





# Factors Influencing Image and Loyalty of Halal Tourism Destinations in Yogyakarta, Indonesia

Deffrin Glennino Soewito<sup>1</sup>, Yuli Andriansyah<sup>1,2</sup> , & Bintang Paula Putra<sup>3</sup> 

<sup>1</sup>Program Studi Ekonomi Islam (S1), Fakultas Ilmu Agama Islam, Universitas Islam Indonesia, Yogyakarta, Indonesia

<sup>2</sup>Program Studi Ilmu Ekonomi (S3), Fakultas Bisnis dan Ekonomi, Universitas Islam Indonesia, Yogyakarta, Indonesia

<sup>3</sup>School of of Management and Marketing, University of Waikato, Hamilton, New Zealand

## ABSTRACT

Indonesia's rich cultural and geographical diversity positions it as a global tourist destination, with Yogyakarta standing out for its cultural heritage. This study investigates the factors influencing the image and loyalty of halal tourism destinations in Yogyakarta, addressing the growing demand for halal-compliant tourism in a predominantly Muslim country. The research aims to analyze the impact of various factors, including halal food, social environments, facilities, services, staff behavior, attire, perceived value, satisfaction, and trust, on shaping the image and loyalty of halal tourism destinations. A quantitative approach was employed, utilizing surveys to collect data from 160 respondents visiting selected hotels and attractions in Yogyakarta. Data analysis included multiple regression testing and classic assumption tests to ensure robustness and reliability. The findings reveal that all examined variables significantly influence the image and loyalty of halal tourism destinations. Key contributors include halal food, social environments, and staff behavior. Tourists rated satisfaction, perceived value, and trust highly, though areas like halal-specific information and services require enhancement. The model demonstrates strong predictive power, with 90% of loyalty and image variations explained by the analyzed factors. This study emphasizes the importance of addressing faith-based needs to sustain and enhance Yogyakarta's halal tourism appeal. Recommendations include developing halal-compliant infrastructure, improving information services, and implementing targeted marketing strategies to attract and retain Muslim tourists. These insights provide actionable strategies for stakeholders in the tourism sector, contributing to the broader literature on halal tourism.

## Keywords

halal tourism; image; loyalty; tourism destination; Yogyakarta

**Citation:** Soewito, D. G., Andriansyah, Y., & Putra, B. P. (2023). Factors Influencing Image and Loyalty of Halal Tourism Destinations in Yogyakarta, Indonesia. *Unisia*, 41(2), 315–354. <https://doi.org/10.20885/unisia.vol41.iss2.art6>

## ARTICLE HISTORY

Received: June 6, 2023

Revised: September 29, 2023

Accepted: December 27, 2023

Published: December 31, 2023

**Publisher's Note:** Universitas Islam Indonesia stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



Attribution-ShareAlike 4.0 International  
(CC BY-SA 4.0)

**Copyright:** © 2023 Deffrin Glennino Soewito, Yuli Andriansyah, & Bintang Paula Putra. Licensee Universitas Islam Indonesia, Yogyakarta, Indonesia.

This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY-SA 4.0) license (<https://creativecommons.org/licenses/by-sa/4.0/>).

## INTRODUCTION

Tourism is a cornerstone of Indonesia's economy, leveraging its vast geographic expanse and rich cultural diversity to attract visitors domestically and internationally (Mahadevan et al., 2017). As the world's largest archipelagic nation, Indonesia boasts an extensive array of destinations, many of which are cultural and historical landmarks unique to specific regions (Hampton & Clifton, 2016; Salim et al., 2018). Among these, Yogyakarta, designated as a Special Region, stands out for its distinct blend of social, cultural, and political characteristics that enhance its tourism appeal (Rindrasih & Witte, 2021; Wijayanti & Damanik, 2019). The influx of tourists has been significant, contributing to the nation's economic development and local community welfare. However, as tourism grows, ensuring the availability of facilities that meet the diverse needs of tourists, including Muslim visitors, becomes paramount, especially given the nation's predominantly Muslim population.

The increasing global focus on halal tourism presents an opportunity for regions like Yogyakarta to expand their appeal to Muslim travelers seeking destinations that align with their cultural and religious values. Halal tourism is characterized by the provision of services and facilities adhering to Islamic principles, including halal-certified food, spaces for prayer, and culturally sensitive accommodations (Said et al., 2022; Stephenson, 2014). This concept has been gaining traction, with studies highlighting its potential to attract a loyal customer base by addressing specific needs. For instance, Çoban (2012) demonstrated that a positive destination image significantly enhances tourist satisfaction and loyalty. Meanwhile, the findings of Hanif et al. (2016) emphasize that satisfaction acts as a mediator between destination image and loyalty, reinforcing the importance of cultural and contextual relevance in tourism offerings.

The primary issue underpinning this study is identifying the key factors that influence the image and loyalty of halal-friendly tourist destinations. While Yogyakarta has considerable potential to be a prime halal destination, challenges persist in meeting the expectations of Muslim tourists. For instance, tourists often evaluate destinations based on their capacity to deliver halal-certified products, accommodating services, and facilities that align with Islamic teachings. These factors directly impact satisfaction, trust, and ultimately, tourist loyalty. Addressing these challenges requires a comprehensive approach that combines infrastructure development, service enhancements, and targeted marketing strategies to align with the needs of Muslim travelers.

To address the above challenges, previous research suggests implementing measures such as improving halal compliance in food and beverages, providing prayer facilities, and fostering a culturally sensitive environment. The work of Al-Ansi & Han

(2019) underscores the role of halal-friendly destination performances in enhancing perceived value, satisfaction, and trust among Muslim tourists. Their findings reveal that trust is a pivotal element in shaping destination image and loyalty, particularly in non-Muslim-majority contexts. These insights are corroborated by other studies, such as those by Amalia & Murwatiningsih (2016), which establish the critical link between perceived customer value and loyalty mediated by satisfaction. Together, these studies advocate for adopting comprehensive strategies that integrate cultural, religious, and service-oriented aspects to attract and retain Muslim tourists.

Moreover, Sakti et al. (2018) provide evidence from Lombok, a destination recognized for its halal tourism initiatives. Their findings indicate that a strong destination image, underpinned by culturally appropriate services and products, fosters higher levels of tourist satisfaction and loyalty. Similarly, Putra (2017) explores the role of electronic word-of-mouth (e-WoM) in shaping the image of halal destinations, highlighting the influence of digital marketing in amplifying destination visibility and appeal. These studies collectively emphasize that the success of halal tourism initiatives hinges on a multidimensional approach that addresses both tangible and intangible aspects of the tourist experience.

Despite these advancements, a gap remains in understanding how these principles apply specifically to Yogyakarta, a region with unique cultural and historical attributes that differentiate it from other halal destinations like Lombok or Aceh. Most existing studies focus on broader frameworks without delving into the regional nuances that shape tourist expectations and experiences. This gap underscores the need for context-specific research that evaluates the effectiveness of halal-friendly services in enhancing Yogyakarta's image as a preferred destination for Muslim travelers. Additionally, while general recommendations are abundant, tailored strategies that consider Yogyakarta's local cultural landscape remain underexplored.

The objective of this study is to analyze the factors influencing the image and loyalty of halal tourist destinations in Yogyakarta. By examining variables such as halal-certified food, social environments, facilities, and customer satisfaction, this research aims to provide actionable insights for policymakers and stakeholders in the tourism industry. The study contributes to existing literature by offering a nuanced understanding of the interplay between cultural and service-oriented factors in shaping the experiences of Muslim tourists. Its novelty lies in its focus on a specific geographical and cultural context, addressing a critical gap in halal tourism research. The findings are expected to have broader implications for other regions aspiring to enhance their appeal as halal-friendly destinations.

## LITERATURE REVIEW

### **Influence of Halal Food and Meals on Destination Image and Loyalty**

Halal food and beverages are integral to the perception and loyalty of Muslim tourists visiting halal-friendly destinations. As foundational components of halal tourism, the availability of certified halal food directly influences tourists' satisfaction and the likelihood of repeat visits. Al-Ansi & Han (2019) demonstrated that halal-certified food enhances the perceived value of a destination, which in turn affects satisfaction and trust. Similarly, Çoban (2012) identified that positive perceptions of halal dining options contribute to an improved destination image and strengthen tourist loyalty. These findings suggest that the availability and quality of halal-certified food services are not only critical for meeting religious obligations but also for fostering a positive and lasting impression of the destination.

The influence of halal food and beverages on destination image and loyalty is increasingly recognized in tourism studies. Research indicates that halal-friendly attributes significantly enhance the affective and overall destination image, particularly among Muslim travelers (Chrisnardani & Arief, 2022; Han, Al-Ansi, Olya, et al., 2019). The presence of halal food options not only caters to dietary restrictions but also aligns with the cultural and religious values of Muslim tourists, thereby fostering a positive perception of the destination (Al-Ansi et al., 2019; Rahman et al., 2020).

Moreover, the availability of halal food is linked to increased tourist satisfaction, which in turn enhances loyalty towards the destination (Madun et al., 2022; Suhartanto et al., 2019). Studies have shown that tourists who perceive a destination as halal-friendly are more likely to revisit and recommend it to others, thus establishing a cycle of loyalty and positive word-of-mouth (Chrisnardani & Arief, 2022; Mursid & Anoraga, 2022). The integration of halal attributes into the marketing strategies of destinations can, therefore, play a crucial role in attracting and retaining Muslim tourists, ultimately contributing to the economic growth of regions that embrace halal tourism (Devi & Firmansyah, 2019; Zulvianti et al., 2022).

### **Influence of Halal-Friendly Social Environment and Ambiance on Destination Image and Loyalty**

A social environment that respects Islamic principles significantly impacts the image of halal destinations. Tourists are more likely to develop trust and satisfaction when they experience inclusive and culturally sensitive environments. COMCEC Coordination Office (2016) emphasizes that creating a faith-based atmosphere—such as offering prayer spaces and gender-segregated recreational facilities—can increase a destination's attractiveness. This aligns with Sakti et al. (2018) findings that a supportive

social environment enhances tourist satisfaction and encourages loyalty by making travelers feel welcomed and respected.

The influence of halal-friendly social environments on destination image and loyalty is increasingly significant in the context of halal tourism. Research indicates that the presence of halal food, services, and culturally sensitive practices enhances the overall destination image for Muslim travelers, fostering emotional attachments that contribute to revisit intentions (Wibawa et al., 2023). Specifically, halal social environments, which include halal food and beverage offerings, play a crucial role in shaping perceptions of a destination, making it more appealing to Muslim tourists (Andespa et al., 2020; Wibawa et al., 2023).

Moreover, the integration of halal attributes into the tourism experience not only satisfies the dietary and cultural needs of Muslim travelers but also attracts non-Muslim tourists who are health-conscious or culturally aware (Olya & Al-ansi, 2018; Ratnasari et al., 2021). This dual appeal can enhance overall tourist satisfaction, which is directly linked to loyalty and positive word-of-mouth recommendations (Rahman et al., 2020; Zulvianti et al., 2022). Thus, destinations that prioritize halal-friendly environments are likely to experience increased loyalty and repeat visits, underscoring the importance of these attributes in tourism marketing strategies (Han, Al-Ansi, Koseoglu, et al., 2019; Jeaheng et al., 2020).

### **Influence of Halal-Friendly Facilities and Amenities on Destination Image and Loyalty**

Facilities aligned with Islamic principles are a vital component of halal tourism. These include amenities such as separate swimming areas, prayer rooms, and non-alcoholic environments. According to Amalia & Murwatiningsih (2016), well-maintained halal-friendly facilities positively influence both the perceived image of a destination and tourist satisfaction. In Yogyakarta, for example, the availability of such facilities could address the preferences of Muslim travelers and encourage repeat visits. Al-Ansi & Han (2019) further underscore the importance of such facilities in enhancing trust, which subsequently strengthens loyalty.

The presence of halal-friendly facilities significantly influences the destination image and loyalty among Muslim travelers. Research indicates that the availability of halal services, such as restaurants and accommodations, enhances the perceived value of a destination, leading to increased satisfaction and loyalty among Muslim tourists (Han, Al-Ansi, Olya, et al., 2019; Olya & Al-ansi, 2018). Specifically, halal-friendly facilities not only cater to dietary needs but also align with cultural and religious expectations, which are crucial for creating a positive destination image (Irama & Abror, 2019; Rasoolimanesh et al., 2019).

Moreover, studies show that destinations that prioritize halal attributes tend to attract a broader audience, including non-Muslim tourists who seek quality and ethical dining options (Al-Ansi & Han, 2019). The integration of halal facilities into the tourism experience fosters emotional connections, which are essential for repeat visits and positive word-of-mouth recommendations (Han, Al-Ansi, & Kim, 2019; Wardi et al., 2018). Consequently, the strategic development of halal-friendly environments can enhance a destination's competitiveness in the global tourism market, particularly as the halal tourism sector continues to grow (Rahman et al., 2020).

