

## What makes muslim tourists loyal to halal destinations in yogyakarta? a loyalty analysis using the SEM Method

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### Abstract

*This study aims to analyse the relationship among halal image, halal quality, halal value, halal attributes satisfaction toward overall satisfaction and loyalty in halal tourism issues. This type of research is quantitative research which used primary data (questionnaire) obtained through 200 respondents who have travelled halal destination in Daerah Istimewa Yogyakarta, the analysis in this study used the Structural Equation Modelling method with Lisrer 8.80 software. The respondents should choose one of ten halal destination's categories which has been specified on the questionnaire. In this study, we examine the determinants of tourist overall satisfaction and loyalty. The findings confirm that halal value and halal attribute satisfaction contribute to generating tourist on overall satisfaction. The results also show that only overall satisfaction has significant and positive effect directly enhance tourist loyalty. this study offers the novelty on the explanation of the opportunities and challenges in developing and marketing halal tourism through tourist loyalty.*

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**Keywords:** *loyalty, overall satisfaction, halal tourism*

### Abstrak

Penelitian ini bertujuan untuk menganalisis hubungan antara citra halal, kualitas halal, nilai halal, kepuasan atribut halal terhadap kepuasan dan loyalitas secara keseluruhan dalam isu pariwisata halal. Jenis penelitian ini adalah penelitian kuantitatif yang menggunakan data primer (kuesioner) yang diperoleh melalui 200 responden yang pernah berwisata halal di Daerah Istimewa Yogyakarta, analisis dalam penelitian ini menggunakan metode Structural Equation Modeling dengan software Lisrer 8.80. Responden harus memilih salah satu dari sepuluh kategori destinasi halal yang telah ditentukan pada kuesioner. Dalam studi ini, kami menguji faktor penentu kepuasan dan loyalitas turis secara keseluruhan. Temuan mengkonfirmasi bahwa nilai halal dan kepuasan atribut halal berkontribusi untuk menghasilkan wisatawan pada kepuasan secara keseluruhan. Hasil penelitian juga menunjukkan bahwa hanya kepuasan secara keseluruhan berpengaruh signifikan dan positif secara langsung meningkatkan loyalitas wisatawan. Studi ini menawarkan kebaruan dalam pemaparan peluang dan tantangan dalam mengembangkan dan memasarkan wisata halal melalui loyalitas wisatawan.

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**Kata kunci:** loyalitas, kepuasan keseluruhan, wisata halal

### INTRODUCTION

Halal is an important topic among Muslims which is a standard in doing things, whether it is permitted or prohibited according to Islamic regulations. Halal means lawful which is the opposite of haram which means it is prohibited or not allowed by the law

(Mukhtar & Butt, 2012; (El-Gohary, 2016). Halal standards apply to all sectors of life, food, clothing, lifestyle, including in the tourism sector. Nowadays, the penchant for Muslims on vacation is quite high, according to the study (Sanad, Kassem, & Scott, 2010) that vacationing today is more socially acceptable than before. The current tourism development is quite massive, at least the tourism sector reached \$ 140 billion in 2013 or around 13 percent of total global tourism. The increasing interest of tourists makes tourism businesses also grow, such as tourism agencies, tour guides, restaurants, media, hotels, and airlines (Manama, 2014). Halal tourism is a form of destination marketing that considers the needs of Muslim tourists (Ryan, 2015). The basic development of halal tourism according to (Razalli, Abdullah, & Hassan, 2012) includes such as: halal food, halal transportation, halal hotels, halal logistics, Islamic finance, Islamic travel packages, and halal spas.

The global tourism industry increasingly becomes a competitive market. Understanding the traveler's needs, interests, demands and behavior plays an important role in developing destinations (Shafaei and Mohamed, 2015). In view of this, practitioners and researchers recognize the importance of high value tourism markets (Battor and Ismail, 2016). The growing of interest in halal tourism is partly related to the sustained growth of the global Muslim populations (Battor and Ismail, 2016). It's aligned with (Lipka and Hackett, 2017) that examine that the global Muslim population is quite large and continues to grow. An estimated 1.8 billion in 2015, forming around 24.1% of the world's population, the projected proportion increased to 31.1% with 3 billion people in 2060. The development of Muslim tourists according to (Battor and Ismail, 2016) also attracts world interest in developing of halal tourism.

Many countries have begun to focus on developing and providing tourism products and culinary services due to the specific requirements of Muslim tourists according to their religious ethics. Market-oriented companies should spend time checking market trends and discussing future needs with customers directly (Narver, Slater, and Mac Lachlan, 2004). Similarly (Jayachandran, Hewett, and Kaufman, 2004) also discuss the importance of anticipating changes in customer needs.

Indonesia has the potential to develop the halal tourism as well as becoming a halal tourism market for other countries. Muslims in 2010 recorded 207.2 million people (87.18%) (BPS, 2010). Besides the economic potential of the population is also quite good, at least the expenditure of villagers and cities as much as 46.98% high expenditure, 36.09% moderate expenditure and 17.02% low expenditure according to Indonesian Statistics Publication data (BPS, 2018).

In addition, in 2016 Indonesia won 12 categories out of a total of 16 award categories held in Abu Dhabi, United Arab Emirates on December 7, 2016 (Ministry of Tourism, Republic of Indonesia, 2018). Indonesia's tourism sector increased from 9.3 million in 2014 to 10.4 million in 2015, up 2.9%, making Indonesia ranked 4th under Thailand, Malaysia, and Singapore (Bappenas, 2016).

