constructions exhibited a high degree of internal consistency reliability.

The researchers calculated the average variance extracted (AVE) to evaluate convergent validity. Convergent validity was assessed by estimating the average variance extracted (AVE). Table 2 presents the findings of convergent validity, indicating that the average variance extracted (AVE) values for all latent constructs above the threshold of 0.5, ranging from 0.517 to 0.550. When the AVE value exceeds 0.5, it indicates that the latent construct accounts for more than 50% of the variance observed in its indicators.

The findings of the measuring model are briefly presented in Table 2. The findings of the study indicate that the construction of past experience, perceived value, word of mouth, tourist satisfaction and revisit intention were determined to be valid measures of their respective constructs. This determination was made based on the parameter estimates and statistical significance of these constructs. Therefore, the models exhibited satisfactory convergent validity.

**Table 2**
***Convergent Validity:***

| Constructs | Items | Loadings | Alpha | CR | AVE |
|---|---|---|---|---|---|
| Past Experience | PE1 | 0.757 | 0.833 | 0.833 | 0.554 |
| | PE2 | 0.724 | | | |
| | PE3 | 0.762 | | | |
| | PE4 | 0.735 | | | |
| Perceived value | PV1 | 0.562 | 0.841 | 0.841 | 0.517 |
| | PV2 | 0.748 | | | |
| | PV3 | 0.800 | | | |
| | PV4 | 0.719 | | | |
| | PV5 | 0.744 | | | |
| Revisit intention | RI1 | 0.883 | 0.879 | 0.880 | 0.648 |
| | RI2 | 0.817 | | | |
| | RI3 | 0.817 | | | |
| | RI4 | 0.691 | | | |
| Tourist satisfaction | TS1 | 0.758 | 0.869 | 0.866 | 0.520 |
| | TS2 | 0.607 | | | |
| | TS3 | 0.671 | | | |
| | TS4 | 0.759 | | | |
| | TS5 | 0.794 | | | |
| | TS6 | 0.723 | | | |
| Word of mouth | WOM1 | 0.751 | 0.876 | 0.878 | 0.550 |
| | WOM2 | 0.875 | | | |
| | WOM3 | 0.822 | | | |
| | WOM4 | 0.737 | | | |
| | WOM5 | 0.544 | | | |
| | WOM6 | 0.674 | | | |

### Discriminant Validity

The assessment of discriminant validity for the measurement variables was conducted using the Fornell-Larcker and Heterotrait-Monotrait ratio (HTMT) criteria. The findings shown in Table 3 demonstrate that the Larcker criteria were applied to assess the acceptability of the diagonal values for all variables, as outlined by (Fornell & Larcker, 1981). The HTMT ratio ratings for each latent variable are presented in Table 4. According to (Gold, Malhotra, & Segars, 2001), the HTMT threshold value should be below 0.90, while (Kline, Izyumin, Boser, &

Sanders, 2011) suggest that it should be below 0.85. All values presented in Table 4 fall under the designated threshold value and are deemed acceptable. The cross-loading values that are likewise statistically significant are also shown in Table 5 (Hair et al., 2021).

**Table 3**
***Fornell Larcker***

| | PE | PV | RI | TS | WOM |
|---|---|---|---|---|---|
| PE | 0.745 | | | | |
| PV | 0.644 | 0.819 | | | |
| RI | 0.608 | 0.618 | 0.805 | | |
| TS | 0.694 | 0.746 | 0.714 | 0.781 | |
| WOM | 0.674 | 0.708 | 0.529 | 0.601 | 0.771 |