### **Influence of Halal-Friendly Information and Services on Destination Image and Loyalty**

The availability of accurate and accessible information about halal services is crucial for shaping tourist expectations and experiences. Halal-friendly destinations must ensure that information is clear, reliable, and easily accessible through brochures, websites, and travel agencies. Putra (2017) highlights the role of electronic word-of-mouth (e-WoM) in disseminating accurate halal-related information, noting its significant impact on destination image and trust. Furthermore, Çoban (2012) argues that consistent and reliable communication regarding halal standards enhances satisfaction, ultimately fostering greater loyalty among Muslim tourists.

The influence of halal information and services on destination image and loyalty is critical in the context of halal tourism. Research indicates that the availability of comprehensive halal information significantly enhances the destination image for Muslim travelers, as it aligns with their cultural and religious needs (Han, Al-Ansi, Olya, et al., 2019; Olya & Al-ansi, 2018). Destinations that effectively communicate their halal-friendly attributes, such as halal food options and prayer facilities, are perceived more favorably, leading to increased tourist satisfaction and loyalty (Lestari et al., 2023).

Moreover, the provision of halal services not only meets the expectations of Muslim tourists but also attracts non-Muslim travelers who may seek quality and ethical dining experiences (Han, Al-Ansi, Olya, et al., 2019; Wibawa et al., 2023). This dual appeal can enhance overall satisfaction, fostering loyalty and positive word-of-mouth recommendations (Juliana et al., 2022; Madiawati et al., 2021). Furthermore, studies emphasize that a strong halal-friendly image can mitigate perceived inconveniences during travel, thereby reinforcing loyalty among Muslim tourists (Rahman et al., 2020; Sodawan & Hsu, 2022). Thus, integrating halal information and services into marketing strategies is essential for destinations aiming to capture the growing halal tourism market (Marques et al., 2021; Yuniningsih et al., 2022).

## **Influence of Halal-Friendly Local Residents and Staffs on Destination Image and Loyalty**

Employees and locals play a pivotal role in creating a positive halal tourism experience. Their behavior, attitudes, and knowledge of halal practices can significantly influence tourists' perception of a destination. According to Sakti et al. (2018), locals' friendliness and employees' competence in providing culturally sensitive services positively impact satisfaction and loyalty. This finding is supported by Hanif et al. (2016) who highlight that the engagement of employees and locals is essential for building trust, especially in destinations that aim to attract and retain Muslim tourists.

The influence of halal-friendly employees and locals on destination image and loyalty is significant in the context of halal tourism. Research indicates that the presence of knowledgeable and culturally sensitive staff enhances the overall destination image, fostering a welcoming environment for Muslim travelers (Al-Ansi & Han, 2019; Han, Al-Ansi, Olya, et al., 2019). Employees who understand and respect halal practices contribute to a positive tourist experience, which is crucial for building trust and satisfaction among visitors (Abror et al., 2019).

Moreover, local communities that actively engage in promoting halal tourism can significantly impact tourists' perceptions and loyalty. When locals demonstrate hospitality and provide halal-friendly services, it reinforces the destination's image as accommodating and respectful of Islamic values (Aji et al., 2021; Sodawan & Hsu, 2022). This positive interaction not only enhances tourist satisfaction but also encourages repeat visits and recommendations, as satisfied tourists are likely to share their experiences with others (Ratnasari et al., 2021). Thus, training and empowering local employees to cater to halal tourism needs is essential for destinations aiming to attract and retain Muslim travelers (Martaleni et al., 2021; Rahman et al., 2020).

## **Influence of Halal-Friendly Uniforms and Attire on Destination Image and Loyalty**

The use of uniforms and attire that adhere to Islamic principles reinforces the image of a destination as halal-friendly. Al-Ansi & Han (2019) observed that destinations showcasing culturally appropriate uniforms signal respect for Islamic values, thereby enhancing trust and loyalty. This factor, although often overlooked, plays a symbolic role in aligning a destination's branding with its target demographic's expectations.

The influence of halal-friendly uniforms and attire on destination image and loyalty is a crucial aspect of halal tourism. Research indicates that the visibility of halal-friendly clothing among employees and locals enhances the overall perception of a destination as accommodating and respectful of Muslim values (Han, Al-Ansi, Olya, et al., 2019). This

alignment with cultural expectations fosters a positive destination image, which is essential for attracting Muslim travelers (Al-Ansi & Han, 2019).

Moreover, when employees wear halal-friendly attire, it signals to tourists that the destination is committed to providing a culturally sensitive environment, thereby increasing trust and satisfaction (Han, Al-Ansi, & Kim, 2019). Such positive experiences contribute to emotional attachments, which are significant predictors of loyalty and revisit intentions among Muslim tourists (Juliana et al., 2022). Additionally, the presence of halal-friendly uniforms can mitigate perceived inconveniences during travel, reinforcing the likelihood of repeat visits and recommendations (Aji et al., 2021). Therefore, integrating halal-friendly attire into the service model is vital for destinations aiming to enhance their appeal to Muslim travelers (Harahsheh et al., 2019; Nafis et al., 2019).

### **Influence of Perceived Value on Destination Image and Loyalty**

Perceived value is a key determinant of tourist satisfaction and loyalty. It encompasses the benefits tourists associate with a destination, including cultural relevance, affordability, and adherence to religious practices. Amalia & Murwatiningsih (2016) found that higher perceived value correlates strongly with satisfaction and repeat visitation. Similarly, Winahyu et al. (2016) argue that destinations offering a compelling perceived value are more likely to secure a loyal customer base.

Perceived value plays a crucial mediating role in the relationship between destination image and tourist loyalty. Research indicates that a positive destination image significantly enhances perceived value, which in turn influences tourists' loyalty intentions (Jeong & Kim, 2019b). For instance, when tourists perceive high value in their experiences—stemming from factors such as service quality and cultural relevance—they are more likely to express satisfaction and loyalty towards the destination (Jeong & Kim, 2019a; Thanh et al., 2020).

Moreover, studies highlight that perceived value encompasses emotional, functional, and social dimensions, all of which contribute to a more favorable destination image (Liu et al., 2023; Styliadis et al., 2020). This multifaceted nature of perceived value suggests that enhancing the overall experience can lead to stronger emotional connections and repeat visits (Najar & Rather, 2023; Zulvianti et al., 2022). Additionally, the interplay between perceived value and destination image is particularly significant in contexts such as halal tourism, where cultural and religious considerations are paramount (Yuliana et al., 2023). Therefore, destinations that effectively communicate their value propositions are likely to foster greater loyalty among tourists (Mai et al., 2019).



### **Influence of Destination Satisfaction on Destination Image and Loyalty**

Tourist satisfaction is widely recognized as a critical mediator between destination image and loyalty. Hanif et al. (2016) demonstrated that satisfied tourists are more likely to recommend and revisit a destination, thereby enhancing its long-term viability. Furthermore, Çoban (2012) highlights that satisfaction serves as a predictor of loyalty, particularly in culturally and religiously aligned tourism contexts. These findings emphasize the importance of delivering high-quality services to meet and exceed tourist expectations.

Satisfaction plays a crucial role in shaping both destination image and tourist loyalty. Research indicates that higher levels of tourist satisfaction significantly enhance loyalty towards a destination, as satisfied tourists are more likely to revisit and recommend the destination to others (Agyeiwaah et al., 2019; Rahmiati et al., 2021). Furthermore, the relationship between destination image and loyalty is often mediated by tourist satisfaction, suggesting that a positive perception of a destination can lead to increased satisfaction, which in turn fosters loyalty (Bappy, 2019; Ermawati & Prihandono, 2018; Kanwel et al., 2019).

Additionally, studies highlight that memorable tourism experiences and perceived value contribute to satisfaction, further reinforcing loyalty (Stavrianea & Kamenidou, 2022; Valverde-Roda et al., 2022). The interplay between these factors underscores the importance of managing tourist expectations and experiences to cultivate a favorable destination image, ultimately driving loyalty (Lahay et al., 2021; Mohamed et al., 2020). Thus, destination managers should prioritize enhancing tourist satisfaction to build a strong and loyal customer base.

### **Influence of Destination Trust on Destination Image and Loyalty**

Trust is a foundational element in establishing long-term relationships between tourists and destinations. It reflects tourists' confidence in the consistency and reliability of services offered. Al-Ansi & Han (2019) assert that trust mediates the relationship between perceived value and loyalty, particularly in the context of halal tourism. Destinations that consistently deliver halal-compliant services are more likely to earn tourists' trust, fostering loyalty and repeat visitation.

Trust significantly influences both destination image and tourist loyalty. Research indicates that a strong sense of trust in a destination enhances its image, which in turn fosters loyalty among tourists (Jeong & Kim, 2019a; Lestari et al., 2023). Trust is built through various factors, including perceived quality of services, safety, and the reliability of information provided by destination management (Cheng et al., 2022; Iordanova & Stainton, 2019). For instance, studies have shown that trust in tourism service providers correlates positively with destination loyalty, as tourists are more likely

to return to destinations they perceive as trustworthy (Alves et al., 2019; Anggraeni & Astini, 2020; Salman et al., 2022).

Moreover, the role of electronic word-of-mouth (eWOM) in shaping trust cannot be overlooked. Positive online reviews enhance tourists' trust in a destination, thereby improving their overall image and increasing the likelihood of repeat visits (Setiawan et al., 2021; Su et al., 2022). This interplay highlights the importance of managing both trust and image effectively to cultivate a loyal customer base in the competitive tourism market (Ekinci et al., 2023; Hassan & Soliman, 2021). Thus, destination marketers should focus on building trust through transparent communication and high-quality service to enhance destination image and loyalty.

## **METHOD**

### **Research Design**

This study employs a field research design, using a quantitative approach to investigate factors influencing the image and loyalty of halal tourism destinations in Yogyakarta. The research design integrates survey methods to collect primary data from respondents. The survey approach allows for the systematic collection of information using structured questionnaires to ensure consistency and reliability in data analysis. The goal is to capture tourists' perceptions of various factors, such as halal food, facilities, and services, and their effects on destination image and loyalty.

### **Study Location**

The study was conducted in five key locations in Yogyakarta: Hotel Sofyan Inn Unisi, Alzara Hotel, Yellow Star Hotel Gejayan, Candi Prambanan, Malioboro, and Tamansari. These locations were chosen for their popularity among tourists and their efforts to provide halal-friendly services. The selected venues encompass a mix of accommodations and attractions to ensure a comprehensive understanding of tourists' experiences.

### **Target Population and Sampling**

The target population for this study includes visitors to the specified locations, focusing on tourists seeking halal-friendly services. The sampling method employed is purposive sampling, chosen for its ability to target respondents who meet specific criteria relevant to the research objectives. The sample size comprises 160 respondents, a number deemed adequate to ensure statistical reliability while balancing resource constraints such as time and labor.

The respondents were selected based on their participation in activities at the identified locations during the survey period. This method aligns with the research

objective of capturing direct insights from individuals experiencing the services and facilities under study.

### **Data Collection**

Data collection was carried out using structured questionnaires designed to measure respondents' perceptions of various factors influencing destination image and loyalty. The questionnaire items were developed based on established constructs in the literature, ensuring validity and alignment with the study's conceptual framework. Questions were distributed both in person and through network links to reach a broad range of respondents. For participants engaged remotely, the completed questionnaires were returned within three days of distribution.

The collected data includes demographic information such as age, gender, and occupation, as well as responses to items related to the study's key variables. This approach ensures a comprehensive dataset that captures the multidimensional nature of tourist perceptions.

### **Variables and Measurements**

The study employs both independent and dependent variables to examine the relationships affecting destination image and loyalty.

#### ***Independent Variables:***

- Halal Food and Beverages
- Halal-Friendly Social Environment
- Halal Facilities
- Halal Information and Services
- Friendly Locals and Staff
- Halal Uniforms
- Perceived Value
- Satisfaction
- Trust

#### ***Dependent Variable:***

- Destination Image and Loyalty

Each variable was operationalized using multiple items measured on a Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). This scale ensures a nuanced understanding of respondents' attitudes and experiences.

### **Data Analysis Techniques**

The collected data were analyzed using multiple statistical methods to address the research objectives:

1. **Descriptive Analysis:** This analysis provides an overview of the dataset, including frequencies, means, and standard deviations for each variable. It highlights general trends and patterns in respondents' perceptions.
2. **Reliability and Validity Testing:**
  - **Reliability:** Measured using Cronbach's alpha, ensuring internal consistency across questionnaire items. A threshold of 0.60 or higher was used to determine reliability.
  - **Validity:** Conducted using Pearson's correlation coefficient ( $r$ ), comparing calculated  $r$ -values against critical values from statistical tables. Items with  $r$ -values exceeding the threshold were deemed valid.
3. **Regression Analysis:** Multiple linear regression was used to evaluate the influence of the independent variables on the dependent variable. The regression model assesses both individual ( $t$ -test) and collective ( $F$ -test) impacts of the variables. The coefficient of determination ( $R^2$ ) indicates the model's explanatory power.
4. **Assumption Testing:**
  - **Normality:** Tested using the Kolmogorov-Smirnov test. A  $p$ -value greater than 0.05 indicates normally distributed data.
  - **Multicollinearity:** Evaluated using tolerance values ( $>0.10$ ) and variance inflation factors ( $VIF <10$ ).
  - **Heteroscedasticity:** Assessed using scatterplots and Glejser's test. The absence of patterns in residuals confirms no heteroscedasticity.