The commercial aspect of the Muslim tourism market makes travel agencies and marketing organizations pay attention on muslim tourist compliance aspect and develop tourism meets these criteria (Henderson J. C., 2010). In addition, the development of tourism facilities is also a greatly factor influences tourists. Regression analysis (Sykes, 2018) has been used to determine the relationship between the stages of tourism development by considering the objective life cycle, research from (Butler, 2005) which consists of four independent variables, namely number of arrivals, number of stays,

infrastructure development and development of tourism infrastructure and recreational facilities whose results are interrelated and positive.

Thus, the ability to provide high satisfaction is very important in halal tourism to distinguish themselves from their competitors. In particular, in increasingly competitive markets, developing consumer loyalty is seen as a key factor in winning market and developing sustainable competitive advantage (Luarn and Lin, 2003). Marketing needs to be guided by an investigation of tourist motivation and its interactions with tourist satisfaction (Devesa, Laguna, and Palacios, 2010).

These studies gave the global trend where tourist destinations face a fairly complex competitive environment, this situation can become more complicated in the coming years (Chi and Qu, 2008). (Garrod, Wornell, and Youell, 2006, p. 124) found that the number of tourist destinations continues to increase, it becomes increasingly difficult for tourist destinations to distinguish themselves from each other. Looking for ways to understand marketing objectives, competitive positioning and ways to attract tourists, in particular, the sustainable form of this strategy (Blancas, Lozano-Oyola, González, Guerrero, and Caballero, 2011).

This has forced managers to look for innovative strategies and competitive advantages in an effort to achieve customer loyalty, thereby hoping to increase the benefits of visits and repeated recommendations (Fyall, Callod, and Edwards, 2003; Shirazi and Som, 2011). To develop a strategy based on destination loyalty, managers must get a better understanding of how this loyalty functions, including which factors most contribute to tourist loyalty (Chen and Gursoy, 2001; Chi and Qu, 2008; Eusébio and Vieira, 2013). Therefore, this study seeks to develop a deeper understanding of how to improve the long-term socio-economic outcomes of halal tourism, with special emphasis on increasing loyalty of tourist.

In this context, the purpose of the research is to better understand how the loyalty function of halal tourism by identifying factors that generate loyalty. Understanding produces a strategy that offers halal tourism destinations sustainably to increase their competitiveness through tourist loyalty. Therefore, this study seeks to provide useful guidance for managers of halal tourist destinations on how to increase loyalty levels, thereby encouraging destinations and company profits through visits and recurring recommendations. The research took place in Yogyakarta, but the results may be applied to other countries and regions where halal tourism has developed and faces the same challenges.

### **Objective**

The objective of the research is to find out the function of loyalty, which factors most contribute to the loyalty of tourist desirability, this research has been done by previous researchers such as (Chen and Gursoy, 2001; Chi and Qu, 2008; Eusébio and Vieira, 2013). In conclusion, the research objectives are as follows: 1). To find out the effect of the halal image on the overall satisfaction of tourists 2). To find out the influence of the halal image on tourist loyalty 3). To find out the effect of halal quality on overall satisfaction, 4). To find out the effect of halal quality on tourist loyalty, 5). To find out the effect of halal value on overall tourist satisfaction, 6). To find out the influence of halal values on tourist loyalty, 7). To find out the effect of halal attribute satisfaction on overall satisfaction of tourists, 8). To find out the effect of halal attribute satisfaction on tourist loyalty, 9). To find out the effect of overall satisfaction on tourist loyalty.

## **LITERATURE REVIEW**

The trend in the range of 2010-2022 based on the literature, found that there were not enough scientific studies that examined halal in general, and even fewer studies that specifically examined halal tourism, many terms used to symbolize tourism in accordance with Islam, halal tourism, Islamic tourism and Muslim friendly tourism. This study develops by showing religiosity symbols and logos. Religiosity symbols and logos in products and services are brand personalities as a mixture of certain human properties that can be associated with certain brands (Kotler and Keller, 2009).

In accordance with the Law of the Republic of Indonesia Number 10 of 2009 concerning of Tourism that freedom to travel and use leisure time in the form of tours is part of human rights, while tourism is an integral part of national development carried out systematically, planned, integrated, sustainable, and responsible by continuing to provide protection against religious values, the culture that lives in society, preservation and quality of the environment, and national interests, and tourism development is needed to encourage equal opportunities for business and benefit. So that tourism is formed into a variety of tourism activities and supported by various facilities and services provided by the community, businessmen, government, and local government in accordance with the general provisions of the Republic of Indonesia Law Number 10 of 2009. In accordance with Article 9 of the same Law that Plan the main provincial tourism development as referred to in Article 8 paragraph (1) is regulated by the Provincial Regulation.

In the Special Region of Yogyakarta Regulation Number 1 of 2019 concerning Amendments to the Special Province of Yogyakarta Regulation Number 1 of 2012 concerning the Master Plan for Tourism Development of the Special Region of Yogyakarta in 2012-2025 article 15 point 1 states that the development of tourist attraction as referred to in Article 8 letter b of the same regional regulations, covering development and development: Natural tourist attraction, cultural tourism and man-made tourism.

Then the three types of power from these tours can be further developed in various sub-types or categories of tourist activities including 23 categories. In this study, researchers will only take nine categories that represent closeness to halal tourism, the categories are mountain tourism, marine / water tourism, cultural tourism, historical tourism, educational tourism, religious tourism, culinary tourism, rural tourism, agro-tourism and other tourism.