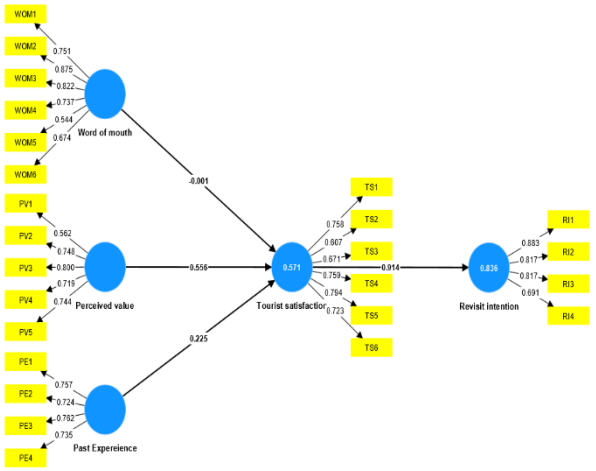
**Table 4**
***HTMT Ratio***

| | PE | PV | RI | TS | WOM |
|---|---|---|---|---|---|
| PE | | | | | |
| PV | 0.840 | | | | |
| RI | 0.609 | 0.617 | | | |
| TS | 0.684 | 0.538 | 0.909 | | |
| WOM | 0.677 | 0.53 | 0.527 | 0.991 | |

**Table 5**
***Outer loadings***

| | PE | PV | RI | TS | WOM |
|---|---|---|---|---|---|
| PE1 | 0.757 | 0.697 | 0.475 | 0.525 | 0.557 |
| PE2 | 0.724 | 0.568 | 0.458 | 0.503 | 0.486 |
| PE3 | 0.762 | 0.599 | 0.469 | 0.529 | 0.509 |
| PE4 | 0.735 | 0.544 | 0.406 | 0.51 | 0.453 |
| PV1 | 0.488 | 0.662 | 0.379 | 0.419 | 0.581 |
| PV2 | 0.642 | 0.748 | 0.513 | 0.558 | 0.647 |
| PV3 | 0.657 | 0.800 | 0.479 | 0.597 | 0.606 |
| PV4 | 0.625 | 0.719 | 0.408 | 0.536 | 0.483 |
| PV5 | 0.61 | 0.744 | 0.436 | 0.555 | 0.525 |
| RI1 | 0.458 | 0.513 | 0.883 | 0.807 | 0.465 |
| RI2 | 0.497 | 0.487 | 0.817 | 0.747 | 0.463 |
| RI3 | 0.558 | 0.56 | 0.817 | 0.748 | 0.422 |
| RI4 | 0.447 | 0.424 | 0.691 | 0.632 | 0.344 |
| TS1 | 0.629 | 0.6 | 0.436 | 0.758 | 0.476 |
| TS2 | 0.377 | 0.474 | 0.598 | 0.607 | 0.32 |
| TS3 | 0.425 | 0.496 | 0.571 | 0.671 | 0.366 |
| TS4 | 0.452 | 0.56 | 0.74 | 0.759 | 0.474 |
| TS5 | 0.469 | 0.577 | 0.766 | 0.794 | 0.522 |
| TS6 | 0.427 | 0.512 | 0.649 | 0.723 | 0.415 |
| WOM1 | 0.466 | 0.619 | 0.403 | 0.451 | 0.751 |
| WOM2 | 0.549 | 0.658 | 0.431 | 0.525 | 0.875 |
| WOM3 | 0.555 | 0.629 | 0.424 | 0.493 | 0.822 |
| WOM4 | 0.525 | 0.591 | 0.44 | 0.443 | 0.737 |
| WOM5 | 0.425 | 0.552 | 0.27 | 0.327 | 0.544 |
| WOM6 | 0.471 | 0.551 | 0.363 | 0.405 | 0.674 |

**Figure 2**
***Measurement Model Assessment***




**Structure Model Assessment**

While significant paths empirically support the claimed causal relationship, non-significant paths or those displaying signals in the opposite direction to the hypothesized direction do not. Before the mediating effect was examined, bootstrapping with a resample of 500 was conducted to obtain the t-value and determine whether the direct associations were statistically significant. The path coefficients were generated via bootstrapping. The full results are as follows:

