



# Green-smart service quality and halal tourism attributes on revisit intention and quality of life: A case study from Indonesia

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## Abstract

**Purpose** – This study aimed to analyze the factors that affect tourist satisfaction and loyalty in the context of halal tourism in Indonesia. This study also explores the role of halal destination attributes and the use of technology in improving the experience of Muslim tourists.

**Methodology** – This study uses a quantitative approach with partial least squares structural equation Modeling (PLS-SEM). Data were collected through a survey of 200 respondents with halal tourism experiences at various destinations in Indonesia. The analysis was conducted to evaluate the validity and reliability of the construct and to test the causal relationships between variables.

**Findings** – The results show that the image of halal destinations, sharia-based tourism facilities, and the application of smart technology have a significant impact on tourist satisfaction. Additionally, tourist satisfaction affects the intention to return visits, which is an indicator of tourist loyalty. Factors such as availability of halal food, worship facilities, and strong destination imagery contribute to increasing the attractiveness of halal tourist destinations.

**Implications** – These findings provide insights for halal tourism industry stakeholders to develop more effective marketing and service strategies. Strengthening halal infrastructure and utilizing digital technology can increase Indonesia's competitiveness as a major destination for halal tourism globally.

**Originality** – This study contributes by integrating aspects of digital technology in the study of halal tourism, an approach that has rarely been explored in previous research. This study also highlights the role of destination imagery in shaping Muslim tourist loyalty.

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## Introduction

The Muslim tourism market is rapidly expanding alongside global Muslim population growth—from 1.6 billion in 2010 to a projected 2.8 billion by 2050. In 2019, Muslim tourists spent approximately US\$194 billion, with spending expected to rise to US\$200 billion by 2020, although the COVID-19 pandemic temporarily disrupted this growth (Jaelani et al., 2021). As halal tourism

gains momentum, more destinations are adapting to meet Muslim travellers' needs through Islamic-friendly products, activities, and services. This includes facilities that prioritize comfort, safety, and respect for Islamic values. Southeast Asian countries, such as Indonesia, Malaysia, Singapore, and Thailand, have seen a notable rise in Muslim tourist arrivals, prompting them to enhance halal service offerings ([Ratnasari et al., 2024](#)). With its strong potential for economic growth and job creation, halal tourism is a key strategy for nations to boost global competitiveness and attract Muslim travelers.

Indonesia has great potential to become the world's halal tourism hub, supported by the largest Muslim population globally and a wide range of Muslim-friendly destinations spread across the country. This position is further strengthened by Indonesia's success in achieving its first place in the Global Muslim Travel Index (GMTI) in two consecutive years (2023 and 2024), outperforming other countries such as Malaysia, Turkey, and Saudi Arabia ([Irewati & Nufus, 2024](#)). Several regions in Indonesia, such as Lombok, Aceh, West Sumatra, Jakarta, Yogyakarta, and West Java, have been developed as leading halal tourism destinations ([Peristiwo, 2020](#)). This destination offers facilities such as halal-certified restaurants, accommodations with Sharia services, and easy access to places of worship. Additionally, the number of Muslim tourists visiting Indonesia continues to increase. In 2019, around 3.6 million international Muslim tourists came to Indonesia, making a significant contribution to the national economy ([Yahya et al., 2022](#)).

Although Indonesia has superior halal tourism and has made several efforts to strengthen its destinations, there is still a gap between expectations and the realization of the number of tourist visits. Indonesia faces stiff competition from other countries such as Malaysia and the United Arab Emirates, which prioritize the development of halal tourism ([Effendi et al., 2021](#)). In addition, according to data from the Central Statistics Agency (BPS), the majority of foreign tourists to Indonesia come from non-Muslim countries such as China and Australia. By contrast, the contribution of Muslim tourists is still relatively low compared to expectations ([Badan Pusat Statistik RI, 2024](#)). This shows that the strategy of promoting and developing halal destinations has not been fully effective in attracting the global Muslim market share. This condition stems from the fact that the promotion of halal tourism in Indonesia is still suboptimal. Most marketing efforts focus more on general tourism without highlighting the typical elements of halal tourism. As a result, many domestic and international Muslim tourists are unaware of Indonesia's potential as a major halal destination. Therefore, there is an urgency to determine the aspects that affect the desire of tourists to revisit halal tourism from the perspective of service marketing to design an experience that is more in line with the needs of Muslims.

Recent empirical research has identified various determinants that influence tourist return intentions in the halal tourism sector, particularly from the perspective of marketing efforts. Halal marketing is the main determinant of tourists' intention to return. Effective marketing strategies, including massive promotions, socialization, and literacy programs, are essential to increasing tourist awareness and intent ([Devi & Firmansyah, 2019](#)). In addition, the integration of health protocols into marketing strategies can reduce tourists' fears and increase their intention to return to halal destinations ([Wardi & Trinanda, 2022](#)). The environment and Islamic services also play important roles in encouraging repeat visits. Destinations that provide an ecosystem of Islamic environments and high-quality services are more likely to attract tourists ([Yusuf et al., 2021](#)). Emotional attachment to the halal social environment, food, and services also influences the intention to return visits ([Hasan, 2024](#)). In addition, attributes such as halal-friendly facilities and destination image contribute significantly to increasing return-visit intentions ([Soonsan & Jumani, 2024](#); [Wibawa et al., 2023](#)). Tourist satisfaction with halal products and services is a key factor in building loyalty ([Aziz et al., 2022](#)). Social factors, including word-of-mouth recommendations, strongly influence travelers' decisions to return to a destination ([Dash, 2025](#)).