### **Tourism**

According to Law Number 10 of 2009 concerning tourism, Tourism is travel activities carried out by a person or group of people by visiting certain places for recreational purposes, personal development or studying the uniqueness of tourist attractions visited in the interim period.

### **Tourism system**

According to the Republic of Indonesia Law number 10 of 2009 concerning tourism, Tourism system is various kinds of tourism activities and supported by various facilities and services provided by the community, businessmen, government, and local government.

### **Tourist attraction**

According to Republic of Indonesia Law number 10 of 2009 concerning tourism, Tourist attraction is anything that has a uniqueness, beauty, and value in the form of natural, cultural, and man-made diversity that is the target or destination of tourist visits.

### **Tourism categories**

In the explanation of the Special Region of Yogyakarta Province Regulation No. 1 of 2012 concerning the Master Plan for Tourism Development in the Special Region of Yogyakarta in 2012-2025 tourist attraction as explained in Law Number 10 of 2009 can be further developed in various sub-types or categories of tourism activities, including: 1) Adventure Tourism 2) Marine Tourism 3) Farm Tourism 4) Creative Tourism 5) Cruise Tourism 6) Culinary Tourism 7) Cultural Tourism 8) Heritage Tourism 9) Dark Tourism 10) Ecotourism / Wild Tourism 11) Educational Tourism 12) Extreme Tourism 13) Mass Tourism 14) Meeting, Travel, Intensive, Conference and Exhibition Tourism 15) Health Tourism (Medical Tourism / Wellness Tourism 16) Nature-Based Tourism 17) Religious Tourism (Religious Tourism / Pilgrimage Tourism) 18) Pop Culture Tourism 19) Rural Tourism 20) Urban Tourism 21) Volunteer Tourism

### **Previous studies**

#### **Image**

The important role of the image of a tourist destination is to understand tourist behavior and in designing an effective tourism marketing strategy. Image has been described by Reynolds (1965) as a mental development construction based on several impressions selected from the amount of information. Destination images have many sources including promotional literature (travel brochures, posters), opinions of others (family / friends, travel agents) and public media (newspapers, magazines, television, books, films).

Furthermore, when visiting tourist destinations, the image will be affected and modified based on previous information and the experience obtained by tourists after visiting. According to (Echtner & Ritchie, 1991) the image of a tourist destination can include unique features and events (functional profiles) or *Aura* (psychological profiles). Unique experience is one aspect of the psychological profile that is a rating of tourists in choosing destinations to visit such as the level of friendliness, safety, expected service quality, fame, and others. Based on this concept, the image of a tourist destination is defined as not only the perception of individual tourist attributes but also the holistic impression made by the tourist destination such as halal image. The tourism image consists of a functional profile, regarding more tangible aspects of tourist destinations, and psychological profiles, about aspects that are more intangible. Thus, the image of a tourist destination can be arranged starting from the nature that can generally be used to compare all tourist destinations.

#### **Value**

The results of the study (Mechinda, Serirat, & Gulid, 2009) showed that loyalty attitudes were mainly driven by attachment, familiarity and perceived value, while behavioral loyalty was driven by familiarity. Only one dimension of attraction motivation (history, inheritance and knowledge) is influenced by loyalty attitudes, whereas no pull motivation dimensions have an effect on behavioral loyalty. Regarding on motivation, tourist's desire for novelty of behavior is negatively affected by loyalty.

## Loyalty

Customer loyalty is a strong commitment that buyers have to continue to use products, services, brands, or organizations consistently in the future, even though there are new situations or competitive offers to push the transition (Oliver, 1999). This is similar to relationship commitment in buyer-seller relationships where customers have a lasting intention to maintain long-term relationships (Anderson and Weitz, 1992; Gundlach, Achrol, and Mentzer, 1995). Loyalty behaviors can take several forms, but are usually operationalized as future intentions to repurchase products and services (Dick and Basu, 1994; Fornell, 1992). A consumer will consistently buy the same product because he considers it a superior product among the choices available. Loyalty is usually related to products, not companies.

According to (Battour, Ismail, and Battor, 2011) serving the needs of Muslim tourists in terms of providing halal food at certain destinations can increase their overall satisfaction and loyalty. (Mansfeld, Ron, and Gev, 2000) provide explicit recommendations for providing food in accordance with sharia law. Therefore, a catering entrepreneur who is aware of how to satisfy Muslims or who offers dietary needs of religious groups will attract more Muslim customers (Dugan, 1994).

In Islamic view that according to Islamic law, it is forbidden for Muslims to drink or sell alcohol. Muslims are also prohibited from gambling and are involved in the gambling industry. This is stated in the Holy Qur'an (Q.S al-Maidah: 90). In addition, Prophet Muhammad said "Alcohol is the mother of all evil and that is the most shameful crime" (Ibn Majah, 2004). It is also prohibited for Muslims to visit places where alcohol is consumed and gambling is done (Din, 1989); (Henderson J., 2003), (Al-Hamarneh and Steiner, 2004); (Hashim, Murphy, Hashim, and N, 2007); (Zamani and Henderson, 2010). So that the loyalty of Muslim tourists is greatly affected by their religious ethics.

