Muslim Tourist Loyalty to Halal Tourism in Indonesia

Prima Angkupi[1], Ivando Holawarno[2], Desy Ari Safitri[3], Defrizal Defrizal[4], M. Yusuf Sulfarano Barusman[5]
Yusuf.barusman@ubl.ac.id

[12345]Universitas Bandar Lampung

Abstract

This study aims to determine the loyalty of Muslim tourists to halal tourism as measured by Islamic attributes and the image of halal tourist destinations. The sample in this study were Muslim tourists who were visiting halal tourism in the provinces of West Nusa Tenggara, Aceh, West Sumatra, DKI Jakarta and Central Java as many as 500 respondents determined using purposive sampling. Then, the data were processed using structural equation modeling with the help of Lisrel. The results showed that the level of loyalty of Muslim tourists is increasing because it is supported by Islamic attributes and the image of halal tourist destinations. These two factors are also related to the halal tourism environment which is a comfort factor when tourists visit. Then, halal tourism has upheld values in accordance with Islamic law which increases the religiosity of visitors through Islamic attributes. This research has implications for policy makers to prioritize Islamic values in halal tourism by conducting regular evaluations so that halal tourism is increasingly in demand by many Indonesian Muslim tourists.

Keywords : islamic attributes, halal destination image, moeslim tourist loyalty

Introduction

Halal tourism has increasingly emerged as a prominent choice for Muslim travelers, emphasizing experiences that adhere to Islamic principles (Barusman & Redaputri, 2018). This form of tourism involves travel activities and destinations that conform to Sharia law, ensuring that aspects such as ease of worship, halal food, modest dress, and the avoidance of prohibited actions are respected (Yan et al., 2017). The growing importance of this sector is highlighted by the rising demand for tourism services that uphold Islamic values. According to the Global Muslim Travel Index (GMTI) 2023, Indonesia ranks as the top halal tourism destination among 140 countries. Within Indonesia, West Nusa Tenggara is recognized as the leading province for Muslim travelers, followed by Aceh, West Sumatra, DKI Jakarta, and Central Java. These regions excel not only in providing halal options but also in creating a comprehensive travel environment that caters to the diverse needs of Muslim tourists. The emphasis on Islamic values is crucial for attracting and enhancing tourist visitation (Couret, 2020).Halal tourism attributes extend beyond food and beverages; they encompass a range of services and practices that adhere to Sharia law, significantly influencing the destination image for Muslim tourists These attributes play a significant role in shaping tourists' destination choices and loyalty(Vargas-Sánchez & Moral-Moral, 2019). However, there remains a limited amount of empirical research on how these Islamic attributes impact the destination image and tourist loyalty (Fajriyati et al., 2020)

Existing studies highlight the importance of a positive destination image in attracting Muslim travelers (Gannon et al., 2017).Yet, there is still a gap in understanding how specific Islamic attributes influence tourist loyalty. Factors such as cleanliness and adherence to Islamic principles contribute to a favorable destination image and can influence tourist loyalty and repeat visits (Fajriyati et al., 2022).However, detailed empirical research directly connecting Islamic attributes with destination image and loyalty is lacking.

Current literature does not provide comprehensive empirical studies on how Islamic attributes affect the image of halal tourist destinations and, subsequently, tourist loyalty. While the general significance of Islamic attributes in enhancing tourist experiences is acknowledged, more focused research is needed to understand how these attributes specifically impact the destination image and loyalty among Muslim tourists (Barusman et al., 2021).