Although previous research has identified various determinants of return visit intention in halal tourism, there are still gaps that need to be explored further. Previous studies have focused on marketing strategies, health protocols, Islamic environments, emotional attachment, and destination image. There are still limitations to integrating the concept of green and smart service quality in the context of halal tourism. Previous studies have also not holistically explored how

halal attributes specifically interact with tourist satisfaction and destination imagery to drive revisit intention. Additionally, the long-term impact of return visit intentions on tourists' quality of life has been minimally explored empirically. With the increasing adoption of digital technology and environmental issues in tourism services, it is necessary to conduct studies that integrate green aspects and smart technology with halal attributes to understand their impact on return visit intentions and quality of life of tourists. This study aimed to analyze the influence of green-smart service quality and halal attributes on destination image, tourist satisfaction, and return visit intentions in halal tourism in Indonesia.

## **Literature Review**

### **Green tourism concept**

Green tourism, also known as ecotourism or sustainable tourism, is a tourism approach that emphasizes environmental responsibility, cultural preservation, and equitable economic benefits for local communities (Redikultseva et al., 2022). Developed in response to the adverse effects of conventional tourism, this concept closely aligns with the principles of sustainable development. A key pillar of green tourism is environmental stewardship, which includes minimizing ecological footprint, promoting conservation, and raising environmental awareness (Gryshchenko et al., 2022). Practices such as energy efficiency, waste reduction, adoption of clean technology, and use of alternative energy sources are central strategies (Luekveerawattana, 2024). Economically, green tourism fosters local empowerment through job creation, particularly in rural areas, and supports sustainability-focused products and services that enhance regional economies (Sanjaya et al., 2023). Furthermore, effective implementation of green tourism often relies on supportive government policies, including incentives and regulatory frameworks that promote sustainable practices (Jaelani et al., 2023). The integration of these elements makes green tourism a relevant construct in tourism-based sustainable development models.

### **Digital tourism concept**

Digital tourism refers to the integration of digital technologies within the tourism industry to enhance both the tourist experience and business efficiency. As a conceptual framework, it encompasses digital promotion, personalized services, and immersive technologies, all of which reshape the experience and delivery of tourism. Prior studies highlight the role of digital platforms in destination marketing, trip planning, and booking, with social media and electronic word-of-mouth (eWOM) significantly influencing tourist behavior (Akhtar et al., 2021; Tuomi et al., 2023). Immersive technologies, such as virtual reality (VR) and augmented reality (AR), offer virtual destination exploration, breaking physical and economic barriers while enriching customer engagement (Shilibekova et al., 2024). Artificial intelligence (AI) and data analytics further enhance personalization in services and recommendations, whereas platforms such as Ecobnb demonstrate how digital tools cater to niche markets with sustainable travel options (Sankar & David, 2023). The rapid growth of online travel agents (OTAs) and the integration of blockchain for secure transactions exemplifies digital transformation in operations and transparency (Sthapit et al., 2024). Moreover, cloud-based systems and digital communication infrastructure enable real-time services and connectivity across stakeholders (Zentner & Spremić, 2021). Overall, digital tourism functions as a critical variable in the modern tourism ecosystem, justifying its inclusion in the research model owing to its transformative impact on customer experience, business operations, and sustainable tourism development.

### **Hypothesis development**

The Expectation-Confirmation Theory (ECT), introduced by Oliver (1980), provides a foundational framework for understanding customer satisfaction and decision-making by examining the interplay between initial expectations, actual experiences, and the confirmation or disconfirmation of those expectations. In this study, ECT has been extensively applied to explore

travelers' satisfaction and behavioral intentions, highlighting the significance of expectation-experience alignment in fostering destination loyalty.

Green Tourism Service Quality merges quality services in tourism with sustainable and eco-friendly practices. It encompasses environmental factors, customer preferences, technology, and the economics of sustainable tourism (Zakiryanov et al., 2022). Both tourist satisfaction and contributions to environmental and community well-being assess service quality (Shen et al., 2024). Key influences included facility sustainability, tourist awareness, and business commitment to green practices (Phoochinda, 2018). Ecotourism certification and environmental education enhance perceptions of green tourism (Ladu et al., 2023). Destination image, cleanliness, and facilities, along with green transport and environmental management, are vital to service quality (Shabaturova et al., 2020). Customers prefer leaning toward climate awareness and local support, although luxury remains important (Kálmán et al., 2024). Technology fosters green transformation and business growth, whereas economic challenges include facility upgrades and green innovation investments (Li et al., 2014).

Empirical studies highlight the key factors influencing green tourism service quality and their impact on tourist satisfaction and destination image. Jiang (2024) found that hotel green reputation and destination image significantly affect travelers' vacation choices (Jiang, 2024). Green marketing strategies also enhance trust and positively shape destination image (Martínez, 2015). Hau and Omar (2014) showed that service aspects such as cleanliness, eco-friendly facilities, and good support directly improve tourist satisfaction (Hau & Omar, 2014). Additionally, green tourism experiences such as engagement with nature and healthy food options boost satisfaction (Asghar et al., 2024). Destination image mediates the relationship between green service quality and tourist loyalty, with a positive image increasing the chances of repeat visits (Manyangara et al., 2023). Based on the literature review, this study proposes the following hypothesis:

H<sub>1</sub>: Green tourism service quality has a significant positive effect on halal tourism image

H<sub>2</sub>: Green tourism service quality has a significant positive effect on halal tourism satisfaction

Halal tourism caters to Muslim travelers by ensuring adherence to Islamic principles. Key elements include halal food, prayer facilities, alcohol- and gambling-free environments, cultural sensitivity, and Muslim-friendly accommodation and transport (Abror et al., 2019; Rachmiate et al., 2024; Ruhaeni et al., 2024). Halal food plays a crucial role in travel decisions, ensuring that food preparation aligns with Islamic laws (Wibawa et al., 2023). Accessible worship facilities are vital for fulfilling prayer obligations during trips (Katuk et al., 2021). Destinations that prohibit alcohol and gambling appeal more to Muslim tourists because of their alignment with Islamic values (Hamid et al., 2023). Cultural and moral considerations, such as modest dress codes and gender segregation, further influence destination choice (Patwary et al., 2025). Additionally, hotel services offering halal amenities such as Qibla directions and prayer mats enhance Muslim tourists' satisfaction (Jung et al., 2024).