## Satisfaction

(Woodruff, Cadotte, and Jenkins, 1983) argued that customer satisfaction must be defined to reflect the relationship between cognitive and emotional processes because customer satisfaction or dissatisfaction is an emotional feeling developed in response to confirmation or. This is in line with opinion of (Menler Kotler and Keller, 2000, 138), that, satisfaction is a form of feeling happy or disappointed someone who is the result of a comparison between the performance of the product received with what is expected. In the same way Fornell (1992) stated that high customer loyalty is mainly due to high customer satisfaction.

The literature on the role of satisfaction in loyalty mostly shows that satisfaction is the main determinant of loyalty (Dick and Basu 1994), but not everyone agrees. Reichheld (1994), for example, shows that customers who claim to be satisfied or very satisfied may still stop being loyal. And conversely, loyal customers are not always satisfied even though satisfied customers tend to be loyal (Fornell 1992; Gommans et al. 2001; Oliver 1999). During this time, customers took resources far easier to get purchases from old customers than from new ones (Rosenberg and Czepiel 1983). Thus, customer loyalty has a positive effect on profitability and company earnings (Castañeda, 2011)

The theoretical models proposed in this study are based on a literature review (Campón, Hernández, and Alves, 2012) on factors that generate loyalty to goals, accommodation, and other tourism products. This research updates and refocuses the review of this research on destinations, finding that the main antecedents of loyalty in the context of tourism destinations are halal image, halal quality, halal value, and satisfaction. Destination images are strategically important not only in the design of appropriate

marketing initiatives but also in understanding tourist travel behavior (Echtner and Ritchie, 1991). Furthermore, (Olya and Al-ansi, 2018) report that the availability of halal products and services in tourist destinations will positively lead to high levels of satisfaction of Muslim tourists.

Destination images are often described as impressions or perceptions of places (Echtner and Ritchie, 1991). The relationship between overall image and satisfaction has been extensively investigated in the context of tourist destinations (Hernández-Lobato et al., 2006; Prayag and Ryan, 2012; Sun, Chi, and Xu, 2013). Based on this theoretical framework, the following hypothesis is proposed in the context of halal tourist destinations:

H1. The Halal image of the destination has a positive effect on overall satisfaction.

H2. The Halal image of the destination has a positive effect on loyalty.

### **Quality**

According to (Tjiptono, 2005) service quality is the expected level of excellence where control over the level of excellence aims to meet customer needs. Service quality can be known by comparing consumer perceptions of services that they actually receive or produce with actual services they expect or want for company service attributes (Lupiyoadi, 2013, 204). If the service is received or perceived (perception service) as expected, then the service quality is felt good and satisfying, if the service received exceeds consumer expectations, the quality of service is felt to be very good and of good quality. Conversely, if the service received is lower than expected, the quality of service is considered bad.

(Chen and Tsai, 2007, p. 1116) described service quality as a visitor's assessment of the service delivery process standards in connection with travel experience. (Murphy, Pritchard, and Smith, 2000) also emphasized the importance of quality in tourism, that destinations and infrastructure create links that lead to perceptions of service quality. The more positive the infrastructure provided, the greater the perceived quality. So (Lee, Graefe, and Burns, 2004) and (Rivera and Croes, 2010) stated that quality is a key concept in marketing because it can be an indicator of business success. This is confirmed by research of (Bar-roso et al., 2007; Jalilvand et al., 2014; Kim et al., 2012; karabkar et al., 2010) that there is a relationship between quality and loyalty. Based on these findings, the hypotheses that can be tested are:

H3. The Halal quality of the destination has a positive effect on overall satisfaction.

H4. The Halal quality of the destination has a positive effect on loyalty.

According to (Zeithaml, 1988, p. 14), perceived value is an assessment of the overall assessment of consumers for the utility of a product based on perceptions of what is received and what is given. What is received can vary among customers, some may focus on volume, quality, comfort and so on. (Murphy et al., 2000) argued that value and quality can show how to rejuvenate and reposition tourism products, so that destination managers can use these factors as a tool to revitalize this sector. In line with this, (Bajs, 2015, p. 125) stated that tourists value is the difference between perceived benefits and costs arising from destination offers. The relationship between value and overall satisfaction had been investigated by many researchers for example (Bajs, 2015; Chen and Tsai, 2007; Jalilvand et al., 2014; Kim et al., 2012; Phillips et al., 2013) and between value and loyalty by (Bajs, 2015; Hutchinson, Lai, and Wang, 2009; Jalilvand et al., 2014; Kim et al., 2012) so that there are two hypotheses that can be tested:

H5. The Halal value of the destination has a positive effect on overall satisfaction.

H6. The Halal value of a destination has a positive effect on loyalty.

Satisfaction is a central concept in marketing. Nevertheless, satisfaction is often confused with perceived value (Sweeney and Soutar, 2001) or perceived quality (Bigné et al., 2001). According to Oliver (1993), various profiles of diverse products or services allow customers to have different experiences, some positive and some negative. Therefore, attribute satisfaction can be understood as a subjective assessment of consumers resulting from observing performance attributes. While overall satisfaction is also a function of attribute valuation, overall satisfaction and satisfaction of attributes are different constructs, although related. Thus, (Prayag and Ryan, 2012, p. 348) called satisfaction the overall goal as a cumulative construct that sums satisfaction with various aspects of the goal. (Ozdemir et al., 2012) confirmed that at a logical level, overall satisfaction is a function of satisfaction with destination-specific attributes, as mentioned by Oliver (1993) above that attribute satisfaction has a positive and direct impact on overall satisfaction and captured many variations that last one. In the case of Muslim tourism according to (Hana, Al-Ansia, Olyab, and Kim, 2019) that the availability of prayer rooms and other Muslim-friendly facilities is an important demand by most travelers. They really hope to find access to these facilities in the places they visit in hotels, terminals, airports and destination of tourism. The lack of availability of food places and other friendly Muslim facilities is a serious obstacle for Muslim tourists when traveling. The hypotheses that can be tested are as follows:

H7. Halal attribute satisfaction has a positive effect on overall satisfaction.