The study aims to investigate the impact of Islamic attributes on the image of halal tourist destinations, analyze the relationship between this image and Muslim tourist loyalty, and assess how Islamic attributes influence loyalty through the destination image((Battour & Nazari Ismail, 2014). By addressing these objectives, this study seeks to bridge the existing research gap and provide valuable insights into the role of Islamic attributes in enhancing the image of halal tourist destinations and fostering tourist loyalty.Based on this analogy, Figure 1 is the research model:
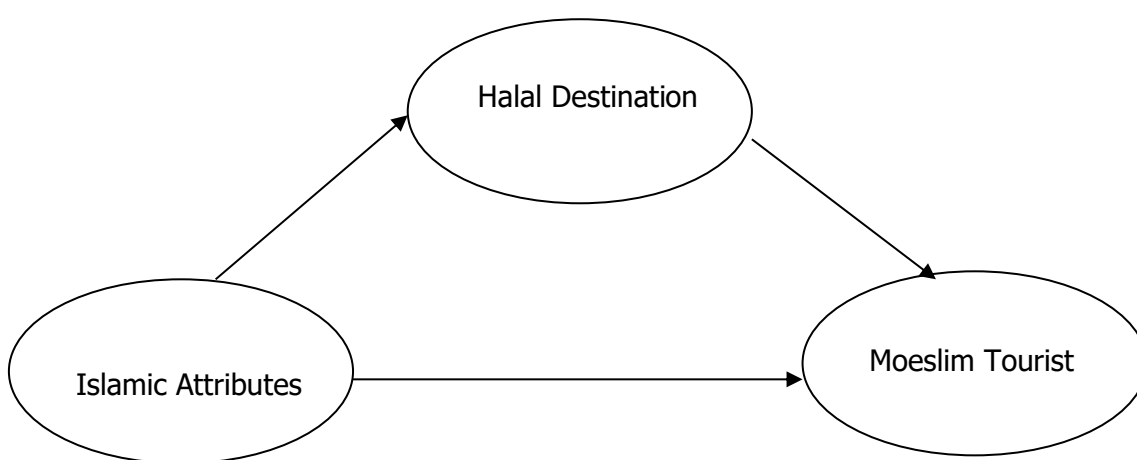

Figure 1. Research Framework

Methodology

This study focuses on Muslim tourists visiting halal tourism destinations across several provinces in Indonesia, including West Nusa Tenggara, Aceh, West Sumatra, DKI Jakarta, and Central Java. The research employs a purposive sampling technique to effectively utilize limited research resources by targeting specific cases relevant to the study's objectives (Kasim et al., 2021). The target population consists of Muslim tourists engaging in halal tourism, which aligns with the study's focus on this demographic.

The sample size for the study was determined to be 500 respondents. To collect data, a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used to measure various constructs. The study includes three key variables: Islamic attributes, halal tourist destination image, and Muslim loyalty.

The measurement of Islamic attributes was adapted from Ichsan & Chan (2020), utilizing five indicators. The halal tourist destination image was measured based on Bazazo et al., (2017) with two indicators. Lastly, Muslim tourist loyalty was assessed using two indicators from Li et al., (2019) These measurement items were designed to evaluate respondents' perceptions and experiences effectively within the context of halal tourism.

By employing these methodologies, the study aims to provide a detailed understanding of the influence of Islamic attributes and the image of halal tourist destinations on Muslim tourist loyalty, ensuring the results are both reliable and relevant.

Results and Discussion
Results
   The data for this study were collected from 500 respondents. The majority of respondents were female, representing 66.4% of the sample, while male respondents accounted for 33.6%. The largest age group among the respondents was 28-37 years old, comprising 47.2% of the sample. A significant number of respondents indicated that they engage in halal tourism during their vacations, citing the convenience it offers in allowing them to continue their religious practices. The presence of Islamic attributes in halal tourism, which enhance the environment and make tourists feel more comfortable, was a key reason for choosing these destinations. Many respondents also shared their experiences on social media, thereby increasing the visibility of halal tourism both locally and internationally.
   Structural equation modeling (SEM) was employed in this research, beginning with validity and reliability tests. The Confirmatory Factor Analysis (CFA) results are summarized in Table 1:

Table 1. Confirmatory Factor Analysis

Construct	Items	Factor Loading	CR	VE
Islamic Atribute	IA1	0.69	0.91	0.66
	IA2	0.91		
	IA3	0.88		
	IA4	0.61		
	IA5	0.93		
Halal Destination Image	HDI1	0.84	0.72	0.57
	HDI2	0.66		
Moeslim Tourist Loyalty	LO1	0.71	0.77	0.63
	LO2	0.87		

   The results indicate that the items are valid and reliable, as they meet the acceptable parameters (CR > 0.70, AVE > 0.50, and CR > AVE), thereby confirming the convergent validity of the constructs (Bagozzi & Yi, 1988; Kaur & Sohal, 2019; Setiawan et al., 2022). The model fit indices show that the model is a good fit, with GFI = 0.94, AGFI = 0.92, NFI = 0.91, CFI = 0.92, and RMSEA = 0.041. The structural model results, which explain the hypothesis testing, are presented in Figure 2.