Recent literature reviews have shown that halal tourism attributes have a significant influence on tourism image and tourist satisfaction. Key attributes of halal tourism, such as Islamic facilities, halal food, a social environment in accordance with Islamic norms, and the absence of alcohol and gambling, have been shown to increase tourist satisfaction (Abror et al., 2019). This satisfaction contributes to tourists' increased trust and loyalty (Hariani et al., 2024). In addition, halal tourism attributes were found to impact the image of halal tourism, which is famous for adhering to the principles of Islamic Sharia law (Permana & Adam, 2024). Further research reveals that tourist satisfaction can be a mediator between halal tourism attributes, tourist loyalty, and word-of-mouth (Teviana et al., 2025). Based on the literature review, this study proposes the following hypothesis:

H<sub>3</sub>: Halal tourism attributes have a significant positive effect on halal tourism image

H<sub>4</sub>: Halal tourism attributes have a significant positive effect on halal tourism satisfaction

Digitalization has transformed tourism by enabling faster, more efficient, and accessible services. Smart Tourism Service Quality refers to digital-based service quality, including website

usability, fast customer response, transaction security, and personalized experiences (ALmasoodi et al., 2023; Opute et al., 2020). As travelers increasingly depend on technology, digital service quality is essential for satisfaction and loyalty. Platforms, such as travel apps, booking sites, and social media, enhance information and interaction (Gheibdoust et al., 2023). Key dimensions include functionality, security, usability, and personalization (Pai et al., 2025). Reliability and responsiveness are crucial in fulfilling user needs, whereas safety and privacy are equally important (Mahajan et al., 2024). Accurate and relevant information significantly boosted satisfaction (Gopinath & Jyotsna, 2025). User-friendly interfaces and accessibility shape the traveler experience, and personalized services improve it further (Tsang & Au, 2024). Technologies, such as IoT, AI, and AR, also enhance the quality of digital services (Ying et al., 2024).

Studies have shown that digital information quality significantly affects travelers' experiences during the pre-trip, on-site, and even post-trip stages (Kullada & Michelle Kurniadjie, 2021). Service quality, covering destination support, safety, cleanliness, and facilities, is also key to enhancing tourist satisfaction (Hau & Omar, 2014). High-quality digital content helps to shape positive destination images and influences travel decisions (Lian & Yu, 2019). Digital marketing plays a crucial role in building destination images and boosting satisfaction, particularly in low-traffic tourism (Sharafuddin et al., 2024). Service innovations—whether product, process, organizational, or marketing-based—have been proven to enhance both satisfaction and image in Malaysia's tourism industry (Boon Liat et al., 2020). Similar trends in Vietnam and Thailand show that digitalization drives destinations to innovate to remain competitive (Khoa & Huynh, 2024). Based on the literature review, this study proposes the following hypothesis:

H<sub>5</sub>: Smart tourism service quality has a significant positive effect on halal tourism image

H<sub>6</sub>: Smart tourism service quality has a significant positive effect on halal tourism satisfaction

Tourism has become an important economic sector in various countries, and the image of the destination or tourism image plays a crucial role in attracting tourists. Tourism images reflect tourists' perceptions, expectations, and experiences of a destination, and are influenced by factors such as promotions, social media, government policies, and reviews from previous travelers (Zhang et al., 2018). A positive image can increase the competitiveness of a destination, attract more tourists, and encourage economic growth and tourism sustainability. Various studies have shown that the image of a destination directly and positively influences the intention of tourists to return to their visit. A study by Chuchu et al. (2019) confirmed that cognitive image, that is, tourists' perception of the destination before the visit, has the most significant impact on the intention to return (Chuchu et al., 2019). Affective imagery, which relates to tourists' feelings and emotions toward destinations, also plays an important role in shaping tourist loyalty (Zhou et al., 2024). The image of the destination also acts as a mediator between other factors, such as service quality and tourist satisfaction, and the intention to return (Cham et al., 2022). In addition, travel motivation and virtual reality-based travel experiences can strengthen the image of the destination, which has an impact on the intention to revisit (Long et al., 2023). Based on the literature review, this study proposes the following hypothesis:

H<sub>7</sub>: Halal tourism image has a significant positive effect on halal tourism revisit intention

Tourism plays an important role in the economy and development of a region, and tourism satisfaction is the main indicator of the success of this industry. Travelers' satisfaction reflects their experience during the trip, which is influenced by various factors, such as service quality, destination appeal, accessibility, cleanliness, safety, and interaction with the local community (Ariya et al., 2020; Hussein, 2020). Understanding the factors affecting tourist satisfaction in an increasingly competitive tourism industry is crucial. Satisfied travelers tend to leave positive reviews, recommend destinations, and have the potential to return to visit, thus impacting the sustainability of the tourism sector. Several related studies have found that high quality of service in leisure centers positively affects the satisfaction of tourists, which ultimately increases their intention to return. Juliana et al. (2023) found that memorable tourism experiences (MTEs) contribute significantly to revisiting intentions through tourist satisfaction and destination image

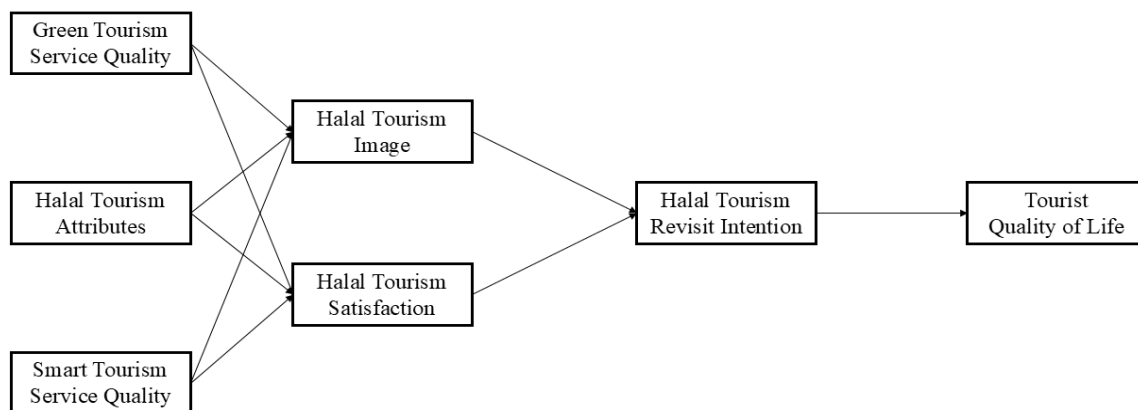
(Juliana et al., 2023). In the context of edu-tourism in Terengganu, Haron et al. (2023) show that tourist satisfaction mediates the relationship between determinant factors, such as the quality of educational services and the intention to visit again (Haron et al., 2023). Similar findings have been found in cultural tourism in Vietnam, as well as heritage tourism in Iran (An & Hung, 2025). Based on the literature review, this study proposes the following hypothesis:

H<sub>8</sub>: Halal tourism satisfaction has a significant positive effect on halal tourism revisit intention

Tourism Revisit Intention refers to tourists' intention to return to the same destination in the future. Factors such as tourist satisfaction, quality of service, memorable experiences, and cultural and religious values play a role in shaping the intention to revisit (Martins, 2023; Mursid & Anoraga, 2022). For the halal tourism sector, revisit intention is an important indicator of the sustainability of the industry. Halal tourism emphasizes comfort for Muslim tourists, including the availability of halal food, worship facilities, and an environment that follows Islamic values (Wardi & Trinanda, 2022). When tourists feel satisfied and have a positive experience, their chances of returning increase, thus encouraging the economic growth and competitiveness of halal destinations. In addition, revisiting intention contributes to the quality of life of tourists by providing more comfortable, safe, and in accordance with tourists' values. Revisits allow travelers to have a more immersive experience, reduce stress, and improve their emotional and social well-being (Gim, 2023). High quality of service in tourist destinations has been proven to increase return visit intentions and tourist welfare (Jadon & Kumar, 2025). Based on the literature review, this study proposes the following hypothesis:

H<sub>9</sub>: Halal tourism revisit intention has a significant positive effect on tourist quality of life.

Based on a review of the literature supporting the proposed hypothesis, a research model was developed, as shown in Figure 1.



**Figure 1.** Proposed research model

Source: Chahal and Devi (2016), Kong et al. (2020), Mursid and Anoraga (2022), Patwary et al. (2025), Suanpang et al. (2021) and Tok et al. (2024)

## Research Methods

This study employed a quantitative approach using an online survey method to collect data from local tourists visiting halal destinations in Indonesia. This study aims to examine the relationship between green-smart service quality, halal attributes, return visit intentions, and tourists' quality of life. The key destinations included Aceh (Baiturrahman Grand Mosque), Lombok (Hubbul Wathan Grand Mosque), Jakarta (Istiqlal Mosque), West Sumatra (Lake Maninjau), the Riau Islands (Penyengat Island), Yogyakarta (Gedhe Kauman Mosque), East Java (Walisongo tomb), West Java (Bandung Grand Mosque), Bali (Al-Makmur Grand Mosque), and South Sulawesi (Makassar Floating Mosque). These sites were selected based on their halal infrastructure, including worship facilities, halal cuisine, and Islamic cultural attractions.

The questionnaire instrument was developed by adapting previous literature with adjustments to the study setting and panel expert review. All measurements were carried out using a Likert scale ranging from 1 to 5 to evaluate respondents' perceptions. A score of one indicates a very high level of disapproval, while a score of five indicates a very high level of approval. Before being distributed to the respondents, the survey, which was originally in English, was translated into Indonesian. The Green Tourism Service Quality variable consists of 10 items adapted from previous studies and is used in [Asghar et al. \(2024\)](#), [Lv et al. \(2024\)](#), and [Wei et al. \(2022\)](#). The scale developed in [Azali et al. \(2023\)](#), [Jeaheng et al. \(2019\)](#), and [Suhartanto et al. \(2021\)](#) consists of ten items used to measure Halal Tourism Attributes. Furthermore, the measurement of Smart Tourism Service Quality was modified from the research ([Pai et al., 2020](#); [Suanpang et al., 2021](#); [Tsang & Au, 2024](#)) using as many as 10 items. Meanwhile, Halal Tourism Image, as many as seven items, was adapted from the literature ([Permana & Adam, 2024](#); [Zhang et al., 2018](#)). Halal Tourism Satisfaction variables as many as six items were adapted from the literature ([Abror et al., 2019](#); [Seow et al., 2024](#)). Halal Tourism Revisit Intention variables as many as five items, according to the literature ([Mursid & Anoraga, 2022](#); [Permana & Adam, 2024](#)). Finally, the Tourist Quality of Life variable is a development of several studies related to adjustments of as many as eight items ([Chahal & Devi, 2016](#); [Wang et al., 2024](#)).