These analyses ensure the robustness of the results, allowing for meaningful interpretation and reliable conclusions.

### **Ethical Considerations and Limitations**

The study adheres to ethical guidelines in research by ensuring the anonymity and confidentiality of respondents. Participation was voluntary, with informed consent obtained before administering the survey. Respondents were briefed on the study's purpose, and their rights to withdraw or refuse participation were emphasized.

While this study provides valuable insights into factors influencing the image and loyalty of halal destinations, certain limitations should be noted. The reliance on purposive sampling may limit the generalizability of the findings to broader populations. Additionally, resource constraints restricted the sample size and geographic scope. Future studies could expand on these limitations by incorporating a larger and more diverse sample.

The methodological framework of this study ensures a rigorous approach to examining the factors influencing halal tourism in Yogyakarta. By employing a systematic design, robust data collection, and advanced statistical techniques, the

research provides reliable insights into the interplay of various factors shaping destination image and loyalty. This methodology establishes a foundation for practical recommendations aimed at enhancing Yogyakarta's appeal as a premier halal tourism destination.

## RESULTS

### Respondent Characteristics

The study collected data from 160 respondents, as analyzed in Table 1 based on their demographic characteristics, including gender, age, and occupation. The majority of respondents were female (55%), with males accounting for 45% of the sample. Regarding age, 78.8% were under 25 years old, while 21.3% were between 25 and 40 years old. Most respondents were university students (55%), followed by private sector employees (28.7%). Other occupations included housewives (1.9%), school students (3.8%), civil servants (6.3%), and entrepreneurs (4.4%).

**Table 1**

#### *Respondent Characteristics*

Characteristics	Description	N	%
Gender	Male	72	45.0
	Female	88	55.0
	Total	160	100.0
Age	25 - 40 years old	34	21.3
	Less than 25 years old	126	78.8
	Total	160	100.0
Occupation	Housewife	3	1.9
	University student	88	55.0
	Civil servant	10	6.3
	Private sector employee	46	28.7
	School students	6	3.8
	Entrepreneur	7	4.4
	Total	160	100.0

Source: Primary data.

These demographics provide insights into the primary audience engaging with halal-friendly destinations in Yogyakarta. The prevalence of younger respondents, especially students, indicates that the halal tourism sector appeals significantly to the millennial and Generation Z demographics, who are likely influenced by cultural, religious, and economic factors.

### Validity and Reliability Testing

To ensure the quality of the data, the study conducted both validity and reliability tests on all questionnaire items. Table 2 summarises the test results for this study on

instrument validity and reliability. The validity of each questionnaire item was determined by comparing the calculated correlation coefficient ( $r$ -value) with the critical  $r$ -value (0.159 at  $\alpha = 0.05$ ). All items across the nine variables had  $r$ -values exceeding the threshold, indicating that the questionnaire items were valid. Cronbach's alpha was used to measure internal consistency, with a threshold of 0.60 as the benchmark for reliability. The alpha values for all variables ranged from 0.956 to 0.989, confirming that the items were highly reliable. These results ensure that the measurement tools accurately reflect the studied constructs and are consistent across respondents.

**Table 2*****Instrument Validity and Reliability Test***

Variable	$r$ value	$r_{table}$	Validity	Cronbach's Alpha	Reliability
Halal Food and Meals				0.985	Reliable
F&M1	0.877	0.159	Valid		
F&M2	0.936	0.159	Valid		
F&M3	0.968	0.159	Valid		
F&M4	0.958	0.159	Valid		
F&M5	0.933	0.159	Valid		
F&M6	0.928	0.159	Valid		
F&M7	0.95	0.159	Valid		
F&M8	0.934	0.159	Valid		
Halal-Friendly Social Environment and Ambiance				0.977	Reliable
SOC1	0.915	0.159	Valid		
SOC2	0.94	0.159	Valid		
SOC3	0.894	0.159	Valid		
SOC4	0.931	0.159	Valid		
SOC5	0.931	0.159	Valid		
SOC6	0.935	0.159	Valid		
Halal-Friendly Facilities and Amenities				0.968	Reliable
FAC1	0.93	0.159	Valid		
FAC2	0.958	0.159	Valid		
FAC3	0.942	0.159	Valid		
FAC4	0.849	0.159	Valid		
Halal-Friendly Information and Services				0.987	Reliable
SER1	0.953	0.159	Valid		
SER2	0.954	0.159	Valid		
SER3	0.97	0.159	Valid		
SER4	0.928	0.159	Valid		
SER5	0.953	0.159	Valid		
SER6	0.938	0.159	Valid		

Variable	r value	r_table	Validity	Cronbach's Alpha	Reliability
SER7	0.944	0.159	Valid		
Halal-Friendly Local Residences and Staffs				0.989	Reliable
LOC1	0.974	0.159	Valid		
LOC2	0.979	0.159	Valid		
LOC3	0.972	0.159	Valid		
Halal-Friendly Uniform and Attire				0.956	Reliable
UN11	0.916	0.159	Valid		
UN12	0.916	0.159	Valid		
Perceived Value				0.970	Reliable
PV1	0.899	0.159	Valid		
PV2	0.949	0.159	Valid		
PV3	0.946	0.159	Valid		
PV4	0.928	0.159	Valid		
Destination Satisfaction				0.983	Reliable
SAT1	0.957	0.159	Valid		
SAT2	0.974	0.159	Valid		
SAT3	0.957	0.159	Valid		
Destination Trust				0.983	Reliable
TRU1	0.971	0.159	Valid		
TRU2	0.974	0.159	Valid		
TRU3	0.963	0.159	Valid		
Destination Loyalty and Overall Halal-Friendly Destination Image				0.988	Reliable
LOY1	0.955	0.159	Valid		
LOY2	0.96	0.159	Valid		
LOY3	0.937	0.159	Valid		
LOY4	0.98	0.159	Valid		
IMG1	0.955	0.159	Valid		
IMG2	0.967	0.159	Valid		

Source: Primary data. Authors' estimation.

## Descriptive Analysis

The descriptive statistics provided insights into the central tendencies and variability of each variable. The mean, standard deviation, minimum, and maximum scores for each factor were calculated and presented in Table 3.

**Table 3**

### *Descriptive Statistics of Variables*

Variable	N	Min.	Max.	Std. Dev.	Mean
Halal Food and Meals	160	2.00	7.00	1.64	5.51
Halal-Friendly Social Environment and Ambiance	160	1.83	7.00	1.45	5.44

Halal-Friendly Facilities and Amenities	160	1.25	7.00	1.81	5.28
Halal-Friendly Information and Services	160	1.00	7.00	1.64	2.74
Halal-Friendly Local Residences and Staffs	160	1.00	7.00	1.96	4.65
Halal-Friendly Uniform and Attire	160	1.00	7.00	1.83	4.90
Perceived Value	160	3.00	7.00	1.04	5.98
Destination Satisfaction	160	2.00	7.00	1.32	5.85
Destination Trust	160	2.00	7.00	1.44	5.69
Destination Loyalty and Overall Halal-Friendly Destination Image	160	1.67	7.00	1.59	5.75

Source: Primary data. Authors' estimation.

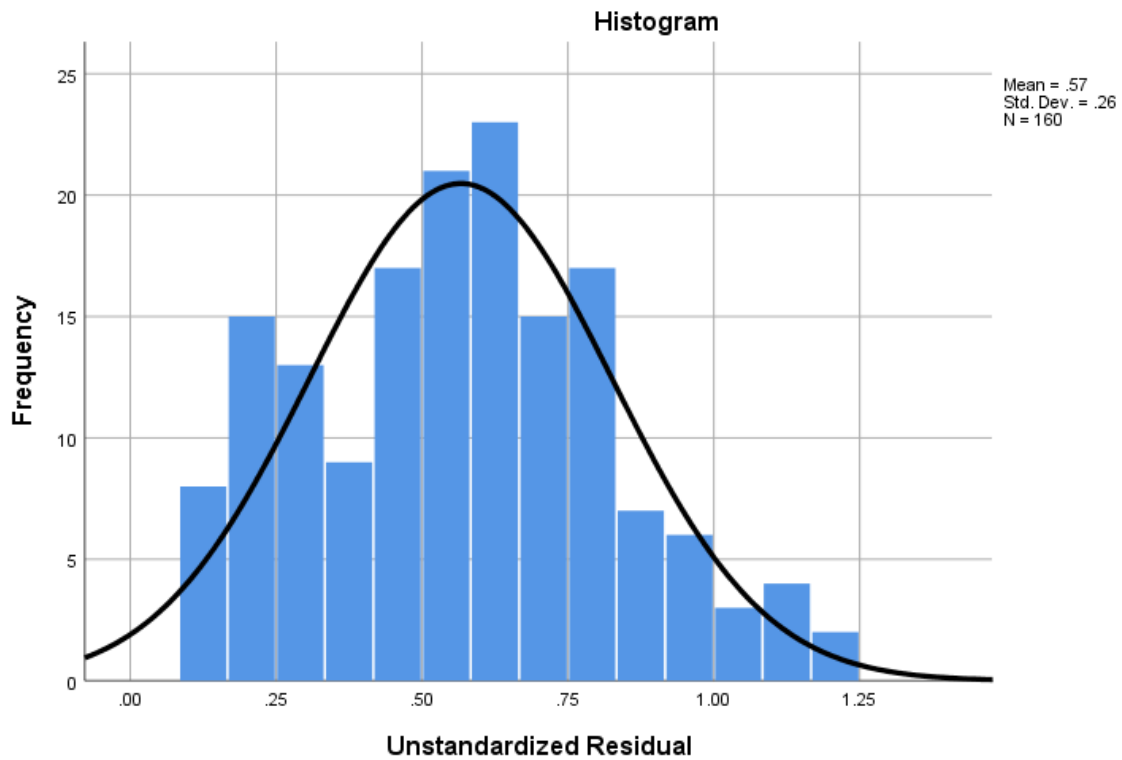
Halal food and meals have a Mean of 5.51 and a Standard Deviation of 1.64. The high mean indicates positive perceptions of halal food offerings in Yogyakarta. Halal-friendly social environment and ambiance have a Mean of 5.44 and a Standard Deviation of 1.45. Respondents generally rated the social environment as accommodating and culturally sensitive. Halal-friendly facilities and amenities have a mean of 5.28 and a standard deviation of 1.81. The availability of halal-compliant facilities was perceived positively but with room for improvement. Halal-friendly information and services have a Mean of 2.74 and a Standard Deviation of 1.64. This variable had a low mean, highlighting significant gaps in providing halal-related information and services. Halal-friendly local residences and staff have a Mean of 4.65 and a Standard Deviation of 1.96. While generally favorable, there is potential for enhanced training and awareness among locals and staff. Halal-friendly uniforms and attire have a Mean of 4.90 and a Standard Deviation of 1.83. The use of culturally appropriate uniforms was well-received.

Perceived value has Mean: 5.98 and Standard Deviation: 1.04. Respondents rated the overall value of halal destinations highly. Destination satisfaction has a Mean of 5.85 and a Standard Deviation of 1.32. Satisfaction scores indicate a strong alignment between services offered and tourist expectations. Destination trust has a Mean of 5.69 and a Standard Deviation of 1.44. Trust in the halal services and destination management was also rated favorably. Destination loyalty and overall halal-friendly destination image have a Mean of 5.75 and a Standard Deviation of 1.59. Positive perceptions and loyalty suggest a robust overall image of Yogyakarta as a halal-friendly destination.