H8. Halal attribute satisfaction has a positive effect on loyalty.

### **Relationship between satisfaction and loyalty**

Customer satisfaction refers to the assessment of the customer after a particular purchase experience, and overall satisfaction means the customer ranks on the brand based on their experience (Johnson and Fornell, 1991). (Oliver, 1981) also argued that customer satisfaction refers to a summary of the psychological conditions produced when emotions around unconfirmed expectations are combined with previous consumer feelings about consumption experiences. From this description, we can see overall satisfaction as a combination of all previous transaction-specific satisfaction (Jones and Suh, 2000). The literature on marketing has focused on analyzing the relationship between customer satisfaction and loyalty (Chi and Qu, 2008). In tourist behavior, satisfaction also plays an important role (Kozak, 2001). Therefore, destination managers need to work hard to produce satisfaction (Rodríguez del Bosque and San Martín, 2008). When tourists are dissatisfied, this can reduce the possibility of them returning to their destination or recommending them to others (Rivera and Croes, 2010). Analysis of the effect of satisfaction on goal loyalty is quite common, especially those that treat satisfaction as the main antecedents of loyalty (Campón et al., 2012). According to the findings (Hana, Al-Ansia, Olyab, and Kim, 2019) the attributes of halal and Muslim-friendly destinations are the main and significant indicators for the image of the goal and the image of the overall goal. This result is in line with the research of (Battor, Battor, and Bhatti, 2014) (Oktadiana and Pearce, 2016) in advance.

Given that the relationship between satisfaction and loyalty is generally accepted, as discussed earlier, H9 focuses specifically on the relationship between satisfaction and loyalty as a whole need to be understood more deeply. The latter relationship has been widely verified in theoretical discussions for example by (Chi and Qu, 2008; Jailvand et al., 2014; Kim and Brown, 2012; Lee et al., 2007; Liu, Lin, and Wang, 2012; Mechinda

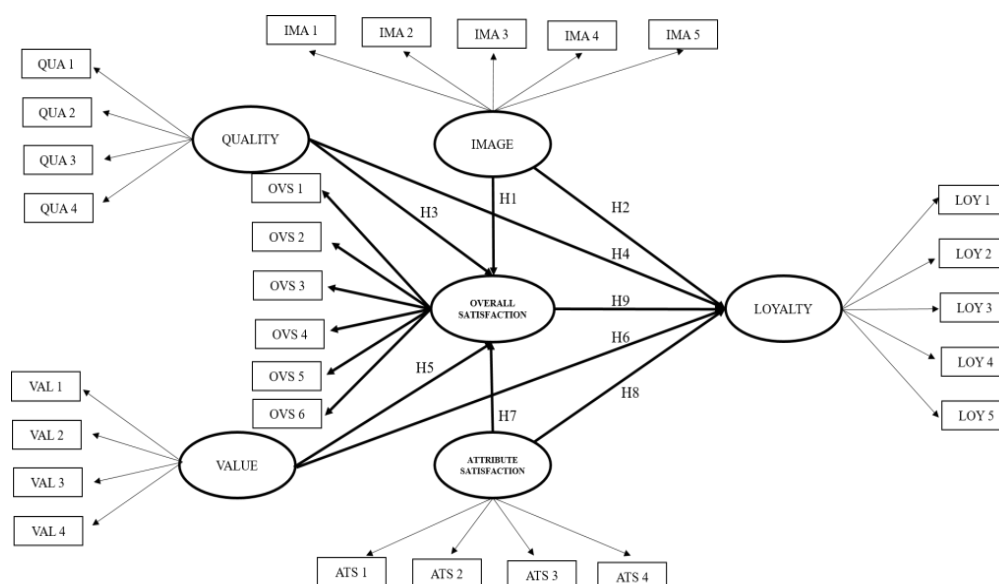


et al., 2009; Sun et al., 2013; Yoon and Uysal, 2005). Then the hypothesis that can be tested is:

H9. Overall satisfaction has a positive effect on loyalty.

### Conceptual framework

The research framework was formed to illustrate how modeling of relationships between variables used in research. Although not specifically, the research framework is important to look at at least the concept of the relationships between variables that are being offered in a study. This study uses a model that will be explained in the following figure:



Source:  
adapted  
from (Cerro, Mogollón, and Alves, 2017)

**Figure 1.** Research framework

In the framework of the research above, The model picture of loyalty and overall satisfaction is a dependent variable, where these variables have four independent variables, namely; halal image (image), halal quality (quality), halal value (value), and halal attributes satisfaction (attribute satisfaction). The overall satisfaction variable in this study has dual function, in addition stand as an Exogenous variable on loyalty, it also stand as an endogenous variable on halal image, halal quality, halal value and satisfaction of halal attributes.