**Table 1.** Respondent characteristics

| Particular                      | Variable                           | Frequency | Percentage |
|---------------------------------|------------------------------------|-----------|------------|
| Gender                          | Male                               | 74        | 37.00%     |
|                                 | Female                             | 126       | 63.00%     |
| Age Limit                       | <21 Years Old                      | 19        | 9.50%      |
|                                 | 21-30 Years Old                    | 52        | 26.00%     |
|                                 | 31-40 Years Old                    | 75        | 37.50%     |
|                                 | 41-50 Years Old                    | 41        | 20.50%     |
|                                 | >50 Years Old                      | 13        | 6.50%      |
| Education Level                 | Elementary School                  | 17        | 8.50%      |
|                                 | Junior High School                 | 13        | 6.50%      |
|                                 | Senior High School                 | 39        | 19.50%     |
|                                 | Diploma                            | 51        | 25.50%     |
|                                 | Bachelor                           | 80        | 40.00%     |
| Marital Status                  | Married                            | 122       | 60.00%     |
|                                 | Not Married                        | 64        | 32.00%     |
|                                 | Divorced                           | 14        | 7.00%      |
| Halal Tourism Locations         | Aceh                               | 16        | 8.00%      |
|                                 | Nusa Tenggara Barat                | 10        | 5.00%      |
|                                 | Jakarta                            | 42        | 21.00%     |
|                                 | Sumatera Barat                     | 10        | 5.00%      |
|                                 | Yogyakarta                         | 24        | 12.00%     |
|                                 | Jawa Timur                         | 49        | 24.50%     |
|                                 | Jawa Barat                         | 40        | 20.00%     |
|                                 | Sulawesi Selatan                   | 9         | 4.50%      |
|                                 | Less than a day (only a few hours) | 155       | 77.50%     |
| Duration of Dark Tourism Visits | 1-2 Days                           | 18        | 9.00%      |
|                                 | More than 2 Days                   | 27        | 13.50%     |
| Reason for Visit                | Religious Reasons                  | 38        | 19.00%     |
|                                 | Supranatural Reasons               | 106       | 53.00%     |
|                                 | Education                          | 5         | 2.50%      |
|                                 | Vacation                           | 51        | 22.50%     |

Source: Author's analysis (2025)

The target population comprised local tourists who had visited halal destinations in the past year. Using purposive sampling, respondents were selected based on the following criteria: being at least 18 years old, having accessed halal tourism services, and willingness to participate. Data were collected from February to March 2025 through Google Forms and distributed via WhatsApp, Instagram, Facebook, LinkedIn, and halal tourism communities. This study succeeded

in obtaining 200 respondents who participated in this study; their characteristics are shown in [Table 1](#). Data analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM), chosen for its suitability in handling complex models with multiple latent variables ([Hair et al., 2019](#)). Compared to CB-SEM, PLS-SEM does not assume data normality and is efficient for small-to-medium samples ([Hair et al., 2019](#)). The analysis involved assessing the measurement model (validity and reliability tests) and structural model (path coefficients,  $R^2$ , and significance via bootstrapping).

## Result and Discussion

### Validity and reliability testing

In partial least squares structural equation Modeling (PLS-SEM), validity and reliability testing aim to assess the quality of the measurement model. The results of the validity and reliability testing in [Table 2](#) show that all research variables met the criteria. The value of the factor loading for each indicator was above 0.70, indicating good convergent validity ([Hair et al., 2017](#)). The Average Variance Extracted (AVE) for all variables was greater than 0.50 ([Hair et al., 2017](#)), confirming the validity of the construct. In addition, the Cronbach's alpha (CA) and Composite Reliability (CR) values exceeded 0.80 ([Hair et al., 2019](#)), indicating that the research instrument had high reliability. Thus, the instruments used can be relied upon to measure the quality of green tourism services, halal tourism, satisfaction, destination image, intention to revisit, and quality of life of tourists.

**Table 2.** Validity and reliability test results

| Indicator                                                                                                                       | FL    | AVE   | CA    | CR    |
|---------------------------------------------------------------------------------------------------------------------------------|-------|-------|-------|-------|
| <i>Green tourism service quality</i>                                                                                            |       |       |       |       |
| This tourist destination provides eco-friendly facilities that support sustainable tourism                                      | 0.843 |       |       |       |
| Cleanliness and waste management in this tourist destination are carried out well, and have an environmentally friendly concept | 0.752 |       |       |       |
| The tour guides and staff at this place are knowledgeable about sustainable tourism practices                                   | 0.786 |       |       |       |
| This tourist destination uses renewable energy or reduces the use of environmentally unfriendly energy                          | 0.783 |       |       |       |
| The tourist activities offered in this place do not damage the surrounding natural environment                                  | 0.717 | 0.548 | 0.904 | 0.922 |
| I feel that the facilities provided (such as toilets, garbage cans, and transportation) support the concept of ecotourism       | 0.810 |       |       |       |
| This place has a clear policy for the preservation of nature and local culture                                                  | 0.787 |       |       |       |
| I see an effort from the management to educate tourists about the importance of protecting the environment                      | 0.810 |       |       |       |
| The products and food sold in this place are mostly sourced from local and sustainable ingredients                              | 0.780 |       |       |       |
| I feel that the tourist experience in this place provides comfort without neglecting the preservation of the environment        | 0.742 |       |       |       |
| <i>Halal tourism attributes</i>                                                                                                 |       |       |       |       |
| This tourist destination provides food and drinks that are guaranteed to be halal                                               | 0.702 |       |       |       |
| Worship facilities, such as mosques or prayer rooms, are easily accessible and kept clean                                       | 0.727 |       |       |       |
| This accommodation provides Muslim-friendly facilities, such as Qibla pointers and worship tools                                | 0.769 |       |       |       |
| The manager of this tourist destination pays attention to sharia values in the implementation of tourism activities             | 0.720 | 0.511 | 0.890 | 0.910 |
| I feel comfortable with the separation of certain facilities based on gender needs (e.g., swimming pool or spa)                 | 0.750 |       |       |       |
| Information related to the halalness of products and services in this place is easy to find                                     | 0.845 |       |       |       |
| These tourist destinations are free from activities that are contrary to Islamic principles (e.g., alcohol and gambling)        | 0.783 |       |       |       |