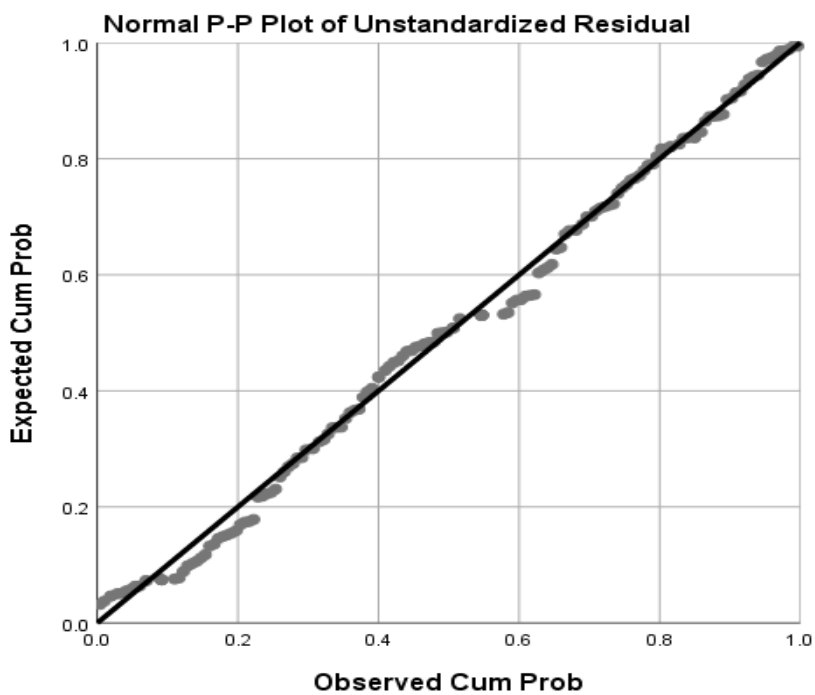
### **Assumption Testing**

The study conducted normality, multicollinearity, and heteroscedasticity tests to ensure the robustness of the regression model. For the normality test, the Kolmogorov-Smirnov test indicated a p-value of 0.200, confirming that the data were normally distributed. Additional visual tests, including histograms (Figure 1) and P-P plots (Figure 2), corroborated these findings.



**Figure 1*****Histogram of Normality Test***

Source: Primary data. Authors' estimation.

**Figure 2*****Normal P-P Plot***

Source: Primary data. Authors' estimation.

The Glejser test showed no significant patterns in residual variance for the heteroscedasticity test, and scatterplots confirmed the absence of heteroscedasticity. Table 4 and Figure 3 explained the results of the heteroskedasticity test for this study. For multicollinearity test, tolerance values were above 0.10, and variance inflation factors (VIF) were below 10 for all independent variables, indicating no significant multicollinearity. Table 5 presents the multicollinearity test results in this study.

**Table 4**

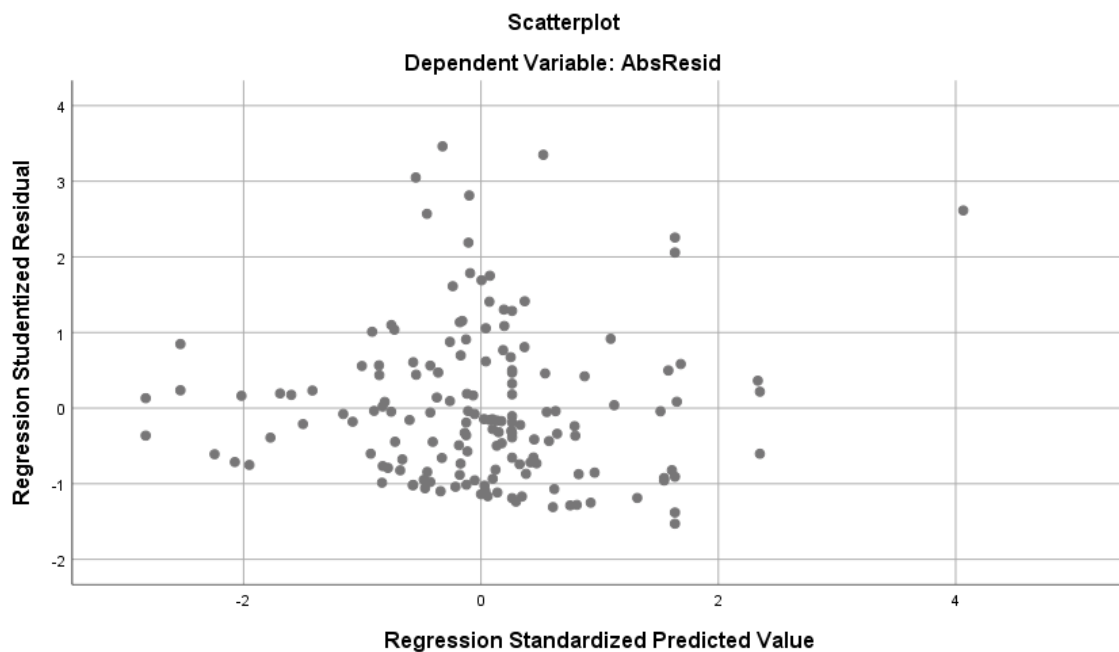
***Heteroscedasticity Test Results***

Variable	Sig.	Decision
Halal Food and Meals	0.869	No Heteroscedasticity
Halal-Friendly Social Environment and Ambiance	0.339	No Heteroscedasticity
Halal-Friendly Facilities and Amenities	0.607	No Heteroscedasticity
Halal-Friendly Information and Services	0.678	No Heteroscedasticity
Halal-Friendly Local Residences and Staffs	0.443	No Heteroscedasticity
Halal-Friendly Uniform and Attire	0.786	No Heteroscedasticity
Perceived Value	0.885	No Heteroscedasticity
Destination Satisfaction	0.333	No Heteroscedasticity
Destination Trust	0.369	No Heteroscedasticity

Source: Primary data. Authors' estimation.

**Figure 3**

***Scatterplot for Heteroscedasticity Test Results***



Source: Primary data. Authors' estimation.

**Table 5****Multicollinearity Test Results**

Variable	Tolerance	VIF	Decision
Halal Food and Meals	0.105	9.528	No Multicollinearity
Halal-Friendly Social Environment and Ambiance	0.103	9.670	No Multicollinearity
Halal-Friendly Facilities and Amenities	0.140	7.145	No Multicollinearity
Halal-Friendly Information and Services	0.238	4.198	No Multicollinearity
Halal-Friendly Local Residences and Staffs	0.362	2.759	No Multicollinearity
Halal-Friendly Uniform and Attire	0.263	3.803	No Multicollinearity
Perceived Value	0.256	3.907	No Multicollinearity
Destination Satisfaction	0.224	4.473	No Multicollinearity
Destination Trust	0.150	6.678	No Multicollinearity

Source: Primary data. Authors' estimation.

**Regression Analysis**

Multiple regression analysis was conducted to evaluate the influence of the nine independent variables on the dependent variable (destination image and loyalty). The regression results, as in Table 6, revealed the following:

1. Coefficient of Determination ( $R^2$ ): The  $R^2$  value was 0.900, indicating that 90% of the variance in destination image and loyalty can be explained by the independent variables collectively.
2. Individual Variable Significance (t-Test): All independent variables had significant positive effects on the dependent variable at  $p < 0.05$ .
3. Overall Model Significance (F-Test): The F-statistic was 149.442 ( $p < 0.000$ ), confirming that the regression model was statistically significant and the independent variables collectively influenced the dependent variable.

**Table 6****Multiple Regression Test Results**

Variable	Coef. (B)	t value	Sig.	Decision
Halal Food and Meals	0.184	2.349	0.020	Significant
Halal-Friendly Social Environment and Ambiance	0.209	2.225	0.028	Significant
Halal-Friendly Facilities and Amenities	0.163	2.057	0.041	Significant
Halal-Friendly Information and Services	0.189	2.019	0.045	Significant
Halal-Friendly Local Residences and Staffs	0.076	2.177	0.031	Significant
Halal-Friendly Uniform and Attire	0.094	2.210	0.029	Significant
Perceived Value	0.178	2.200	0.029	Significant
Destination Satisfaction	0.214	2.062	0.041	Significant
Destination Trust	0.186	2.069	0.040	Significant
Constanta	-1.971			

Variable	Coef. (B)	t	Sig.	Decision
F value	149.442	(0.000)		
<i>R</i> = 0.948; <i>R</i> Square = 0.900				

Source: Primary data. Authors' estimation.

Based on the data above, key findings of this study can be explained as follows:

1. Halal food and meals had a significant positive impact on both the image and loyalty of halal destinations, confirming its critical role in meeting tourists' expectations.
2. Halal-friendly social environment and ambiance emerged as a significant predictor of destination loyalty, emphasizing the importance of creating culturally sensitive spaces.
3. While halal-friendly facilities and amenities were positively associated with destination image, their lower mean score suggests a need for further development.
4. The provision of halal-friendly information and services was identified as an area requiring significant improvement, as it had the lowest mean score among all variables.
5. Halal-friendly local residences and staffs' behavior positively influenced tourist satisfaction and loyalty, indicating the value of training and awareness programs.
6. Halal-friendly uniform and attire reinforced the destination's image as culturally respectful, contributing to overall satisfaction and trust.
7. The strong influence of perceived value on loyalty underscores the need to deliver high-quality services that justify tourists' investments.
8. Both destination satisfaction and destination trust were critical mediators, linking all other variables to the outcome of loyalty and a positive destination image.

The results highlight that multiple factors significantly influence the image and loyalty of halal-friendly destinations in Yogyakarta. These include tangible elements like food, facilities, and attire, as well as intangible factors such as perceived value, satisfaction, and trust. Collectively, these insights provide a comprehensive understanding of what drives loyalty among Muslim tourists, offering practical implications for enhancing the region's appeal in the halal tourism market.

## DISCUSSION

### Influence of Halal Food and Meals on Destination Image and Loyalty

The study demonstrates that halal food and beverages significantly impact the image and loyalty of halal-friendly destinations in Yogyakarta. With a mean score of 5.51,

respondents expressed a generally positive perception of halal food availability, reinforcing the findings of Al-Ansi and Han (2019), who assert that food compliance with Islamic dietary laws enhances the perceived value and trust in a destination. These results align with Çoban (2012), who observed that tourists positively associate high-quality and accessible halal food with a destination's image. In the context of Yogyakarta, the availability of diverse halal dining options not only meets tourists' religious requirements but also strengthens their likelihood of revisiting and recommending the destination. However, there remains a need to expand the variety and quality of halal food to address evolving expectations. By improving the dining experience and ensuring strict compliance with halal certifications, Yogyakarta can further solidify its reputation as a premier halal tourism destination.

The availability of halal food plays a significant role in shaping the destination image and loyalty of Muslim travelers, particularly in non-Muslim countries. Research suggests that the presence of halal food options enhances the attractiveness of a destination by providing Muslim tourists with a sense of comfort and adherence to their dietary requirements. Wibawa et al. (2023) note that Indonesian Muslim travelers are more likely to visit and enjoy non-Muslim destinations that offer halal food, as it directly impacts their overall travel experience and satisfaction. Similarly, Chrismardani & Arief (2022) argue that the availability of halal food and other Islamic facilities contributes to a positive destination image, which, in turn, influences tourists' intentions to revisit. Han, Al-Ansi, & Kim (2019) further emphasize that a destination perceived as halal-friendly can foster loyalty among Muslim tourists, provided they do not experience major inconveniences related to their dietary needs. These findings indicate that halal food availability is not only a matter of religious compliance but also a key factor in shaping travel experiences and encouraging repeat visits.

Beyond influencing destination image, the perception of halal food quality and safety significantly affects tourist satisfaction and loyalty. Zulvianti et al. (2022) highlight that environmental factors, including the perceived quality and hygiene of halal food, play a crucial role in determining overall tourist satisfaction, which is closely linked to loyalty. Han et al. (2021) reinforce this point, stating that the performance of halal food services contributes to retaining Muslim travelers at tourism destinations. Moreover, the marketing strategies of destinations also reflect the impact of halal food on destination loyalty. Andespa et al. (2020) assert that effectively promoting halal food options can serve as a unique selling proposition, enhancing the destination's appeal among Muslim tourists. By strategically integrating halal food into their tourism offerings, destinations can foster a positive reputation, build trust, and encourage repeat visits from Muslim travelers. Therefore, as the halal tourism sector continues to grow,

destinations seeking to attract and retain Muslim tourists must prioritize both the availability and quality of halal food options.

### **Influence of Halal-Friendly Social Environment and Ambiance on Destination Image and Loyalty**

The findings reveal that a supportive social environment significantly influences tourists' perceptions and loyalty, with a mean score of 5.44. This is consistent with COMCEC Coordination Office's (2016) recommendation that halal destinations provide culturally inclusive environments, such as prayer spaces and gender-segregated facilities. Sakti et al. (2018) similarly highlighted the importance of culturally sensitive environments in fostering satisfaction and loyalty. For Yogyakarta, creating such an environment involves not only physical adjustments, such as designated prayer areas, but also fostering a broader societal culture of inclusivity. Training locals and employees to be aware of and respectful toward Muslim travelers' cultural and religious needs could further enhance the region's appeal.