### METHODOLOGY

The type of the research is descriptive quantitative research. Quantitative research is research that information or data analyzed using statistical techniques (Kontur, 2007). This study uses a purposive sampling type to be able to reach the amount of data that can be managed (Ames, Glenton, and Lewin, 2019). Purposive sampling is a sampling technique using certain considerations (Sugiyono, 2016). Purposive sampling involves identifying and selecting individuals or groups of individuals who specifically have knowledge or experience with interesting phenomena (Cresswell and Plano Clark, 2011). In addition to knowledge and experience, (Bernard, 2002; Spradley, 1979) noted the

importance of availability and willingness to participate, and the ability to communicate experiences and opinions in a clear, expressive, and reflective way. Conversely, probabilistic or random sampling is used to ensure generalization of findings by minimizing potential bias in elections and to control the influence of known and unknown ambiguous potential. As a population limit with a large number of Muslims in Indonesia, this study shows a sample of Muslim tourists who travel to Yogyakarta Special Region attractions, by dividing respondents by sex, age, area of origin, education, expenditure and classification of tourism visited.

### **Data**

Data were collected through questionnaires, closed questionnaires using the Likert Scaling. The questionnaire survey was used to collect data on Muslim tourists' perceptions of halal tourism. Most of the instruments used to measure constructs in this study were adapted from previous studies to ensure content validity. According to (Narimawati and Sarwono, 2007) one of the assumptions that must be fulfilled in SEM analysis is sample size should be above 100. In addition according to (Dermawan, 2000) the number of respondents used in a research should be at least four to five times the number of indicators used. This study has 28 (twenty eight) indicators, if multiplied by 5 (five) then at least use 140 respondents. In an effort to prevent questionnaires from being damaged or unable to be processed, the questionnaire was distributed to 200 respondents. Questionnaires were distributed to 200 respondents in physical and electronic forms. The distribution of questionnaires was divided based on the origin, education level, age, and income level (Rehman and Shabbir, 2010).

### **Structural equation modeling**

This study used structural equation modeling (SEM) to analyze data from 200 Muslim tourists who visited halal destinations in the Special Region of Yogyakarta, by dividing respondents by sex, age, region of origin, education, expenditure and tourism classification visited to report tourist loyalty to halal destination in Yogyakarta. Structural equation modeling (SEM) is a popular technique in tourism research. What makes SEM so popular is its ability: (i) to simultaneously test various relationships between theoretical constructs, measured as latent variables as identified by some manifest indicators and (ii) assume that some of these variables have mediating or moderating roles when trying to explain behavior or perception of certain actions. (Mikulića, Josip, Ryan, and Chris, 2018).

## **RESULTS AND ANALYSIS**

### **Profiles of respondents**

Profiles of respondents sought to be diverse so that the data collected and processed further adequately represented the needs of the research conducted. The profile of respondents who were perceived to represent diversity in the study included at least a number of things that were considered important, namely: domicile of origin, gender, age, education, expenditure and tourist categories visited. The origin of the region and the tourist category is the diversity that is considered most important as the representation of the profile of the respondent.

The origin of the respondents came from various provinces in Indonesia and could represent the provinces of the major islands of Indonesia. While the tourism category in this study consisted of nine categories namely; mountain tourism, marine / water tourism,

cultural tourism, historical tourism, educational tourism, religious tourism, culinary tourism, rural tourism, agro tourism and others tourism. Profile of respondents has been processed using statistical data that has been calculated previously. The table below describes the profile of respondents based on gender, category of destination, origin of tourist area, education and expenditure;

**Table 2.** Profile respondents

Profile Respondents	Categories	Total (%)
Gender	Male	54
	Female	46
	Others tourism	4
	Agro tourism	5
	marine / water tourism	26
	cultural tourism	9
Destination's category	rural tourism	4
	culinary tourism	8
	mountain tourism,	14
	educational tourism	8
	religious tourism	10
	historical tourism	12
Origin of tourist	Middle of Java (at most)	18
	West of Sulawesi (least)	1
Educational	Bachelor (at most)	57
	Doctor (least)	1
Expenditure	< IDR 2.500 K (at most)	74
	> IDR 5.000 K - 7.500 K (least)	2

Source: Data processed, 2022

### Model estimation

Model estimation consists of several tests that have been carried out on the research model. Estimates are made by looking at the relationship of indicators (manifest variables) to form latent variables, looking at the suitability of the model and the relationships between variables that have been tested. The following are explained in the three main sub-chapters below;

### Reliability

Reliability test is used to test whether the indicators used in each of the latent variables in the research model have a good degree of suitability, the reliability of the indicator is first calculated using the Construct Reliability and Variance Extracted approach. The test results of indicators on each latent variable can be seen in the following table 3;

**Table 3.** Reliability and variance extracted

Construct Reliability	Variance Extracted	Latent Variable
0,8773	0,5909	Halal Image*
0,8311	0,5541	Halal Quality*
0,8634	0,6153	Halal Value*
0,8659	0,7208	Halal Attribute Satisfaction*
0,9177	0,6501	Overall Satisfaction*
0,8385	0,5147	Loyalty*

\* CR > 0,7 and VE > 0,5

Source: Data processed, 2022

### Goodness of fit test

This goodness of fit tests is used to determine if a model being tested must be accepted or rejected. Although so according to (Narimawati and Sarwono, 2007) that good compatibility does not mean that each part of a particular model has a good fit or suitability. A good fit also does not mean that all exogenous variables are the cause of endogenous variables. A model with fewer indicators for each factor will have a higher suitability than a model with more indicators for each factor. The following are the results of the suitability test model obtained;

**Table 4.** Goodness of fit test

Statistic	Type	"fit"	Result	Finding
Normed Index (NFI)	Fit Incremental	$\geq 0,9$	0,94	fit
	Fit Measures			

Source: Data processed, 2022

### Relations between variables

The structural model can be contrasted with the measurement model. This model is a set of exogenous and endogenous variables in a model, along with the direct effect or direct arrow direction that connects it, and the interference factor for all of these variables. SEM in essence is not intended to create causality relationships, but is used as a justification for the existence of an empirical causality relationship using the observed data. The justification for the causality relationship can be seen from the large coefficients that are stated to be significant on alpha ( $\alpha$ ) 0.05 and t value 1.96.