|                                                                                                                |       |       |       |       |
|----------------------------------------------------------------------------------------------------------------|-------|-------|-------|-------|
| The service and friendliness of the staff at this venue reflect Islamic values                                 | 0.850 |       |       |       |
| Events or tourist activities in this place do not contradict Islamic norms and culture                         | 0.735 |       |       |       |
| This tourist destination supports a travel experience that is in accordance with overall halal principles      | 0.765 |       |       |       |
| <i>Smart tourism service quality</i>                                                                           |       |       |       |       |
| This tourist destination provides stable and easily accessible internet access                                 | 0.757 |       |       |       |
| I can easily find information about these destinations through digital platforms                               | 0.787 |       |       |       |
| The ticketing and accommodation booking system at this destination is easy to use online                       | 0.807 |       |       |       |
| The technology used in this place helps to improve comfort during the trip                                     | 0.777 |       |       |       |
| This destination has an app or digital platform that helps me plan my trip better                              | 0.856 |       |       |       |
| The electronic payment system in this destination is safe and easy to use                                      | 0.795 |       |       |       |
| I find it helpful to have real-time information about traffic, weather, or schedules in this place             | 0.827 | 0.619 | 0.931 | 0.942 |
| The technology available at these destinations helps create a more interactive and enjoyable travel experience | 0.716 |       |       |       |
| The digital services provided at this destination make it easier for me to submit complaints or get help       | 0.808 |       |       |       |
| The use of technology in this place made my travel experience more efficient and satisfying                    | 0.727 |       |       |       |
| <i>Halal tourism image</i>                                                                                     |       |       |       |       |
| This tourist destination is known as a friendly place for Muslim tourists                                      | 0.716 |       |       |       |
| This destination has a positive image in providing complete facilities                                         | 0.799 |       |       |       |
| It is known for its respect for progressive and sustainable Islamic values and culture                         | 0.839 |       |       |       |
| I believe that this destination is safe and convenient for halal tourism                                       | 0.816 | 0.575 | 0.870 | 0.902 |
| This tourist destination is often recommended as a halal tourist destination                                   | 0.821 |       |       |       |
| I have a positive impression of this destination because it supports halal tourism                             | 0.785 |       |       |       |
| This destination provides a tourist experience that is in accordance with halal principles                     | 0.862 |       |       |       |
| <i>Halal tourism satisfaction</i>                                                                              |       |       |       |       |
| I feel satisfied with the overall experience of this halal tourist destination                                 | 0.803 |       |       |       |
| The service I received during my halal tour met my expectations                                                | 0.822 |       |       |       |
| I feel comfortable with the facilities and services that support the concept of halal tourism                  | 0.749 |       |       |       |
| This destination provides a fun, Islamic, and memorable tourist experience                                     | 0.821 | 0.650 | 0.892 | 0.918 |
| I feel that this destination offers a quality of service that is worth the cost I incur                        | 0.804 |       |       |       |
| I feel that the experience of traveling to halal destinations meets my needs and expectations                  | 0.836 |       |       |       |
| <i>Halal tourism revisit intention</i>                                                                         |       |       |       |       |
| I plan to visit this destination again in the future because of the positive halal tourism experience          | 0.752 |       |       |       |
| I was interested in visiting this destination again because of the satisfying atmosphere and halal service     | 0.789 | 0.569 | 0.808 | 0.867 |
| I will make this destination one of the top choices for my next halal tour visit                               | 0.846 |       |       |       |
| I feel compelled to return to this place because it suits my halal tourism needs                               | 0.781 |       |       |       |
| I have a strong intention to recommend and revisit this halal tourist destination                              | 0.788 |       |       |       |
| <i>Tourist quality of life</i>                                                                                 |       |       |       |       |
| I feel that this tour increased my happiness and life satisfaction                                             | 0.733 |       |       |       |
| I feel more relaxed and stress-free after this tourist trip                                                    | 0.747 |       |       |       |
| This travel experience helped me create valuable memories in my life                                           | 0.810 |       |       |       |
| This tour gave me the opportunity to improve my social relationships with others                               | 0.788 |       |       |       |
| I feel more excited and motivated after visiting this destination                                              | 0.839 | 0.530 | 0.870 | 0.899 |
| This tour gave me the opportunity to learn new and useful things in my life                                    | 0.752 |       |       |       |
| Visits to this destination helped me achieve a balance between personal life and leisure                       | 0.797 |       |       |       |
| Overall, this tour contributed positively to my quality of life                                                | 0.819 |       |       |       |

Note: Factor loading: FL, Average variance extracted: AVE, Cronbach's alpha: CA, and Composite reliability: CR  
Source: Author's analysis (2025)

## Hypothesis testing

Hypothesis testing using the bootstrapping procedure is a non-parametric statistical method used to assess the stability and significance of path coefficients in structural models. The main criteria in this test include a path coefficient that indicates the strength and direction of the relationship between variables, a t-test with a value of more than 1.96 as a significant indication at a confidence level of 95%, and a p-value of less than 0.05, indicating a statistically significant relationship (Hair et al., 2017).

Based on the results of hypothesis testing in Table 3 with the bootstrapping procedure, out of the nine hypotheses tested, six were accepted and three were rejected. Hypotheses H2, H3, H4, H5, H7, and H9 were accepted because they met the criteria with t-statistics  $> 1.96$  and p-value  $< 0.05$ . H2 shows that the quality of green tourism services significantly affects Halal Tourism Satisfaction. H3 and H4 proved that the attributes of halal tourism have a positive impact on the image and satisfaction of tourists. H5 emphasized that the quality of smart tourism services affects the image of halal tourism. H7 and H9 show that the image of halal tourism and the intention to visit contribute significantly to the quality of life of tourists. Meanwhile, H1, H6, and H8 were rejected because they did not meet the criteria (t-statistic  $< 1.96$ ,  $p > 0.05$ ), indicating an insignificant relationship in the model.

