IRMM
INTERNATIONAL REVIEW OF MANAGEMENT AND MARKETING
EJ EconJournals
ISSN: 2146-4405

International Review of Management and Marketing

ISSN: 2146-4405

available at http: www.econjournals.com

International Review of Management and Marketing, 2027, 17(1), 563-572.

EJ EconJournals

When Halal Becomes a Baseline Expectation: Destination Service Attributes, Tourist Satisfaction, and Loyalty in Indonesia and Malaysia

Rizuwan Abu Karim[1], Zulkefli Muhamad Hanapiyah[1], Ade Dedi Rohayana[2], Susminingsih[2], M. Ali Ghufron[2], Isriani Hardini[2], Norazira Mohd Abas[1], Rosmaiza Abdul Ghani[1]

[1]Universiti Teknologi MARA, Cawangan Melaka, Malaysia, [2]Universitas Islam Negeri K.H. Abdurrahman Wahid, Pekalongan, Indonesia. *Email: zulkeflimh@uitm.edu.my

Received: 01 July 2026 **Accepted:** 23 September 2026 **DOI:** https://doi.org/10.32479/irmm.24588

ABSTRACT

Although halal tourism has expanded rapidly, previous studies often treat Islamic attributes as direct satisfaction drivers, while giving less attention to how conventional and Muslim-friendly destination service attributes jointly shape satisfaction and loyalty in mature Muslim-friendly contexts. This study examines the effects of accommodation service quality, halal food, transportation service quality, cleanliness, hospitality/friendliness, value for price, and traveler facilities on tourist satisfaction, and the subsequent effect of tourist satisfaction on tourist loyalty. Grounded in service quality theory, data were collected from 573 Indonesian and Malaysian respondents through a structured questionnaire and analyzed using PLS-SEM. The finding presents value for price, traveler facilities, hospitality/friendliness, and transportation service quality significantly enhance tourist satisfaction, whereas halal food, accommodation service quality, and cleanliness are not significant. Tourist satisfaction strongly increases tourist loyalty. The findings suggest that in established Muslim-friendly destinations, halal food and cleanliness may function as baseline expectations rather than differentiating satisfaction drivers. The study contributes by showing that destination service attributes operate differently depending on tourists' expectations and destination maturity, and recommends strengthening value, facilities, hospitality, and transportation accessibility.

Keywords: Halal Tourism, Service Quality, Destination Service Attributes, Tourist Satisfaction, Tourist Loyalty, Muslim-Friendly Destinations
JEL Classifications: M1, M3

1. INTRODUCTION

Tourism remains one of the most influential service sectors in the global economy because of its contribution to income generation, employment creation, and destination competitiveness. In 2024, the travel and tourism sector supported approximately 10% of global GDP, contributed US$10.9 trillion to the global economy, and accounted for about 357 million jobs worldwide (World Economic Forum, 2025). Tourist loyalty, commonly reflected in revisit intention and positive word-of-mouth, is particularly important because it strengthens destination competitiveness and reduces long-term dependence on costly promotional efforts (Chi and Qu, 2008; Oliver, 1997).

Within this global tourism landscape, halal tourism has become a strategically important and rapidly growing segment. International Muslim tourist arrivals reached 176 million in 2024 and are projected to reach 245 million by 2030, highlighting the economic significance of Muslim-friendly tourism (Mastercard-CrescentRating, 2025). However, halal tourism should not be narrowly understood as the provision of halal food alone. Muslim tourists also evaluate destinations through broader service attributes, including accommodation, transportation, cleanliness, hospitality, travel facilities, and value for price, alongside Islamic service attributes such as halal food and muslim-friendly facilities (Al-Ansi and Han, 2019; Mursid and Anoraga, 2022).

This Journal is licensed under a Creative Commons Attribution 4.0 International License

Indonesia and Malaysia provide a compelling context for examining halal tourism service attributes. Both countries are Muslim-majority destinations and have been consistently recognized as leading Muslim-friendly tourism destinations. Indonesia and Malaysia tied for the top position in the global muslim travel index 2024, while Malaysia remained among the strongest Muslim-friendly destinations in subsequent rankings, with Indonesia continuing to be recognized as one of the leading halal tourism destinations globally (Mastercard-CrescentRating, 2024; 2025; 2026). In destinations where halal infrastructure, halal food, and Muslim-friendly services are already widely expected, tourist satisfaction may not depend merely on the availability of Islamic attributes. Instead, satisfaction may be shaped more strongly by the destination's ability to deliver an integrated service experience that combines value, accessibility, convenience, hospitality, and reliable supporting facilities.

Service quality theory provides a relevant theoretical foundation for this study. The theory argues that customers evaluate service quality based on their perceptions of service performance, and these evaluations influence satisfaction and subsequent behavioural intentions (Cronin and Taylor, 1992; Parasuraman et al., 1988). Although halal tourism has attracted increasing scholarly attention, the literature remains fragmented in several ways. First, many prior studies have examined constructs such as destination image, religiosity, perceived value, trust, satisfaction, or revisit intention, but fewer studies have simultaneously assessed multiple destination service attributes within one integrated model. Second, existing studies often emphasize Islamic attributes, particularly halal food and prayer facilities, while giving less attention to how conventional destination attributes such as accommodation, transportation, cleanliness, hospitality, value for price, and travel facilities jointly shape satisfaction. Third, recent reviews indicate that customer satisfaction remains a critical but still developing issue in halal tourism research because its antecedents vary across contexts and remain empirically inconclusive (Ekka and Bhardwaj, 2024; Gautam et al., 2024). These limitations suggest the need for a more integrated examination of destination service attributes in Muslim-friendly tourism destinations.