Table 2. Hypothesis Testing Results

Hypothesis	Standardized Value	T-value	Conclusion
H1	0.56	11.23	Supported
H2	0.12	2.00	Supported
H3	0.66	7.30	Supported

Discussion
   The results of this study provide significant insights into the role of Islamic attributes in shaping the image of halal tourist destinations and influencing Muslim tourist loyalty. The findings demonstrate that Islamic attributes positively and significantly impact the image of halal tourist destinations. This aligns with previous studies that emphasize the importance of Islamic values in enhancing tourist visitation (Couret,

2020). The presence of Islamic attributes, such as facilities for worship, halal food, and adherence to cleanliness, plays a critical role in creating a positive destination image for Muslim tourists. These attributes resonate with the values of Muslim travelers, making them feel comfortable and welcome in these destinations (Vargas-Sánchez & Moral-Moral, 2019).

The study also reveals that loyalty is influenced by both Islamic attributes and the destination image. This finding supports the notion that a favorable destination image, built on Islamic principles, can lead to increased tourist loyalty (Fajriyati et al., 2022). Tourists appreciate the convenience and comfort provided by Islamic attributes during their travels, which encourages them to share their positive experiences on social media, further promoting halal tourism. The positive impression created by halal tourist destinations contributes to repeat visits, underscoring the importance of maintaining and enhancing these attributes to sustain tourist loyalty (Gannon et al., 2017).

However, the study also highlights areas for improvement in halal tourism. Policymakers should focus on enhancing the cleanliness of places of worship and educating visitors on appropriate attire that complies with Islamic law. These efforts would further strengthen the destination image and encourage repeat visits, as cleanliness and adherence to Islamic principles are crucial factors for Muslim tourists (Fajriyati et al., 2020).

In conclusion, the findings of this study contribute to filling the research gap identified in the literature, providing empirical evidence on how Islamic attributes influence the image of halal tourist destinations and tourist loyalty. The results underscore the need for focused research on specific Islamic attributes and their impact on both destination image and loyalty, offering valuable insights for the development and promotion of halal tourism.

Conclusion

The research can be concluded that the image of halal tourist destinations is the main factor that influences tourist loyalty to halal tourism. The image of halal tourist destinations is the main search carried out by other tourists who want to make a visit. The information obtained by tourists through social media really helps them to determine the destination that is included as halal tourism. Halal tourism is the main type of tourism that Muslim tourists pay attention to which is indirectly related to Islamic attributes. In addition, halal tourism is a sacred tour that can increase the religiosity of Muslim tourists. However, this study has limitations in not including religiosity which is thought to moderate the relationship between Islamic attributes and halal tourism destination image on Muslim tourist loyalty. Thus, this study provides suggestions for future research to replicate the author's findings with different research objects to enrich the literature related to Islamic attributes and halal tourist destination image.

References

Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, *16*, 74–94.

Barusman, M. Y., & Redaputri, A. P. (2018). Decision Making Model of Electric Power Fulfillment in Lampung Province Using Soft System Methodology. *International Journal of Energy Economics and Policy* /, *8*(1), 128–136. http:www.econjournals.com

Barusman, T. M., Barusman, A. R. P., Barusman, M. Y., & Redaputri, A. P. (2021). Antecedent of Tourists' Behavioral Intentions and the Effect of Travel Companions

as Moderating Variable on Nature Based Tourism. *LINGUSTICA ANTVERPIENSIA*, *3*(1), 796–818. www.hivt.be