The presence of a halal-friendly social environment and ambiance is a key factor influencing the destination image and loyalty of Muslim travelers. This environment includes Islamic facilities such as mosques, halal restaurants, and prayer areas, all of which contribute to a welcoming atmosphere for Muslim tourists. Research by Zulvianti et al. (2022) suggests that the perceived value of such facilities significantly affects consumer perceptions of service quality, satisfaction, and loyalty. Similarly, Chrisardani & Arief (2022) emphasize that the availability of Islamic facilities enhances the positive image of halal destinations, encouraging repeat visits. These elements create a sense of comfort and belonging for Muslim travelers, ensuring that their religious and cultural needs are met. Furthermore, Yağmur & Aksu (2020) highlight that cultural and social activities play an essential role in establishing a halal-friendly image, aligning with the expectations of Muslim tourists and fostering greater loyalty. Additionally, Rahman et al. (2020) stress that tourists' perceptions of halal products and services significantly impact their loyalty intentions, reinforcing the importance of a supportive social environment in shaping destination preferences.

Beyond physical amenities, community engagement and local hospitality play a crucial role in enhancing the appeal of halal destinations. Lestari et al. (2023) note that community involvement in halal tourism contributes to destination competitiveness, directly influencing tourists' intentions to visit. A hospitable and inclusive local community strengthens the travel experience by fostering trust and a sense of security among Muslim visitors. Moreover, marketing strategies that effectively communicate a destination's halal-friendly attributes are essential in attracting a broader Muslim tourist base. Studies by Madiawati et al. (2021) and Mohammed et al. (2020) indicate

that destinations that successfully promote their halal offerings can significantly improve their image and increase tourist loyalty. As the halal tourism sector continues to expand, destinations must prioritize the integration of Islamic facilities, community participation, and strategic marketing efforts to enhance their appeal to Muslim travelers.

### **Influence of Halal-Friendly Facilities and Amenities on Destination Image and Loyalty**

The results indicate that halal-compliant facilities are a critical determinant of destination image and loyalty, with a mean score of 5.28. Facilities such as gender-segregated recreational spaces and prayer rooms were identified as essential in meeting the expectations of Muslim tourists. These findings align with Amalia & Murwatiningsih (2016), who emphasize that facility quality directly correlates with tourist satisfaction and destination loyalty. However, the relatively lower scores for this variable compared to others suggest a need for improvement. Yogyakarta could benefit from upgrading its existing facilities and incorporating innovative features, such as digital resources to locate nearby prayer rooms or halal-certified restaurants, to cater to the specific needs of Muslim travelers.

The availability of halal-friendly facilities and amenities plays a crucial role in shaping the destination image and fostering loyalty among Muslim travelers. These facilities, which include halal restaurants, prayer rooms, and accommodations that adhere to Islamic principles, enhance the overall travel experience by aligning with the religious and cultural needs of Muslim tourists. Destiana & Kismartini (2020) highlight that the presence of such amenities significantly contributes to the appeal of a destination for Muslim travelers. Likewise, Marbun (2018) notes that service providers in the halal tourism sector are increasingly recognizing the importance of offering facilities that reflect Islamic values, such as gender-segregated swimming pools and certified halal food options. This alignment with religious principles not only strengthens the destination's image but also provides a sense of security and comfort for Muslim tourists, ultimately influencing their satisfaction and revisit intentions.

Beyond the mere availability of halal facilities, their quality and accessibility play a significant role in shaping tourist perceptions and loyalty. Han, Al-Ansi, & Olya (2019) emphasize that the perceived quality of halal-friendly amenities directly affects the overall destination image, leading to increased satisfaction and repeat visits. Similarly, Aksamawanti & Ridwan (2022) argue that the adequacy of halal amenities is essential in reinforcing a positive image of halal tourism destinations. Additionally, the ambiance and cultural integration of these facilities further enhance their appeal. Ismanto & Devy (2022) discuss how public perceptions of halal tourism infrastructure, including its

aesthetic and cultural relevance, contribute to a destination's attractiveness. Moreover, effective marketing strategies that highlight the presence of halal-friendly services can significantly influence tourists' perceptions and loyalty. Mohammed et al. (2023) stress that proactive marketing efforts in promoting halal amenities can improve a destination's image and attract a larger Muslim tourist base. As halal tourism continues to expand, destinations that prioritize the development, accessibility, and promotion of halal-friendly facilities will likely see increased interest and sustained loyalty from Muslim travelers.

### **Influence of Halal-Friendly Information and Services on Destination Image and Loyalty**

With a mean score of 2.74, information and services emerged as the weakest area in this study, highlighting significant gaps in how Yogyakarta communicates its halal-friendly offerings. Clear and accessible information is critical in shaping tourists' expectations and experiences, as noted by Putra (2017), who emphasized the importance of electronic word-of-mouth (e-WoM) in enhancing the image of halal destinations. Addressing this shortfall requires a multi-pronged strategy. Yogyakarta can invest in digital platforms, such as apps or websites, that provide comprehensive information about halal services. Additionally, collaboration with travel agencies to promote the region's halal offerings can help bridge the information gap and attract a broader audience.

The availability and clear communication of halal-friendly information and services play a crucial role in shaping the destination image and fostering loyalty among Muslim travelers. Halal-friendly information includes details about halal food, prayer facilities, gender-segregated amenities, and adherence to Islamic principles. Research by Wibawa et al. (2023) suggests that effectively communicating these attributes enhances the perception of a destination, making it more appealing to Muslim tourists. Adel et al. (2021) further emphasize that access to reliable halal-related information strengthens the alignment between a destination and the religious and cultural expectations of Muslim travelers, thereby increasing its attractiveness. Additionally, Han et al. (2021) highlight that the perceived quality and accessibility of halal-friendly services, such as the availability and performance of halal food, significantly impact the overall destination image and loyalty. When Muslim tourists find their needs adequately met through accessible and high-quality halal services, they are more likely to develop a positive perception of the destination and demonstrate a higher intention to revisit (Ismanto & Devy, 2022).

Beyond providing halal-friendly services, destinations that integrate Islamic cultural elements and create an ambiance aligned with Islamic values can further



enhance their appeal. Hakim & Adeni (2022) note that destinations showcasing their commitment to Islamic traditions foster a sense of belonging among Muslim tourists, strengthening their loyalty. Furthermore, effective marketing strategies that promote halal-friendly services through social media and tourism websites can significantly influence tourists' perceptions (Ahmad et al., 2022). The trustworthiness and reliability of halal-related information are also vital in shaping destination image and loyalty, as Muslim travelers often rely on recommendations from family, friends, and online reviews to make informed decisions (Adel et al., 2021). Destinations that ensure transparency and authenticity in their halal offerings are more likely to gain the trust and loyalty of Muslim tourists. As halal tourism continues to expand, destinations that prioritize clear communication, high-quality services, and trustworthy halal information will strengthen their competitiveness in the global tourism market.

### **Influence of Halal-Friendly Local Residents and Staffs on Destination Image and Loyalty**

The behavior and attitudes of locals and employees play a pivotal role in shaping tourists' experiences, with respondents assigning a mean score of 4.65 to this variable. This finding aligns with Sakti et al. (2018), who identified that culturally aware and friendly staff significantly enhance satisfaction and loyalty among Muslim tourists. In Yogyakarta, there is room for improvement in this area. Providing training programs for employees in the hospitality sector on halal tourism principles can improve their ability to meet tourists' expectations. Encouraging locals to adopt a welcoming attitude through community engagement initiatives can also reinforce Yogyakarta's image as a hospitable and inclusive destination.

The role of halal-friendly local residents and staff is a key factor in shaping the destination image and fostering loyalty among Muslim travelers. Positive interactions with local residents contribute to tourists' overall satisfaction and perception of a destination. Research by Frleta & Badurina (2019) highlights that when local communities support tourism development and engage positively with visitors, they help create a welcoming environment that resonates with Muslim travelers. Their understanding and acceptance of halal practices enhance the authenticity of the destination, making it more appealing to Muslim tourists. Similarly, Destiana & Kismartini (2020) emphasize that the availability of halal accommodations and food, along with staff trained in halal practices, significantly improves service quality. When hospitality staff are knowledgeable about halal requirements, they build trust with Muslim travelers, which is essential for fostering long-term loyalty. Trustworthy and accommodating service not only enhances the travel experience but also increases the likelihood of repeat visits and positive recommendations.

Beyond hospitality services, the active participation of local residents in halal tourism initiatives further strengthens the destination's image. Aksamawanti & Ridwan (2022) highlight that local policies and community involvement in promoting halal tourism play a vital role in creating a favorable perception among tourists. Engaging local residents in halal tourism development demonstrates a commitment to cultural sensitivity, which fosters a sense of belonging for Muslim travelers. Additionally, Yusuf et al. (2021) argue that local communities can offer unique and authentic experiences, enriching the overall travel experience for visitors seeking deeper cultural connections. When Muslim tourists perceive that a destination genuinely respects and promotes halal values, their satisfaction and loyalty increase. Moreover, Neima et al. (2020) suggest that when local communities are aware of Muslim tourists' needs, they create a more accommodating environment, reducing potential challenges and misunderstandings. Effective marketing strategies that highlight the role of local residents and staff in halal tourism further enhance a destination's appeal. As Layali & Suriani (2022) point out, destinations that communicate their commitment to halal-friendly services through promotional efforts can attract more Muslim travelers, strengthening their competitiveness in the global tourism market.

### **Influence of Halal-Friendly Uniforms and Attire on Destination Image and Loyalty**

The study highlights the symbolic importance of culturally appropriate attire, with a mean score of 4.90. Respondents appreciated the use of uniforms and attire that align with Islamic values, which reinforces trust and satisfaction. These results are consistent with Al-Ansi & Han (2019), who found that such visual markers contribute to the perception of a destination as halal-friendly. For Yogyakarta, promoting halal-compliant attire as part of a broader branding strategy can strengthen its cultural identity and appeal to Muslim tourists. This may include encouraging staff at key tourist locations to adopt uniforms that reflect Islamic cultural norms.

The adoption of halal-friendly uniforms and attire is a significant factor in shaping a destination's image and fostering loyalty among Muslim travelers. Staff attire that aligns with Islamic values serves as a visual representation of a destination's commitment to accommodating Muslim tourists. Research by Han, Al-Ansi, & Kim (2019) highlights that the presence of halal-friendly attributes, including modest staff uniforms, positively influences tourists' perceptions of a destination. When staff members dress in culturally appropriate attire, it reinforces the destination's image as welcoming and respectful of Islamic principles, thereby enhancing the overall tourist experience. Similarly, Yağmur & Aksu (2020) emphasize that the emotional connection tourists develop with a destination is influenced by visible indicators of halal-

friendliness, such as appropriate uniforms. This sense of recognition and respect for cultural and religious values contributes to higher satisfaction levels and increases the likelihood of repeat visits among Muslim travelers.

Beyond aesthetics, halal-friendly uniforms also influence perceptions of service quality and trust in a destination. Papastathopoulos et al. (2021) found that staff presentation, including their attire, significantly affects tourists' perceptions of service quality, ultimately impacting their overall satisfaction and loyalty. When tourists observe that staff attire reflects the principles of halal tourism, it fosters trust in the services provided and enhances their overall travel experience. Furthermore, Mursid (2023) highlights that the visibility of halal-friendly attributes, including staff uniforms, plays a crucial role in attracting Muslim tourists. Destinations that effectively market their adherence to halal principles through staff attire can differentiate themselves in a competitive tourism market, increasing their appeal to Muslim travelers. Additionally, Sodawan & Hsu (2022) suggest that when tourists see staff and local residents dressed in accordance with Islamic values, it creates an inclusive and comfortable environment, reinforcing their sense of belonging. As halal tourism continues to expand, destinations that integrate halal-friendly attire into their branding and service strategies will be better positioned to attract and retain loyal Muslim travelers.

### **Influence of Perceived Value on Destination Image and Loyalty**

Perceived value emerged as one of the strongest determinants of loyalty, with a mean score of 5.98. This finding underscores the importance of delivering services and experiences that justify tourists' investments, aligning with Amalia & Murwatiningsih (2016), who found that perceived value significantly influences satisfaction and loyalty. In Yogyakarta, perceived value can be enhanced by offering packages that combine affordability with high-quality services. Providing value-added offerings, such as guided tours tailored to Muslim tourists, can further enhance their experience and satisfaction.

Perceived value plays a crucial role in shaping destination image and fostering loyalty among Muslim travelers in the context of halal tourism. It encompasses the overall benefits and costs associated with a travel experience, directly influencing tourist satisfaction and their willingness to revisit a destination. Research by Zulvianti et al. (2022) highlights that perceived environmental value, alongside other factors, significantly impacts consumer perceptions of service quality, satisfaction, and loyalty in halal tourism destinations. When Muslim travelers perceive high value—whether through quality halal services, the availability of Islamic facilities, or an accommodating ambiance—they are more likely to develop a positive image of the destination and exhibit stronger loyalty. Similarly, Dean et al. (2019) emphasize that perceived

experience quality directly influences destination image and indirectly shapes it through perceived value and satisfaction. This suggests that destinations aiming to attract and retain Muslim tourists should prioritize enhancing the perceived value of their halal tourism offerings, as it strengthens their overall appeal.