### The structural equation of halal image, quality, value, and attributes to overall satisfaction

The Image variable has a coefficient -0.013 with a t value -0.096, meaning that the halal image variable has no effect and is not significant towards the overall satisfaction of Yogyakarta muslim tourists.

**Table 5.** The structural equation of halal image, quality, value, and attributes to overall satisfaction

Variable	Coefficient	Standar Error	t-value
Halal Image	-0,013	0,14	-0,096
Halal Quality	0,31	0,21	1,44
Halal Value	0,50	0,18	2,81*
Halal attributes satisfaction	0,20	0,10	1,98*

$R^2 = 0.84$       \*t-crit = 1,96      ( $\alpha$ ) 0.05

The halal quality variable has a coefficient 0.31 with a t-value 1.44, meaning that the halal quality variable has a positive and not significant effect on the overall satisfaction of tourists of halal destinations in Yogyakarta. The Halal value variable has a coefficient 0.50 with a t-value 2.81, meaning that the halal value variable has a positive and significant effect on the overall satisfaction of tourists in the halal destination of Yogyakarta. The halal attribute satisfaction variable has a coefficient 0.20 with a t-value of 1.98, meaning that the variables of halal attribute satisfaction have a positive and significant effect on the overall satisfaction of tourists in halal destinations in Yogyakarta. **The structural equation of overall satisfaction, halal image, halal quality, halal value, and halal attributes satisfaction to loyalty.**

The overall satisfaction variable has a coefficient 1.31 with a t value 3.77, which means that the overall satisfaction variable has a positive and significant effect on the loyalty of tourists to Halal destinations in Yogyakarta.

**Table 5. The Structural equation of overall satisfaction, halal image, halal quality, halal value, and halal attributes satisfaction to Loyalty**

<b>Variable</b>	<b>Coefficient</b>	<b>Standar Error</b>	<b>t-value</b>
Overall Satisfaction	1,31	0,35	3,77*
Halal Image	-0,13	0,20	-0,64
Halal Quality	-0,35	0,34	-1,03
Halal Value	0,29	0,31	0,95
Halal attributes satisfaction	-0,29	0,16	-1,79

R<sup>2</sup> = 0.84      \*t-crit > 1,96      (α) 0.05

The halal image variable has a coefficient -0.13 with at value -0.64, meaning that the halal image variable has a negative and not significant effect on the loyalty of tourists to the halal destination of Yogyakarta. The halal quality variable has a coefficient -0.35 with a t value -1.03 which means that the halal quality variable has a negative and not significant effect on the loyalty of tourists to the halal destination of Yogyakarta. The Halal Value variable has a coefficient 0.29 with a t value 0.95 which means that the halal value variable has a positive and not significant effect on the loyalty of tourists to the halal destination of Yogyakarta. The satisfaction variable of halal attribute has a coefficient -0.29 with a t value -1.79 meaning that the variable satisfaction of halal attributes has a negative and not significant effect on the loyalty of tourists to halal destinations in Yogyakarta.

### Analysis

The first hypothesis, describes the effect of halal image simultaneously or partially on overall satisfaction. This is in line with research (Prayag and Ryan, 2012; Sun, Chi, and Xu, 2013) that the relationship between image and overall satisfaction has a significant relationship in the context of tourist destinations. Thus the image will influence the decision making process and future behavioral intentions (Barroso, Martín, and Martín, 2007; Bigné, Sánchez, and Sánchez, 2001; Chi and Qu, 2008). The second hypothesis, describes the effect of halal image (image) simultaneously or partially on loyalty. This is in accordance with the literature review (Campón, Hernández, and Alves, 2012) on factors that generate loyalty to tourism destinations which find that the main antecedents of loyalty in the context of tourism destinations are image.

The test results obtained that the hypothesis cannot be confirmed, this is similar to findings (Chen & Tsai, 2007; Kim et al., 2012; Rodríguez del Bosque & San Martín, 2008) where they have shown the opposite effect. This is probably because the image was captured since first visiting a tourist destination so that it would be very difficult to change, so it would be more relevant to present the desired image from the start and preserve it. In addition a number of marketing variables, such as advertisements or promotions to the public can sometimes be manipulated. (Bigné et al., 2005; Chi & Qu, 2008; Prayag & Ryan, 2012). This also confirms the results of the first and second hypothesis that the influence between halal image and overall satisfaction and loyalty is negative and not significant.