**Table 3.** Hypothesis testing results

| Hyp | Path Coefficient                                                         | Beta ( $\beta$ ) | T-Stat | P-Value | Decision |
|-----|--------------------------------------------------------------------------|------------------|--------|---------|----------|
| H1  | Green tourism service quality $\rightarrow$ Halal tourism image          | 0.266            | 1.739  | 0.082   | Declined |
| H2  | Green tourism service quality $\rightarrow$ Halal tourism satisfaction   | 1.174            | 14.774 | 0.000   | Accepted |
| H3  | Halal tourism attributes $\rightarrow$ Halal tourism image               | 0.832            | 11.199 | 0.000   | Accepted |
| H4  | Halal tourism attributes $\rightarrow$ Halal tourism satisfaction        | 0.338            | 7.153  | 0.000   | Accepted |
| H5  | Smart tourism service quality $\rightarrow$ Halal tourism image          | 0.392            | 2.586  | 0.010   | Accepted |
| H6  | Smart tourism service quality $\rightarrow$ Halal tourism satisfaction   | 0.120            | 1.758  | 0.079   | Declined |
| H7  | Halal tourism image $\rightarrow$ Halal tourism revisit intention        | 0.945            | 14.535 | 0.000   | Accepted |
| H8  | Halal tourism satisfaction $\rightarrow$ Halal tourism revisit intention | 0.023            | 0.342  | 0.732   | Declined |
| H9  | Halal tourism revisit intention $\rightarrow$ Tourist quality of life    | 0.856            | 46.212 | 0.000   | Accepted |

Source: Author's analysis (2025)

## Discussion

The results of the hypothesis test show that Green Tourism Service Quality has a significant positive effect on Halal Tourism Satisfaction (H2), but does not have a significant effect on Halal Tourism Image (H1). The rejection of the H1 proposal contradicts the findings of Jiang (2024), who stated that the green reputation contributes significantly to the formation of the image of tourist destinations. However, the acceptance of the H2 proposal is in line with the findings of Hau and Omar (2014) and Asghar et al. (2024), who affirmed that the quality of green services improves tourist satisfaction through cleanliness, eco-friendly facilities, and sustainable tourism experiences. The above findings indicate that the quality of green tourism services contributes to halal tourist satisfaction but does not directly shape the image of halal tourism. The positive impact on tourist satisfaction shows that the application of eco-friendly principles in the services of halal tourism destinations in Indonesia, such as waste management, energy efficiency, and the use of sustainable products, can improve the experience of halal tourists. Tourists who care about the environment tend to be more satisfied when they adopt green practices, which is also in line with the values of sustainability in the halal concept. However, the absence of a significant influence on the image of halal tourism shows that the principle of environmentally friendly tourism services is not the main factor shaping the perception of halal tourism. The image of halal tourism is more focused on other factors such as halal food, worship facilities, and regulations that support halal tourism. Therefore, while good environmental management can increase tourist satisfaction, more specific branding and communication strategies related to halal aspects are needed to build a strong halal tourism image.

Halal Tourism Attributes were found to have a significant positive effect on Halal Tourism Image (H3) and Halal Tourism Satisfaction (H4). Previous studies have also confirmed that halal tourism attributes that include Islamic facilities and halal food have been proven to improve the image of halal tourism and tourist satisfaction (Abror et al., 2019; Permana & Adam, 2024). These findings confirm that the attributes of halal tourism, such as the availability of halal food, worship facilities, Muslim-friendly policies, and an environment in accordance with Sharia principles, play important roles in shaping the image and satisfaction of halal tourists. The positive influence on Halal Tourism Image shows that the better the halal attributes, the stronger the halal image formed in the minds of tourists. This is in line with the expectations of Muslim tourists who are looking for destinations that not only offer natural or cultural beauty, but also ensure comfort in carrying out worship and consuming products that are in accordance with halal principles. Destinations with complete halal facilities and services will be easier to be known as halal tourism destinations, which will ultimately strengthen their competitiveness in the global market.

In addition, the significant influence on Halal Tourism Satisfaction shows that meeting the needs of Muslim tourists through adequate halal attributes will increase their satisfaction levels. Tourists who feel that their needs are met, both in terms of culinary, worship, and environmental, in accordance with Islamic values, will be more satisfied with their tourism experience. This satisfaction can increase the loyalty of tourists, as well as their likelihood of recommending a destination to others. Therefore, for halal tourism destination managers, it is important to continue developing and improving halal attributes to strengthen their image and increase tourist satisfaction. Investing in halal facilities, training industry players, and marketing strategies that highlight the advantages of halal tourism can be effective steps in attracting more Muslim tourists.

Smart Tourism Service Quality was found to have a significant positive effect on Halal Tourism Image (H5) but did not have a significant effect on Halal Tourism Satisfaction (H6). The acceptance of the H5 proposal supports the finding that the quality of digital services contributes to the formation of a positive image of the destination, influences travelers' decisions (Lian & Yu, 2019), and increases the competitiveness of destinations (Khoa & Huynh, 2024). However, the rejection of H5's proposal contradicts the finding that digital service innovations and immersive technologies such as augmented reality increase tourist satisfaction (Boon Liat et al., 2020; Manchanda & Deb, 2022). These findings indicate that the quality of technology-based tourism services contributes to the formation of a positive image of halal tourism but does not directly increase halal tourist satisfaction. The positive influence on Halal Tourism Image shows that the application of smart technology in tourism services, such as mobile applications, online reservation systems, digital guides, and easily accessible destination information, helps create a modern and innovative image. Travelers tend to rate destinations that adopt advanced technology as more advanced and convenient, which in turn forms a positive perception of the destination.

In halal tourism destinations, technology that supports information related to halal facilities, mosque locations, prayer times, and availability of halal food provides added value to the image of the destination. However, the absence of a significant influence on Halal Tourism Satisfaction shows that technology alone is not sufficient to increase halal tourist satisfaction. Although the ease of access to information and digital services can improve the overall experience, halal tourist satisfaction is determined more by the fulfillment of essential needs, such as the comfort of worship, the availability of halal food, and the friendliness of the environment to Islamic values. Therefore, although smart tourism plays an important role in shaping a positive image, halal tourism destinations must balance technological innovation with increasing halal attributes that are more personalized and meaningful for tourists. The combination of technological and authentic halal experiences can create a deeper impression and increase overall tourist satisfaction.