The link between perceived value and loyalty is further reinforced by research demonstrating its impact on revisit intentions. Stacchini et al. (2022) note that perceived value has a direct effect on tourist satisfaction, which is a critical factor in shaping overall travel experiences. As tourists feel they are receiving good value, their satisfaction increases, leading to a more favorable perception of the destination. Lestari et al. (2023) add that perceived value is a key component of destination competitiveness, significantly influencing Muslim travelers' intention to visit halal tourism destinations. Moreover, Juliana et al. (2022) highlight that the perceived value of halal products and emotional experiences strengthens Muslim tourists' loyalty, underscoring the importance of creating memorable experiences aligned with their values. Additionally, Han, Al-Ansi, & Kim (2019) discuss how perceived inconveniences can impact loyalty, particularly in non-Muslim destinations, but note that a strong perceived value can mitigate these barriers. Therefore, destinations that effectively enhance perceived value—through high-quality services, cultural sensitivity, and positive emotional experiences—are more likely to succeed in attracting and retaining Muslim travelers.

### **Influence of Destination Satisfaction on Destination Image and Loyalty**

The results confirm the mediating role of satisfaction between other variables and destination loyalty, with a mean score of 5.85. Satisfied tourists are more likely to revisit and recommend the destination, as noted by Hanif et al. (2016). In the context of halal tourism, satisfaction often stems from meeting both cultural and religious expectations, such as the availability of halal food and prayer facilities. To sustain high satisfaction levels, Yogyakarta must consistently deliver quality services and address areas needing improvement, such as facility upgrades and enhanced information dissemination.

Destination satisfaction plays a crucial role in shaping the image of a halal-friendly destination and fostering loyalty among Muslim travelers. Research indicates that higher levels of satisfaction contribute to a more favorable perception of a destination, which in turn enhances tourist loyalty. Rahman et al. (2020) found that satisfaction with halal products and services significantly influences Muslim travelers' loyalty intentions, highlighting the importance of meeting tourists' expectations to strengthen a destination's image. Similarly, Han, Al-Ansi, & Kim (2019) emphasize that the loyalty of Muslim tourists, particularly in non-Muslim destinations, is closely linked to their satisfaction with halal-friendly services. These findings suggest that ensuring high-

quality halal offerings is essential for creating positive experiences, leading to repeat visits and recommendations. Furthermore, Rahmiati et al. (2021) reinforce this connection, noting that increased tourist satisfaction correlates with higher loyalty, as satisfied visitors are more likely to return and endorse the destination to others.

The relationship between satisfaction, destination image, and loyalty is further supported by research examining specific attributes of halal tourism. Andespa et al. (2020) highlight that the availability of halal food and prayer facilities plays a significant role in enhancing Muslim tourists' satisfaction, ultimately strengthening the destination's image and fostering long-term loyalty. Additionally, Yağmur & Aksu (2020) found that a well-managed cognitive destination image positively affects tourist satisfaction, suggesting that destinations perceived as halal-friendly and culturally inclusive are more likely to generate higher satisfaction levels. Haryeni et al. (2022) further support the mediating role of satisfaction, demonstrating that destination image influences satisfaction, which then impacts loyalty. These findings underscore the importance of strategically managing a destination's halal-friendly reputation to improve tourist experiences and encourage return visits. As halal tourism continues to grow, destinations that prioritize tourist satisfaction through quality services and culturally sensitive offerings will be better positioned to attract and retain Muslim travelers.

### **Influence of Destination Trust on Destination Image and Loyalty**

Trust is another critical mediator identified in the study, with a mean score of 5.69. Tourists' confidence in the consistency and reliability of halal services strongly influences their loyalty, as observed by Al-Ansi & Han (2019). Trust is built through transparent communication, adherence to halal standards, and a commitment to meeting tourists' expectations. Yogyakarta can build trust by ensuring strict compliance with halal certifications and promoting these efforts through credible channels. Transparency in service delivery and active engagement with Muslim tourists can further enhance their confidence in the destination.

Destination trust is a key determinant of destination image and loyalty in halal tourism, influencing tourists' perceptions and decisions to visit. Trust in halal tourism is built through various factors, including halal assurance facilities, government involvement, and effective communication strategies. Lestari et al. (2023) highlight that the presence of halal certification and government support significantly impacts tourists' intentions to visit halal-friendly destinations, reinforcing the role of trust in the decision-making process. Similarly, Gunawan & Sartiyah (2021), Mas'ud et al. (2022), and Rohimah & Romadhan (2019) emphasize that clear communication and promotional efforts enhance the development of halal tourism by fostering a positive

destination image, which strengthens tourists' trust and loyalty. Additionally, Al-Ansi & Han (2019) argue that halal-friendly destination performance, satisfaction, and trust collectively contribute to shaping a favorable destination image, which is essential for attracting and retaining Muslim travelers. Han et al. (2021) further support this by demonstrating that destination trust mediates the impact of halal food performance on tourist retention, highlighting its role in reinforcing loyalty. Moreover, Zulvianti et al. (2022) discuss how both environmental and non-environmental factors, including destination image, directly influence tourist satisfaction, which is closely linked to trust and loyalty.

The relationship between destination image and loyalty in halal tourism is further supported by research demonstrating the mediating role of trust. Amalia & Gunawan (2023) found that destination image positively affects visit intentions, particularly when mediated by destination trust, suggesting that a strong and reliable image enhances tourist commitment to a destination. Similarly, Khairunnisah et al. (2020) indicate that a favorable halal destination image significantly influences tourists' decisions to revisit, reinforcing the importance of maintaining a positive and trustworthy reputation. Destinations that successfully cultivate trust among Muslim travelers not only strengthen their image but also foster long-term loyalty. By prioritizing transparency, quality halal services, and effective communication, halal tourism destinations can enhance tourist trust, improve their market positioning, and encourage repeat visits. As halal tourism continues to expand, understanding the role of trust in shaping destination image and loyalty will be crucial for destinations aiming to attract and retain Muslim travelers.

## **CONCLUSION**

This study examines the factors influencing the image and loyalty of halal-friendly destinations in Yogyakarta, revealing critical insights into the dynamics of halal tourism. Key findings highlight that halal food and beverages, social environment, facilities, information, staff behavior, attire, perceived value, satisfaction, and trust significantly impact destination image and loyalty. While factors like halal food, perceived value, and satisfaction emerged as strong determinants, areas such as information dissemination and facility quality require improvement.

The study underscores the importance of integrating Islamic principles into tourism offerings to enhance the appeal of destinations for Muslim travelers. The findings have practical implications for policymakers and tourism stakeholders aiming to strengthen Yogyakarta's position as a leading halal destination. By addressing identified gaps,

such as improving halal-specific facilities and fostering a culturally sensitive social environment, Yogyakarta can attract and retain a larger segment of Muslim tourists.

This research contributes to the growing body of literature on halal tourism by providing region-specific insights into how various factors collectively influence tourist behavior. Its findings are particularly valuable for developing targeted strategies to align tourism offerings with cultural and religious expectations. Future research can build on this study to explore the role of emerging technologies and digital platforms in promoting halal tourism.

### **Limitations of the Study**

While this study provides valuable insights, several limitations must be acknowledged. The use of purposive sampling may limit the generalizability of findings to broader populations beyond the respondents involved. The sample, primarily composed of younger individuals and students, may not fully capture the perceptions of older demographics or international Muslim tourists. Expanding the sample diversity in future studies could yield more comprehensive insights.

The research was geographically constrained to selected locations in Yogyakarta. While these areas represent significant attractions, other potential sites may contribute differently to the understanding of halal tourism. Broader geographic coverage could provide a more holistic view of factors affecting destination image and loyalty.

Furthermore, this study relied on self-reported data collected through surveys, which may introduce biases such as social desirability or limited recall. A mixed-methods approach incorporating qualitative data, such as interviews or focus groups, could enrich the findings by capturing deeper insights into tourists' experiences and expectations.

Lastly, the study focused primarily on Muslim tourists, which may limit its applicability to other traveler groups. Investigating how non-Muslim tourists perceive halal destinations could provide an inclusive understanding of the broader tourism market.

### **Recommendations for Future Research**

Future research should address the limitations of this study by expanding the sample size and diversity to include a broader demographic range, such as international tourists, older travelers, and non-Muslim visitors. This approach would provide a more inclusive understanding of halal tourism's appeal and challenges.

Exploring the role of emerging digital technologies in halal tourism promotion is another promising area. Studies could investigate the impact of mobile applications, virtual reality, and social media on enhancing tourists' awareness and trust in halal destinations. Such research could offer valuable insights into leveraging technology to

bridge gaps in information dissemination, a significant area for improvement identified in this study.

Additionally, longitudinal studies tracking changes in tourist perceptions and behaviors over time could provide a dynamic understanding of how halal tourism evolves in response to cultural, technological, and market trends. This approach would allow researchers to evaluate the long-term effectiveness of interventions aimed at improving destination image and loyalty.

Finally, comparative studies examining halal tourism in different cultural or geographic contexts could provide a richer perspective on universal versus region-specific factors influencing tourist satisfaction and loyalty. Such insights could inform globally applicable strategies for enhancing the competitiveness of halal destinations.

### **Author Contributions**

Conceptualization: D.G.S. & Y.A.; Data curation: D.G.S.; Formal analysis: D.G.S., Y.A., & B.P.P.; Funding acquisition: D.G.S. & Y.A.; Investigation: D.G.S. & Y.A.; Methodology: D.G.S. & Y.A.; Project administration: D.G.S.; Resources: Y.A.; Software: D.G.S. & Y.A.; Supervision: Y.A.; Validation: D.G.S., Y.A., & B.P.P.; Visualization: D.G.S. & Y.A.; Writing – original draft: D.G.S., Y.A., & B.P.P.; Writing – review & editing: D.G.S., Y.A., & B.P.P. All the authors have read and agreed to the published version of the manuscript.

### **Funding**

This study received no direct funding from any of the institutions.

### **Institutional Review Board Statement**

This study was approved by the Program Studi Ekonomi Islam (S1), Universitas Islam Indonesia, Yogyakarta, Indonesia.

### **Informed Consent Statement**

Informed consent was obtained before the informants filled out the questionnaire for this study.

### **Data Availability Statement**

The data presented in this study are available upon request from the corresponding author. The data are not publicly available because of the institution's policies.

### **Acknowledgments**

The authors thank the Program Studi Ekonomi Islam (S1), Universitas Islam Indonesia, Yogyakarta, Indonesia, for administrative support for the research on which this article was based.

### **Conflicts of Interest**

The authors declare that they have no conflicts of interest.

### **Declaration of Generative AI and AI-Assisted Technologies in the Writing Process**

During the preparation of this work, the authors used ChatGPT, DeepL, Grammarly, and PaperPal to translate from Bahasa Indonesia into American English and improve the clarity of the language and readability of the article. After using these tools, the authors reviewed and edited the content as needed and took full responsibility for the content of the published article.



## REFERENCES

- Abror, A., Wardi, Y., Trinanda, O., & Patrisia, D. (2019). The impact of Halal tourism, customer engagement on satisfaction: Moderating effect of religiosity. *Asia Pacific Journal of Tourism Research*, 24(7), 633–643. <https://doi.org/10.1080/10941665.2019.1611609>
- Adel, A. M., Dai, X., Roshdy, R. S., & Yan, C. (2021). Muslims' travel decision-making to non-Islamic destinations: Perspectives from information-seeking models and theory of planned behavior. *Journal of Islamic Marketing*, 12(4), 918–940. <https://doi.org/10.1108/JIMA-04-2020-0095>
- Agyeiwaah, E., Otoo, F. E., Suntikul, W., & Huang, W.-J. (2019). Understanding culinary tourist motivation, experience, satisfaction, and loyalty using a structural approach. *Journal of Travel & Tourism Marketing*, 36(3), 295–313. <https://doi.org/10.1080/10548408.2018.1541775>
- Ahmad, A. A., Bambang, & Khotimah, S. (2022). Karangsalam village towards halal rural tourism: Evaluation and prospects. *Eko-Regional*, 17(1), 46–53. <https://doi.org/10.20884/1.erjpe.2022.17.1.2937>
- Aji, H. M., Muslichah, I., & Seftyono, C. (2021). The determinants of Muslim travellers' intention to visit non-Islamic countries: A halal tourism implication. *Journal of Islamic Marketing*, 12(8), 1553–1576. <https://doi.org/10.1108/JIMA-03-2020-0075>
- Aksamawanti & Ridwan. (2022). Aceh Province's local policy in an effort to develop Sharia economy. *Proceeding of Saizu International Conference on Transdisciplinary Religious Studies*, 185–195. <https://doi.org/10.24090/icontrees.2022.242>
- Al-Ansi, A., & Han, H. (2019). Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty. *Journal of Destination Marketing & Management*, 13, 51–60. <https://doi.org/10.1016/j.jdmm.2019.05.007>
- Al-Ansi, A., Olya, H. G. T., & Han, H. (2019). Effect of general risk on trust, satisfaction, and recommendation intention for halal food. *International Journal of Hospitality Management*, 83, 210–219. <https://doi.org/10.1016/j.ijhm.2018.10.017>
- Alves, H., Campón-Cerro, A. M., & Hernández-Mogollón, J. M. (2019). Enhancing rural destinations' loyalty through relationship quality. *Spanish Journal of Marketing - ESIC*, 23(2), 185–204. <https://doi.org/10.1108/SJME-09-2018-0041>
- Amalia, F. A., & Gunawan, A. I. (2023). Livening up Japan's halal tourism by captivating Indonesian potential Muslim tourists. *Journal of Islamic Marketing*, 14(9), 2235–2252. <https://doi.org/10.1108/JIMA-04-2022-0106>
- Amalia, I., & Murwatiningsih, M. (2016). The influence of destination image and customer value toward customer loyalty through a customer satisfaction the tourist District Guci Tegal. *Management Analysis Journal*, 5(3), 257–268. <https://doi.org/10.15294/maj.v5i3.12579>
- Andespa, R., Andespa, N., & Andespa, R. (2020). Halal tourism development in West Sumatera. In *Proceedings of Tourism Development Centre International Conference* (pp. 221–233). Sciendo. <https://doi.org/10.2478/9788395720406-024>
- Anggraeni, V., & Astini, R. (2020). The influence of motivation, destination image & destination trust which had an impact on Millennials' visit decision to the national museum. *Saudi Journal of Business and Management Studies*, 5(10), 506–511. <https://doi.org/10.36348/sjbms.2020.v05i10.001>