The third hypothesis, describes the effect of halal quality (overall) on overall satisfaction, this is in accordance with the opinion (Lupiyoadi p. 204, 2013) that if the service is received or perceived as expected, the quality of halal services is felt to be good and satisfying vice versa. From the hypothesis test conducted, it was found that the effect of halal quality on overall satisfaction was not significant, this relationship was consistent with the research (Bajs, 2015; Chen & Tsai, 2007; Hutchinson et al., 2009) which failed to confirm the relationship between quality and satisfaction. The fourth hypothesis, which states that halal quality (quality) has an influence on loyalty (loyalty), from the results of testing this hypothesis is not significant. Research that found an association between quality and opposite loyalty was (Chen & Tsai, 2007; Hutchinson et al., 2009). This is because achieving high quality is quite difficult (Bigné et al., 2001, 2005). The parameters of kindness, politeness, speed of service, willingness to help, professionalism, are parts of quality that will greatly influence overall satisfaction and loyalty (Hutchinson et al., 2009). So that when these factors do not exist, it will slow down the implementation of initiatives intended to improve quality (Bigné et al., 2005).

The fifth hypothesis, states the effect of perceived value (value) on overall satisfaction. The sixth hypothesis, states that there is an effect of halal value (value) that is felt by loyalty (loyalty). The fifth and sixth hypotheses are based on opinions of (Bajs p. 125, 2015) that tourists will assess tourist destinations that are perceived as differences between perceived benefits and costs incurred. Then consider their experience as a value which will then produce behavior (Chen & Tsai, 2007).

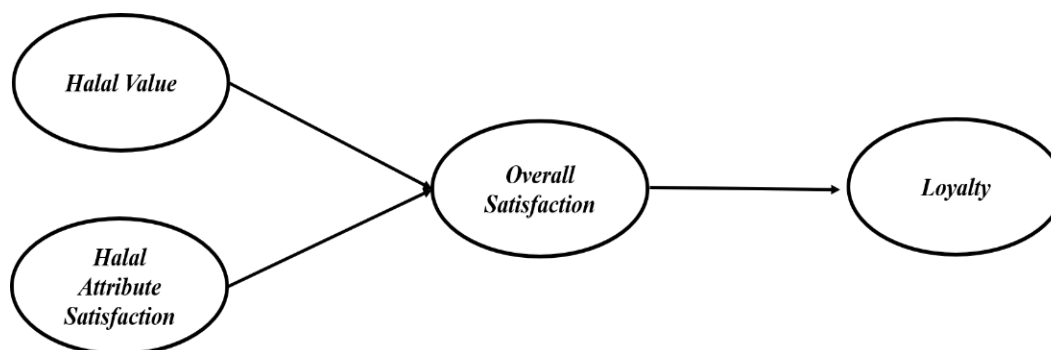
The fifth hypothesis can confirm the value of halal has a positive and significant relationship to overall satisfaction. But it failed to verify the relationship between halal value and loyalty, although the marketing literature has highlighted the important role of value as a determinant of satisfaction and behavior. This insignificant relationship has been confirmed by the literature (Chen & Tsai, 2007; Hutchinson et al., 2009; Lee et al., 2007; Sun et al. (2013)). This is according to (McKercher et al., 2012), caused by the presence of two factors namely because tourists are inherently unfaithful and the existing loyalty model produces poor results when applied to tourism.

Another reason this relationship is not verified could be because value acts as a mediator for overall satisfaction rather than having a direct effect on loyalty, besides that aspects of halal values are seen as subjective judgments that are strongly influenced by the background of tourists, so that people tend to adhere to the same values as Halal value offered by halal destinations will tend to be loyal, and vice versa.

The Seventh Hypothesis, describes the effect of attribute satisfaction on overall satisfaction. The eighth hypothesis, describes the effect of attribute satisfaction on loyalty. In line with the opinion (Oliver, 1993) that attribute satisfaction has a positive and direct impact on overall satisfaction. Ozdemir et al. (2012) assert that tourists use various attributes on their holidays and evaluate each separately. The seventh hypothesis can be confirmed according to the results of previous studies. But this hypothesis failed to confirm the effect of attribute and loyalty satisfaction on the eighth hypothesis.

The ninth hypothesis, describing the effect of overall satisfaction on loyalty has a positive and significant effect, basically the opinion (Chi and Qu, 2008) that marketing has focused on analyzing the relationship between customer satisfaction and loyalty in tourist behavior, satisfaction plays an important role in marketing (Kozak, 2001). The same opinion by Fornell (1992) that high customer loyalty is mainly due to high customer satisfaction. Nevertheless satisfaction is not enough to explain the intention to revisit in the future (Assaker et al., 2011; Oliver, 1999). Furthermore, from the nine hypotheses

that have been proposed and tested before, the results obtained for the overall model are shown in figure below:



**Figure 2.** Path diagram of effect of image, quality, value, attribute, overall satisfaction and tourist loyalty

## CONCLUSION AND RECOMMENDATION

### Conclusion

From the results of the data in the study of the effect of halal image, halal quality, halal value, halal attribute satisfaction, overall satisfaction and tourist loyalty towards halal destinations in Yogyakarta that have been carried out above can be concluded that the increase in halal value and satisfaction of halal attributes affects on overall satisfaction, while loyalty is only influenced by overall satisfaction. Seeing a positive and significant relationship between value and satisfaction attributes to overall satisfaction, does not rule out the possibility of loyalty will be better by increasing the halal value and halal attributes satisfaction of tourist destinations.

### Recommendation

Based on the results of the analysis and discussion, the researchers provide recommendations as follows: 1. The next researcher wants to include the time or year of visiting tourists so that the data obtained is in accordance with the actual tourist destination conditions so that the assessment of halal tourist destinations in Yogyakarta is accurate with the actual conditions. 2. It is expected to include any constraints underlying tourist disloyalty towards Yogyakarta's halal tourist destinations.

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