According to algorithm output and bootstrapping PLS-SEM results, word of mouth and tourist satisfaction were positively and significantly correlated ($\beta$ = 0.113, t= 2.471, LL= 0.048, UL= 0.259, $p < 0.05$). As a result, Hypothesis 1 is supported. The second hypothesis was similarly supported by finding a positive significant relationship between perceived value and tourist satisfaction ($\beta$ = 0.380, t= 4.597, LL= 0.222, UL=0.544, $p < 0.05$). This showed that hypothesis 2 is supported. According to the third hypothesis's findings, a substantial positive association exists

between past experiences and tourist satisfaction (β = 0.256, t= 3.509, LL= 0.112, UL= 0.390, p < 0.05). So, it is demonstrated that Hypothesis 3 is supported. The results showed a substantial positive association between word-of-mouth and tourist satisfaction, which is determined to be supported (β = 0.113, t= 2.471, LL= 0.048, UL= 0.259, p < 0.05). Therefore, Hypothesis 4 is accepted. H5 is supported because perceived value influences revisit intention positively (β = 0.305, t = 4.367, p < 0.05). H6 is supported since the past experience significantly positively impacted the revisit intention (β = 0.205, t = 3.433, LL= 0.089, UL = 0.319, p < 0.05). H7 was supported since a substantial positive relationship existed between tourist satisfaction and the revisit intention (β = 0.803, t = 8.988, LL= 0.743, UL = 0.849, p < 0.05). Every single finding is consistent with the developed ideas.

**Table 6**
***Direct relationships***

| | Beta | SD | T value | P values | LL | UL | Decisions |
|---|---|---|---|---|---|---|---|
| PE -> RI | 0.205 | 0.06 | 3.433 | 0.001 | 0.089 | 0.319 | Supported |
| PE -> TS | 0.256 | 0.073 | 3.509 | 0.000 | 0.112 | 0.390 | Supported |
| PV-> RI | 0.305 | 0.066 | 4.637 | 0.002 | 0.177 | 0.434 | Supported |
| PV-> TS | 0.380 | 0.083 | 4.597 | 0.010 | 0.222 | 0.544 | Supported |
| TS -> RI | 0.803 | 0.028 | 8.988 | 0.000 | 0.743 | 0.849 | Supported |
| WOM-> RI | 0.091 | 0.062 | 1.663 | 0.144 | 0.037 | 0.206 | Supported |
| WOM -> TS | 0.113 | 0.077 | 2.471 | 0.142 | 0.048 | 0.259 | Supported |

**Testing the Mediation Effect on Tourist Satisfaction**

The mediation effect was assessed once the associations had been examined. According to Hayes (2009), evaluating this link involves several procedures. To evaluate the association between the predictor and the mediator variables, a researcher must first fit a model using SEM. Bootstrapping was used to do this. It was determined that all three indirect effects were significant at the 0.05 level.

According to the bootstrapping analysis, the indirect effect (β = 0.091) is significant with a positive significant t-value of 3.463. The indirect impact 95% Boot CI: [LL = 0.037, UL = 0.206] did not straddle a 0 in between, as was stated by Preacher and Hayes (2008). As a result, the study's findings showed that the association between word-of-mouth and revisit intention is statistically significantly mediated by tourist satisfaction (β = 0.091, t =3.463, p< 0.05). Because of this, Hypothesis 8 is supported. According to the bootstrapping analysis, the indirect impact (β = 0.305) was significant, with a t-value of 4.637. According to Preacher and Hayes (2008), there is a mediation because the indirect effect's 95% Boot CI: [LL = 0.177, UL = 0.434] did not straddle a 0 in between.