- Bappy, T. A. (2019). Assessing the relationship between destination image and tourists' loyalty towards the amusement parks of Bangladesh: The mediating role of tourists' satisfaction and moderating role of past experience. *Asian Social Science*, 15(9), 87–98. <https://doi.org/10.5539/ass.v15n9p87>
- Cheng, Y.-H., Chang, K.-C., Cheng, Y.-S., & Hsiao, C.-J. (2022). How green marketing influences customers' green behavioral intentions in the context of hot-spring hotels. *Journal of Tourism and Services*, 13(24), 190–208. <https://doi.org/10.29036/jots.v13i24.352>
- Chriskardani, Y., & Arief, M. (2022). Halal destination image, electronic word of mouth (e-WoM), and revisit intention at tourist destinations in Sumenep Regency. *Quantitative Economics and Management Studies*, 3(6), 834–841. <https://doi.org/10.35877/454R1.qems1100>
- Çoban, S. (2012). The effects of the image of destination on tourist satisfaction and loyalty: The case of Cappadocia. *European Journal of Social Sciences*, 29(2), 222–232. <http://hdl.handle.net/20.500.11787/1837>
- COMCEC Coordination Office. (2016). *Muslim friendly tourism: Understanding the demand and supply sides in the OIC member countries*. COMCEC Coordination Office.
- Dean, D., Suhartanto, D., & Kusdibyo, L. (2019). Predicting destination image in creative tourism: A comparative between tourists and residents. *International Journal of Applied Business Research*, 1(1), 1–15. <https://doi.org/10.35313/ijabr.v1i01.36>
- Destiana, R., & Kismartini, K. (2020). Halal tourism marketing in the disruption era: A case study of Penyengat Island in Riau Islands Province [Pemasaran pariwisata halal pada era disrupsi: Studi kasus Pulau Penyengat di Provinsi Kepulauan Riau]. *Society*, 8(1), 264–283. <https://doi.org/10.33019/society.v8i1.174>
- Devi, A., & Firmansyah, I. (2019). Developing halal travel and halal tourism to promote economic growth: A confirmatory analysis. *Journal of Islamic Monetary Economics and Finance*, 5(1), 193–214. <https://doi.org/10.21098/jimf.v5i1.1054>
- Ekinci, Y., Japutra, A., Molinillo, S., & Uysal, M. (2023). Extension and validation of a novel destination brand equity model. *Journal of Travel Research*, 62(6), 1257–1276. <https://doi.org/10.1177/00472875221125668>
- Ermawati, F., & Prihandono, D. (2018). The influence of destination image, push and pull travel motivation towards tourist loyalty through tourist satisfaction. *Management Analysis Journal*, 7(4), 414–425. <https://doi.org/10.15294/maj.v7i4.23554>
- Frleta, D. S., & Badurina, J. Đ. (2019). *Factors affecting residents' support for cultural tourism development*. 641–653. <https://doi.org/10.20867/tosee.05.13>
- Gunawan, E., & Sartiyah, S. (2021). Readiness and understanding of tourism industries in the development of halal tourism in Aceh Province. *International Journal of Islamic Economics*, 2(2), 126. <https://doi.org/10.32332/ijie.v2i2.2605>
- Hakim, L., & Adeni, A. (2022). Tourism communication model in Islamic perspective. *Indonesian Journal of Tourism and Leisure*, 3(2), 100–112. <https://doi.org/10.36256/ijtl.v3i2.298>
- Hampton, M. P., & Clifton, J. (2016). Tourism in Indonesia. In C. M. Hall & S. J. Page (Eds.), *The Routledge handbook of tourism in Asia* (pp. 181–190). Routledge.
- Han, H., Al-Ansi, A., & Kim, H.-C. (2019). Perceived inconveniences and Muslim travelers' loyalty to non-Muslim destinations. *Sustainability*, 11(17), 4600. <https://doi.org/10.3390/su11174600>

- Han, H., Al-Ansi, A., Koseoglu, M. A., Lin, P. M. C., Park, J., Yu, J., & Kim, W. (2019). Halal tourism: Travel motivators and customer retention. *Journal of Travel & Tourism Marketing*, 36(9), 1012–1024. <https://doi.org/10.1080/10548408.2019.1683483>
- Han, H., Al-Ansi, A., Olya, H. G. T., & Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination. *Tourism Management*, 71, 151–164. <https://doi.org/10.1016/j.tourman.2018.10.010>
- Han, H., Lho, L. H., Raposo, A., Radic, A., & Ngah, A. H. (2021). Halal food performance and its influence on patron retention process at tourism destination. *International Journal of Environmental Research and Public Health*, 18(6), 3034. <https://doi.org/10.3390/ijerph18063034>
- Hanif, A., Kusumawati, A., & Mawardi, M. K. (2016). Pengaruh citra destinasi terhadap kepuasan wisatawan serta dampaknya terhadap loyalitas wisatawan (Studi pada wisatawan nusantara yang berkunjung ke Kota Batu) [The effect of destination image on tourist satisfaction and its impact on tourist loyalty (Study on domestic tourists visiting Batu City)]. *Jurnal Administrasi Bisnis*, 38(1), 44–52. <https://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/1480>
- Harahsheh, S., Haddad, R., & Alshorman, M. (2019). Implications of marketing Jordan as a Halal tourism destination. *Journal of Islamic Marketing*, 11(1), 97–116. <https://doi.org/10.1108/JIMA-02-2018-0036>
- Haryeni, H., Yasri, Y., & Evanita, S. (2022). The role of destination image in building loyalty of halal tourism destinations: Satisfaction as mediating variable. *AMAR (Andalas Management Review)*, 6(2), 1–17. <https://doi.org/10.25077/amar.6.2.1-17.2022>
- Hassan, S. B., & Soliman, M. (2021). COVID-19 and repeat visitation: Assessing the role of destination social responsibility, destination reputation, holidaymakers' trust and fear arousal. *Journal of Destination Marketing & Management*, 19, 100495. <https://doi.org/10.1016/j.jdmm.2020.100495>
- Iordanova, E., & Stainton, H. (2019). Cognition, emotion and trust: A comparative analysis of Cambodia's perceived and projected online image. *Tourist Studies*, 19(4), 496–519. <https://doi.org/10.1177/1468797619837970>
- Irama, D. & Abror. (2019). The effect of service quality, halal tourism on brand image of hotels in Padang. *Proceedings of the Third Padang International Conference On Economics Education, Economics, Business and Management, Accounting and Entrepreneurship (PICEEBA 2019)*. <https://doi.org/10.2991/piceeba-19.2019.62>
- Ismanto, K., & Devy, H. S. (2022). Public perceptions of halal tourism infrastructure in Pekalongan, Central Java. *Share: Jurnal Ekonomi Dan Keuangan Islam*, 11(2), 430–452. <https://doi.org/10.22373/share.v11i2.13466>
- Jeaheng, Y., Al-Ansi, A., & Han, H. (2020). Impacts of Halal-friendly services, facilities, and food and beverages on Muslim travelers' perceptions of service quality attributes, perceived price, satisfaction, trust, and loyalty. *Journal of Hospitality Marketing & Management*, 29(7), 787–811. <https://doi.org/10.1080/19368623.2020.1715317>
- Jeong, Y., & Kim, S. (2019a). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940–960. <https://doi.org/10.1108/APJML-02-2019-0101>
- Jeong, Y., & Kim, S. (2019b). Exploring a suitable model of destination image: The case of a small-scale recurring sporting event. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1287–1307. <https://doi.org/10.1108/APJML-10-2018-0441>

- Juliana, J., Putri, F. F., Wulandari, N. S., Saripudin, U., & Marlina, R. (2022). Muslim tourist perceived value on revisit intention to Bandung City with customer satisfaction as intervening variables. *Journal of Islamic Marketing*, 13(1), 161–176. <https://doi.org/10.1108/JIMA-08-2020-0245>
- Kanwel, S., Lingqiang, Z., Asif, M., Hwang, J., Hussain, A., & Jameel, A. (2019). The influence of destination image on tourist loyalty and intention to visit: Testing a multiple mediation approach. *Sustainability*, 11(22), 6401. <https://doi.org/10.3390/su11226401>
- Khairunnisah, N. A., Sulhaini, S., & Mulyono, L. E. H. (2020). The effect of halal destination image, travel motivation and marine tourism as branding icons on tourists' decisions to revisit. *International Journal of Multicultural and Multireligious Understanding*, 7(11), 40. <https://doi.org/10.18415/ijmmu.v7i11.2119>
- Lahay, M., Bachri, S., & Wahyuningsih. (2021). The effect of tourism destination development, service quality on destination image and satisfaction and its impact on tourist loyalty. *International Journal of Research and Innovation in Social Science*, 5(8), 30–40. <https://doi.org/10.47772/IJRISS.2021.5803>
- Layali, R., & Suriani, S. (2022). Halal tourism and foreign exchange reserves in Indonesia: Error correction model. *Etikonomi*, 21(1), 177–192. <https://doi.org/10.15408/etk.v21i1.19616>
- Lestari, Y. D., Saidah, F., & Aliya Putri, A. N. (2023). Effect of destination competitiveness attributes on tourists' intention to visit halal tourism destination in Indonesia. *Journal of Islamic Marketing*, 14(4), 937–965. <https://doi.org/10.1108/JIMA-12-2020-0368>
- Liu, S., Li, S., Chen, Y., & Zheng, T. (2023). Examining relationships among food's perceived value, well-being, and tourists' loyalty. *Journal of Vacation Marketing*, 29(2), 161–174. <https://doi.org/10.1177/13567667221080569>
- Madiawati, P. N., Sulistijono, S., & Fitri, J. Z. (2021). The influence of the role of halal tourist destinations on interest in visiting. *Religious: Jurnal Studi Agama-Agama Dan Lintas Budaya*, 5(1), 111–122. <https://doi.org/10.15575/rjsalb.v5i1.11615>
- Madun, A., Kamarulzaman, Y., & Abdullah, N. (2022). The mediating role of consumer satisfaction in enhancing loyalty towards Malaysian halal-certified food and beverages. *Online Journal of Islamic Management and Finance*, 2(1), 1–20. <https://doi.org/10.22452/ojimf.vol2no1.1>
- Mahadevan, R., Amir, H., & Nugroho, A. (2017). Regional impacts of tourism-led growth on poverty and income inequality: A dynamic general equilibrium analysis for Indonesia. *Tourism Economics*, 23(3), 614–631. <https://doi.org/10.5367/te.2015.0534>
- Mai, K. N., Nguyen, P. N. D., & Nguyen, P. T. M. (2019). International tourists' loyalty to Ho Chi Minh City destination—A mediation analysis of perceived service quality and perceived value. *Sustainability*, 11(19), 5447. <https://doi.org/10.3390/su11195447>
- Marbun, S. (2018). *Ideologies behind the halal tourism sector* (2018120051). Preprints. <https://doi.org/10.20944/preprints201812.0051.v1>
- Marques, C., Vinhas Da Silva, R., & Antova, S. (2021). Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations? *Tourism Management*, 85, 104293. <https://doi.org/10.1016/j.tourman.2021.104293>
- Martaleni, M., Hermawati, A., Handhajani, S. B. P., & Yasa, N. N. K. (2021). An analysis on halal tourism potential: An overview of the educational aspects and number of tourist visits. *Journal of Indonesian Tourism and Development Studies*, 9(1), 79–86. <https://doi.org/10.21776/ub.jitode.2021.009.01.09>