Battour, M., & Nazari Ismail, M. (2014). The Role of Destination Attributes in Islamic Tourism. *In SHS Web of Conferences*, 1–8. https://doi.org/10.1051/C

Bazazo, I., Elyas, T., Awawdeh, L., Faroun, M., & Qawasmeh, S. (2017). The Impact of Islamic Attributes of Destination on Destination Loyalty via the Mediating Effect of Tourist Satisfaction. *International Journal of Business Administration*, *8*(4), 65–78. https://doi.org/10.5430/ijba.v8n4p65

Couret, C. (2020). Creative tourism – providing the answers to a more inclusive society. *Worldwide Hospitality and Tourism Themes*, *12*(6), 747–751. https://doi.org/10.1108/WHATT-07-2020-0072

Fajriyati, I., Afiff, A. Z., Gayatri, G., & Hati, S. R. H. (2020). Generic and Islamic attributes for non-Muslim majority destinations: application of the three-factor theory of customer satisfaction. *Heliyon*, *6*(6). https://doi.org/10.1016/j.heliyon.2020.e04324

Fajriyati, I., Afiff, A. Z., Gayatri, G., & Hati, S. R. H. (2022). Attributes Influencing Overall Tourist Satisfaction and Its Consequences for Muslim-Majority Destination. *SAGE Open*, *12*(1). https://doi.org/10.1177/21582440211068462

Gannon, M. J., Baxter, I. W. F., Collinson, E., Curran, R., Farrington, T., Glasgow, S., Godsman, E. M., Gori, K., Jack, G. R. A., Lochrie, S., Maxwell-Stuart, R., MacLaren, A. C., MacIntosh, R., O'Gorman, K., Ottaway, L., Perez-Vega, R., Taheri, B., Thompson, J., & Yalinay, O. (2017). Travelling for Umrah: destination attributes, destination image, and post-travel intentions. *The Service Industries Journal*, *37*(7–8), 448–465. https://doi.org/10.1080/02642069.2017.1333601

Ichsan, R., & Chan, S. (2020). Analysis Of Factors Affecting The Tourist Loyalty On Tourism Destination In Aceh. *International Journal of Business Management and Economic Review*, *03*(05), 16–33. https://doi.org/10.35409/ijbmer.2020.3198

Kasim, M., Oetama, D., Bahar, A., Alelo, M., Wardani, K. K., & Susandari, H. (2021). The role of local communities in developing potential areas for marine tourism. *IOP Conference Series: Earth and Environmental Science*, *800*(1). https://doi.org/10.1088/1755-1315/800/1/012055

Kaur, H., & Sohal, S. (2019). Examining the relationships between political advertisements, party brand personality, voter satisfaction and party loyalty. *Journal of Indian Business Research*, *11*(3), 263–280. https://doi.org/10.1108/JIBR-04-2018-0126

Li, J. (Justin), Kim, W. G., & Choi, H. M. (2019). Effectiveness of social media marketing on enhancing performance: Evidence from a casual-dining restaurant setting. *Tourism Economics*, *27*(1), 3–22. https://doi.org/10.1177/1354816619867807

Liu, Y.-L., Chiang, J.-T., & Ko, P.-F. (2023). The benefits of tourism for rural community development. *Humanities and Social Sciences Communications*, *10*(1), 1–12. https://doi.org/10.1057/s41599-023-01610-4

Setiawan, A., Ligery, F., Jannah, S. R., Arini, N. D., & Mardiantari, A. (2022). Keamanan dan Kepercayaan dalam menggunakan E-Wallet sebagai Media Pembayaran Zakat. *Jurnal Tana Mana*, *3*(1), 108–116.

Vargas-Sánchez, A., & Moral-Moral, M. (2019). Halal tourism: state of the art. *Tourism Review*, *74*(3), 385–399. https://doi.org/10.1108/TR-01-2018-0015

Yan, L., Gao, B. W., & Zhang, M. (2017). A mathematical model for tourism potential assessment. *Tourism Management*, *63*, 355–365. https://doi.org/https://doi.org/10.1016/j.tourman.2017.07.003