**Table 7**
***Indirect Effects***

| | Beta | SD | T value | P values | LL | UL | Decisions |
|---|---|---|---|---|---|---|---|
| PE -> TS -> RI | 0.205 | 0.06 | 3.433 | 0.001 | 0.089 | 0.319 | Supported |
| PV -> TS -> RI | 0.305 | 0.066 | 4.637 | 0.000 | 0.177 | 0.434 | Supported |
| WOM -> TS -> RI | 0.091 | 0.062 | 3.463 | 0.144 | 0.037 | 0.206 | Supported |

As a result, the study's findings showed that Tourist satisfaction had a statistically significant mediating influence on the association between Perceived Value and Revisit intention ( β= 0.305, t = 4.637, p< 0.05). As a result, Hypothesis 9 is supported. According to the bootstrapping procedure, the indirect impact (β= 0.205) was significant, with a t-value of 3.433. According to Preacher and Hayes (2008), the indirect effect's 95% bootstrap confidence interval was [LL = 0.089, UL = 0.319] and did not straddle a 0 in between. Accordingly, the findings showed that the association between Past Experience and Revisit intention was statistically significant (β = 0.205, t =3.433, p< 0.05) when Tourist Satisfaction was used as a mediator. As a result, Hypothesis 10 is supported.

## DISCUSSION AND CONCLUSIONS

This study examines word of mouth, perceived value, past experience, and tourist satisfaction and revisits intentions to gain a holistic view of religious tourism. The investigation supported the constructs' link. Research indicates that favourable word-of-mouth impacts tourist satisfaction (β= 0.113), supporting the hypothesis and predictions. Tourist satisfaction is positively influenced by perceived value (β= 0.38) and past experiences (β= 0.256). Tourist satisfaction increases revisit intentions with a beta of 0.803. Tourist satisfaction ratings considerably and positively affect Kartarpur temple tourists' revisit intentions. The mediation test demonstrated that tourist satisfaction mediates the association between perceived value, word-of-

mouth and past experience on revisit intention, which are significant. In religious tourism, word-of-mouth perceived value and past experience increase tourist satisfaction, encouraging Sikh pilgrims to return. Higher religious conviction improves pilgrims' word of mouth and past experiences, resulting in greater satisfaction and revisiting intentions.

## IMPLICATION

The study offers theoretical and practical insights into religious tourism in many ways. This study initially examined how word-of-mouth, perceived value, and past experience affected Kartarpur temple tourists' satisfaction and revisit intention. This study examines the religious tourism business in Pakistan, a developing nation, adding to the literature by focusing on its context. Early tourism studies used samples from poor countries due to cultural transformations that limited their significance. Our findings establish shared cultural and societal standards. This study can help regional and worldwide tourism managers persuade visitors to reconsider. They should build religious relationships to increase visitor return rates. This study found that word of mouth, perceived value, and past experiences made travellers happier and increased their revisit intention due to their intense religiosity. Therefore, academics and practitioners should study these driving forces. The manager and front-line staff at religious tourist locations must also pay more attention to local traditional culture and arrange activities that deepen tourists' relationships with the religious-cultural practices. The South Asian and global economies are paying increasing attention to Pakistan, and this study gives marketers critical information to improve tourists' inclination to return. Thus, destination marketers must understand and apply the study's findings to improve tourists' word-of-mouth, perceived value, and past experiences, which affect their revisit intention. Happy tourists return more. Thus, the Kartarpur Corridor administration must focus on factors that boost tourist satisfaction and encourage repeat visits.

## LIMITATIONS AND FUTURE RECOMMENDATIONS

The study's limitations present fascinating opportunities for future research, even though it achieved its goals and made a significant contribution. So, first of all, this study's focus is only on religious travel in developing nations, specifically as it relates to the Kartarpur Temple in Punjab, Pakistan. Future studies in other nations will be helpful for the study framework's validation and generalizability. Second, the research involved Sikh pilgrims who might have trouble understanding the entire questionnaire because the questionnaire was written in English. This problem led to inconsistencies in the participant's demographic profile, a critical component of tourists' revisit intention. Fourth, since the study's cross-sectional design, future research may employ a longitudinal research methodology to collect data to fully grasp the complex and subtle aspects of assessing tourists' attitudes and subsequent behaviors. Future studies should use a larger and more geographically diverse sample of Sikh pilgrims to test the studied model empirically.

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