- Mas'ud, R., Aminy, M. M., Ramadani, L. A., Elbadriati, B., & Yusup, M. (2022). Tourist satisfaction in Lombok Island as the world's best halal tourism destination. *Journal of Environmental Management and Tourism*, 13(1), 252. [https://doi.org/10.14505/jemt.v13.1\(57\).23](https://doi.org/10.14505/jemt.v13.1(57).23)
- Mohamed, N., Taheri, B., Farmaki, A., Olya, H., & Gannon, M. J. (2020). Stimulating satisfaction and loyalty: Transformative behaviour and Muslim consumers. *International Journal of Contemporary Hospitality Management*, 32(9), 2903–2923. <https://doi.org/10.1108/IJCHM-04-2020-0330>
- Mohammed, I., Mahmoud, M. A., Preko, A., Hinson, R., & Yeboah, J. G. (2023). The impact of halal tourism on Muslim diaspora intention to recommend: An application of the theory of planned behaviour. *Journal of Hospitality and Tourism Insights*, 6(5), 1688–1708. <https://doi.org/10.1108/JHTI-10-2021-0297>
- Mursid, A. (2023). Examining revisit intention from the basic foundation of Islam: The role of halal destination attributes and perceived value. *Journal of Islamic Marketing*, 14(5), 1325–1345. <https://doi.org/10.1108/JIMA-07-2021-0232>
- Mursid, A., & Anoraga, P. (2022). Halal destination attributes and revisits intention: The role of destination attractiveness and perceived value. *International Journal of Tourism Cities*, 8(2), 513–528. <https://doi.org/10.1108/IJTC-03-2021-0040>
- Nafis, R. W., Sudarmiati, & Sutrisno. (2019). The effect of tourism attractiveness and destination image on revisit intention through tourist satisfaction (Study on domestic tourists of Mount Bromo, Malang, East Java). *European Journal of Business and Management*, 11(11), 92–97. <https://doi.org/10.7176/EJBM/11-11-12>
- Najar, A. H., & Rather, A. H. (2023). Assessing the relationship of perceived risks with destination image and destination loyalty: A tourist's perspective visiting volatile destinations. *Journal of Hospitality and Tourism Insights*, 6(3), 1357–1379. <https://doi.org/10.1108/JHTI-03-2022-0100>
- Neima, H., Abdullah, S., Hama-Salih, C., & Hasan, K. (2020). Residents' attitude toward tourism development in Bestansur Village. *Journal of Agricultural Economics and Social Sciences*, 11(5), 313–317. <https://doi.org/10.21608/jaess.2020.100782>
- Olya, H. G. T., & Al-ansi, A. (2018). Risk assessment of halal products and services: Implication for tourism industry. *Tourism Management*, 65, 279–291. <https://doi.org/10.1016/j.tourman.2017.10.015>
- Papastathopoulos, A., Koritos, C., & Mertzanis, C. (2021). Effects of faith-based attributes on hotel prices: The case of halal services. *International Journal of Contemporary Hospitality Management*, 33(8), 2839–2861. <https://doi.org/10.1108/IJCHM-01-2021-0044>
- Putra, S. P. A. M. (2017). Pengaruh e-wom terhadap citra destinasi, kepuasan dan loyalitas (Studi pada kunjungan wisatawan di DIY) The influence of e-wom on destination image, satisfaction and loyalty (Study on tourist visits in Yogyakarta Special Province). *Modus*, 29(2), 201–218. <https://doi.org/10.24002/modus.v29i2.1331>
- Rahman, M., Moghavvemi, S., Thirumoorthi, T., & Rahman, M. K. (2020). The impact of tourists' perceptions on halal tourism destination: A structural model analysis. *Tourism Review*, 75(3), 575–594. <https://doi.org/10.1108/TR-05-2019-0182>
- Rahmiati, F., Bakri, M. H., & Shuyuan, F. (2021). Assessment of trip experience from Chinese tourists' perspectives on Indonesia tourism. *GeoJournal of Tourism and Geosites*, 38(4), 1083–1088. <https://doi.org/10.30892/gtg.38413-747>

- Rasoolimanesh, S. M., Md Noor, S., Schuberth, F., & Jaafar, M. (2019). Investigating the effects of tourist engagement on satisfaction and loyalty. *The Service Industries Journal*, 39(7–8), 559–574. <https://doi.org/10.1080/02642069.2019.1570152>
- Ratnasari, R. T., Gunawan, S., Mawardi, I., & Kirana, K. C. (2021). Emotional experience on behavioral intention for halal tourism. *Journal of Islamic Marketing*, 12(4), 864–881. <https://doi.org/10.1108/JIMA-12-2019-0256>
- Rindrasih, E., & Witte, P. (2021). Reinventing the post-disaster cultural landscape of heritage tourism in Kotagede, Yogyakarta, Indonesia. *Journal of Heritage Tourism*, 16(2), 136–150. <https://doi.org/10.1080/1743873X.2020.1781870>
- Rohimah, A., & Romadhan, M. I. (2019). Marketing communication strategy of halal tourism around Gus Dur's cemetery in Jombang. *INJECT (Interdisciplinary Journal of Communication)*, 4(1), 1–14. <https://doi.org/10.18326/inject.v4i1.1-14>
- Said, M. F., Adham, K. A., Muhamad, N. S., & Sulaiman, S. (2022). Exploring *halal* tourism in Muslim-minority countries: Muslim travellers' needs and concerns. *Journal of Islamic Marketing*, 13(4), 824–842. <https://doi.org/10.1108/JIMA-07-2020-0202>
- Sakti, D. P. B., Nurmayanti, S., & Hermanto, H. (2018). Pengujian hubungan struktural citra destinasi wisata, kepuasan wisatawan dan loyalitas wisatawan: Kasus Pulau Lombok [Testing the structural relationship of tourist destination image, tourist satisfaction and tourist loyalty: The case of Lombok Island]. *Distribusi - Journal of Management and Business*, 6(2), 15–23. <https://doi.org/10.29303/distribusi.v6i2.25>
- Salim, M. A. M., Ibrahim, N. A., & Hassan, H. (2018). Authenticating the tourist destination on the official tourism website of Indonesia: A multimodal perspective. *Astra Salvensis - Revista de Istorie Si Cultura*, 6(Sup. 1), 333–343. <https://www.ceeol.com/search/article-detail?id=646599>
- Salman, S., Umer, M., & Furqan, M. (2022). Destination satisfaction as a mediator between antecedents and revisit plans of tourists. *Journal of Organisational Studies and Innovation*, 9(2), 1–20. <https://doi.org/10.51659/josi.21.146>
- Setiawan, P. Y., Purbadharmaja, I. B. P., Widanta, A. A. B. P., & Hayashi, T. (2021). How electronic word of mouth (e-WOM) triggers intention to visit through destination image, trust and satisfaction: The perception of a potential tourist in Japan and Indonesia. *Online Information Review*, 45(5), 861–878. <https://doi.org/10.1108/OIR-03-2019-0111>
- Sodawan, A., & Hsu, R. L.-W. (2022). Halal-friendly attributes and Muslims' visit intention: Exploring the roles of perceived value and destination trust. *Sustainability*, 14(19), 12002. <https://doi.org/10.3390/su141912002>
- Stacchini, A., Guizzardi, A., & Costa, M. (2022). The value of sustainable tourism destinations in the eyes of visitors. *Highlights of Sustainability*, 1(3), 202–223. <https://doi.org/10.54175/hsustain1030015>
- Stavrianea, A., & Kamenidou, I. (Eirini). (2022). Memorable tourism experiences, destination image, satisfaction, and loyalty: An empirical study of Santorini Island. *EuroMed Journal of Business*, 17(1), 1–20. <https://doi.org/10.1108/EMJB-10-2020-0106>
- Stephenson, M. L. (2014). Deciphering 'Islamic hospitality': Developments, challenges and opportunities. *Tourism Management*, 40, 155–164. <https://doi.org/10.1016/j.tourman.2013.05.002>
- Stylidis, D., Woosnam, K. M., & Ivkov, M. (2020). Tourists' emotional solidarity with residents: A segmentation analysis and its links to destination image and loyalty. *Journal of Destination Marketing & Management*, 17, 100458. <https://doi.org/10.1016/j.jdmm.2020.100458>

- Su, L., Yang, Q., Swanson, S. R., & Chen, N. C. (2022). The impact of online reviews on destination trust and travel intention: The moderating role of online review trustworthiness. *Journal of Vacation Marketing, 28*(4), 406–423. <https://doi.org/10.1177/13567667211063207>
- Suhartanto, D., Marwansyah, M., Muflih, M., Najib, M. F., & Faturahman, I. (2019). Loyalty formation toward halal food: Integrating the quality–loyalty model and the religiosity–loyalty model. *British Food Journal, 122*(1), 48–59. <https://doi.org/10.1108/BFJ-03-2019-0188>
- Thanh, N. T. K., Vinh, N. Q., & Tuan, N. T. (2020). Relationships among Expectations, Satisfaction and Loyalty of Visitors to Craft Village. *WSEAS TRANSACTIONS ON ENVIRONMENT AND DEVELOPMENT, 16*, 776–783. <https://doi.org/10.37394/232015.2020.16.80>
- Valverde-Roda, J., Moral-Cuadra, S., Aguilar-Rivero, M., & Solano-Sánchez, M. Á. (2022). Perceived value, satisfaction and loyalty in a World Heritage Site Alhambra and Generalife (Granada, Spain). *International Journal of Tourism Cities, 8*(4), 949–964. <https://doi.org/10.1108/IJTC-08-2021-0174>
- Wardi, Y., Abror, A., & Trinanda, O. (2018). Halal tourism: Antecedent of tourist's satisfaction and word of mouth (WOM). *Asia Pacific Journal of Tourism Research, 23*(5), 463–472. <https://doi.org/10.1080/10941665.2018.1466816>
- Wibawa, B. M., Pranindiyasari, C., Bhawika, G. W., & Mardhotillah, R. R. (2023). Discovering the importance of halal tourism for Indonesian Muslim travelers: Perceptions and behaviors when traveling to a non-Muslim destination. *Journal of Islamic Marketing, 14*(1), 61–81. <https://doi.org/10.1108/JIMA-07-2020-0210>
- Wijayanti, A., & Damanik, J. (2019). Analysis of the tourist experience of management of a heritage tourism product: Case study of the Sultan Palace of Yogyakarta, Indonesia. *Journal of Heritage Tourism, 14*(2), 166–177. <https://doi.org/10.1080/1743873X.2018.1494182>
- Winahyu, S. S., Sudaryanto, & Subagio, A. (2016). *Pengaruh citra destinasi, nilai persepsi dan kualitas layanan terhadap city branding melalui loyalitas wisatawan yang berkunjung ke Jember (The influence of destination image, perceived value and service quality toward city branding through the loyalty of tourist visiting Jember)* [SRA–Economic and Business Article]. Universitas Jember. <https://repository.unej.ac.id/xmlui/handle/123456789/81920>
- Yağmur, Y., & Aksu, A. (2020). Destination image of Antalya from the perspectives of tourists staying in hospitality establishments with the concept of halal tourism. *Journal of Tourism and Services, 11*(21), 103–128. <https://doi.org/10.29036/jots.v11i21.168>
- Yuliana, Y., Sulistya Rini, E., Sirojuzilam, Helmi Situmorang, S., & Syahputra Silalahi, A. (2023). Mediating role of authenticity in the relationship between destination image and destination loyalty. *Innovative Marketing, 19*(4), 14–25. [https://doi.org/10.21511/im.19\(4\).2023.02](https://doi.org/10.21511/im.19(4).2023.02)
- Yuniningsih, T., Subowo, A., & Sulandari, S. (2022). Tourism development on the Island of Penyengat in Indonesia. *Proceedings of the 6th International Conference on Social and Political Enquiries, ICISPE 2021, 14-15 September 2021, Semarang, Indonesia*. Proceedings of the 6th International Conference on Social and Political Enquiries, ICISPE 2021, 14–15 September 2021, Semarang, Indonesia, Semarang, Indonesia. <https://doi.org/10.4108/eai.14-9-2021.2321405>
- Yusuf, M. Y., Djakfar, I., Isnaliana, & Maulana, H. (2021). Halal tourism to promote community's economic growth: A model for Aceh, Indonesia. *Pertanika Journal of Social Sciences and Humanities, 29*(4), 2869–2891. <https://doi.org/10.47836/pjssh.29.4.42>

Zulvianti, N., Aimon, H., & Abror, A. (2022). The influence of environmental and non-environmental factors on tourist satisfaction in halal tourism destinations in West Sumatra, Indonesia. *Sustainability*, *14*(15), 9185. <https://doi.org/10.3390/su14159185>