The results of the H7 test show that Halal Tourism Image has a significant effect on Halal Tourism Revisit Intention. These findings confirm that the positive image of halal tourist destinations in Indonesia plays a key role in encouraging tourists' intentions to return to visit. These findings are in line with previous research showing that a positive image of a destination increases travelers' intent to revisit through perceptions and satisfying experiences (Huang et al., 2015; Shafiee et al., 2016). In addition, affective and cognitive imagery strengthen tourists' loyalty to

destinations (Chuchu et al., 2024; Chuchu et al., 2019). The image of halal tourist destinations reflects tourists' perception of the suitability of the destination with Islamic values, the availability of halal facilities, the hospitality of the local culture, and the overall pleasant experience. Halal tourist destinations in Indonesia, such as Lombok, Aceh, and several other cities known for their Muslim-friendly policies, are attractive because they offer the comfort of worship, halal food, and a conducive environment. When travelers have a positive perception of their destination, they are more likely to feel satisfied and committed to returning in the future. A good image also increases the loyalty of tourists as they are more likely to recommend the destination to family and friends.

The results of the H8 test showed that Halal Tourism Satisfaction did not have a significant effect on Halal Tourism Revisit Intention. These results contradict previous findings that confirm that tourist satisfaction plays a mediating role in increasing return intentions, especially through memorable travel experiences and destination imagery (Haron et al., 2023; Juliana et al., 2023). These findings indicate that, while halal travelers may feel satisfied with their travel experience, satisfaction is not the main factor that drives them to return to the same destination. Indonesian tourists are more focused on the image of destinations that look Islamic than on the personal satisfaction they feel during their visit. Halal tourist destinations are considered to have a formal and open Islamic identity, for example, through the availability of easily accessible mosques, clearly certified halal food, and an atmosphere that reflects Islamic values. This shows that for halal tourists, the existence of Islamic symbols and attributes in front of their eyes is an important benchmark in choosing and returning to visit a destination. Satisfaction may be seen as a secondary factor, which is valued but not the primary determinant of the intention to revisit. Even if tourists feel satisfied, the attraction to return to visit tends to weaken in the absence of strong Islamic symbols and images. Therefore, halal tourist destinations in Indonesia need to continue to emphasize the image of Islam as authentic and tangible, because this aspect affects the loyalty of tourists.

The results of the last hypothesis test show a significant influence of halal tourism revenue intention on tourists' quality of life. The acceptance of the H9 hypothesis adds to the support of previous literature that superior service quality increases the return intention as well as the overall quality of life of tourists (Jadon & Kumar, 2025; Yooetch & Chirapanda, 2024). Indonesian halal tourism destinations, such as Lombok, Aceh, and Aceh, offer not only a pleasant travel experience but also psychological, emotional, and spiritual benefits for tourists. The desire to return to these destinations is often driven by the comfort felt during the trip, the life balance gained, and the ability to easily practice religious values during the trip. The Green-Smart Service Quality and Halal Tourism Attributes in these destinations allow tourists to enjoy a trip that is not only environmentally friendly and technology-based, but also in accordance with spiritual needs. These positive experiences contribute to life satisfaction, emotional well-being, and personal life balance, which ultimately improve a tourist's Quality of Life. Therefore, strengthening the intention to revisit through the creation of meaningful and personally relevant experiences is key for halal tourism destinations in Indonesia to not only attract tourists, but also have a long-term positive impact on their quality of life.

## Conclusion

This study concluded that green tourism service quality contributes positively to halal tourism satisfaction but does not have a significant impact on the image of halal tourism. This shows that although green services increase tourist comfort, other factors such as halal food and worship facilities play a greater role in shaping the image of halal destinations. In addition, the attributes of halal tourism significantly improve both the image and satisfaction of tourists, confirming the importance of Islamic facilities in strengthening the attractiveness of halal tourism. Smart tourism service quality also has a positive impact on the image of halal tourism, but does not directly increase tourist satisfaction. This signifies that advanced technology can build positive perceptions, but it is not sufficient to enhance the traveler experience without adequate halal aspect support. The image of halal tourism has been shown to play an important role in increasing return visits,

whereas tourist satisfaction does not directly influence their decision to return. In addition, the intention to revisit was found to contribute significantly to improving tourists' quality of life.

Based on the results of this study, several strategic recommendations can be made for the development of halal tourist destinations in Indonesia. First, improving the quality of green tourism services (Green Tourism Service Quality) must focus on aspects that not only support environmental sustainability but also strengthen the image of halal tourism. Although green services increase tourist satisfaction, a more specific communication and branding strategy is needed so that environmentally friendly principles are linked to the identity of halal tourism. Second, destination managers need to optimize halal tourism attributes, such as the availability of halal food, worship facilities, and Muslim-friendly policies, because these factors have been proven to increase the image and satisfaction of tourists. Investment in infrastructure and stricter halal certifications will increase the competitiveness of Indonesian halal destinations in the global market. Third, the application of smart technology in tourism services should be directed towards aspects that support the specific needs of Muslim tourists, such as real-time information about nearby mosques, halal restaurants, and Sharia-based travel guides. Smart tourism that is not only innovative, but also based on Islamic values, will increase the attractiveness of destinations. Fourth, the image of halal destinations must be strengthened because it has been proven to play a significant role in increasing tourists' intention to visit again. In addition to digital communication and promotion, clear Islamic symbols and identities at tourist sites are factors that determine tourist loyalty rather than just individual satisfaction. Finally, a meaningful tourism experience in accordance with Islamic values can contribute to improving the quality of life of tourists. Therefore, halal tourism development strategies must be oriented towards a balance between spiritual experience, comfort, and sustainability.

This study should acknowledge limitations that include limitations in sample coverage that focus only on halal tourism destinations in Indonesia; therefore, the results may not be generalizable to other countries with different halal tourism characteristics. In addition, this study uses a bootstrapping method with a quantitative approach, which, although it provides strong statistical results, fails to explore qualitative factors, such as tourists' emotional experiences and deeper cultural perceptions. The study also did not consider external factors, such as government policies or global trends in the halal tourism industry, which might have affected the results. Future research should expand the geographical scope by comparing halal tourism in different countries and using a mixed-method approach to gain deeper insights. In addition, further research can explore the role of smart technology, more specifically in enhancing the halal tourism experience, and consider external factors, such as policies and regulations, in halal tourism development.

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