A further theoretical issue concerns whether all halal tourism attributes operate in the same way across destination contexts. Much of the halal tourism literature assumes that Islamic attributes directly increase tourist satisfaction. However, in mature Muslim-friendly destinations, some Islamic attributes may no longer function as differentiating satisfaction drivers because tourists already regard them as minimum standards. Drawing on the logic of basic or threshold service attributes, the presence of expected attributes may not necessarily increase satisfaction, although their absence may generate dissatisfaction (Kano et al., 1984). This perspective is particularly relevant for Indonesia and Malaysia, where halal food, cleanliness, and Muslim-friendly services are likely to be strongly expected by Muslim tourists. Therefore, examining destination service attributes in these contexts can clarify whether tourist satisfaction is driven primarily by Islamic attributes or by the broader quality of the destination service ecosystem.

This study addresses these gaps by examining the effects of seven destination service attributes, namely accommodation service quality, halal food, transportation service quality, cleanliness, hospitality/friendliness, value for price, and traveler facilities, on tourist satisfaction. It further examines the effect of tourist satisfaction on tourist loyalty. By integrating conventional tourism attributes and Muslim-friendly service attributes within a single empirical framework, this study extends the application of service quality theory in halal tourism research. The study contributes theoretically by showing that destination service attributes may not operate uniformly across contexts but may depend on tourists' expectations and destination maturity.

2. LITERATURE REVIEW

2.1. Service Quality Theory and Baseline Attribute Logic in Halal Tourism Destinations

Service quality theory provides the theoretical foundation for explaining how tourists evaluate destination service performance and how these evaluations influence satisfaction and subsequent behavioral intentions. Parasuraman et al. (1988) conceptualized service quality as customers' assessment of service excellence based on perceived service performance, while Cronin and Taylor (1992) emphasised that performance-based service quality is closely related to customer satisfaction and behavioural outcomes. In tourism, service quality is not evaluated through a single service encounter. Instead, tourists assess a bundle of services experienced across different stages of the travel journey, including accommodation, food, transportation, facilities, cleanliness, hospitality, and price evaluation. Therefore, tourist satisfaction reflects a cumulative evaluation of multiple destination service attributes rather than a response to one isolated attribute (Chen and Tsai, 2007; Chi and Qu, 2008).

In halal tourism, service quality evaluation becomes more specific because Muslim tourists assess destinations not only according to general service performance but also according to the extent to which destinations accommodate Islamic values and Muslim-friendly lifestyle needs. Halal tourism refers to tourism products, services, and destination environments that are permissible according to Islamic teachings and that support Muslim travellers' religious requirements (Battour and Ismail, 2016; El-Gohary, 2016). These requirements may include halal food, prayer facilities, cleanliness, safety, modest environments, and service practices that are consistent with Islamic principles (Al-Ansi and Han, 2019; Battour et al., 2014). Accordingly, halal tourism service quality should be understood as a combination of religiously relevant attributes and broader destination service performance.

A key theoretical issue in mature Muslim-friendly destinations is whether Islamic attributes always function as direct satisfaction drivers. In destinations where halal infrastructure and Muslim-friendly services are still limited, the availability of halal food, prayer facilities, and cleanliness may strongly influence satisfaction because these attributes reduce uncertainty, inconvenience, and religiously related discomfort among Muslim tourists (Al-Ansi et al., 2021; Al-Ansi and Han, 2019; Battour et al., 2014). In

contrast, in Muslim-majority and well-established Muslim-friendly destinations, tourists may already expect these attributes to be available because they are familiar with Islamic service environments and may assume that halal-related facilities can be easily found (Fajriyati et al., 2022; Mastercard-CrescentRating, 2024). Under such conditions, some Islamic attributes may operate as baseline or threshold attributes. Drawing on the logic of basic or must-be service attributes, the presence of an expected attribute may not necessarily increase satisfaction, although its absence may create dissatisfaction (Kano et al., 1984; Matzler and Sauerwein, 2002).

2.2. Destination Service Attributes and Tourist Satisfaction

Destination service attributes refer to the tangible and intangible features that tourists experience and evaluate throughout their visit. These attributes shape tourists' perceptions of destination quality, satisfaction, and post-visit behavioral intentions because tourists evaluate destinations through the combined performance of attractions, amenities, accessibility, service encounters, facilities, and value (Chen and Tsai, 2007; Chi and Qu, 2008; Echtner and Ritchie, 1993). In halal tourism destinations, service attributes are especially relevant because Muslim tourists evaluate not only functional destination quality but also the extent to which the destination supports Muslim-friendly travel needs, including halal food, prayer facilities, cleanliness, privacy, and appropriate service practices (Al-Ansi and Han, 2019; Battour et al., 2014; Battour and Ismail, 2016).

Accommodation service quality is a core component of the tourism experience because lodging affects tourists' comfort, safety, rest, privacy, accessibility, and overall evaluation of the destination. In halal tourism, accommodation service quality becomes more specific because Muslim-friendly lodging may include halal food information, prayer direction, prayer facilities, privacy, cleanliness, and service practices that are sensitive to Muslim travellers' expectations (Arasli et al., 2023; Bangsawan et al., 2019; Putit et al., 2016). Therefore, the following hypothesis is proposed:

H_1: Accommodation service quality positively influences tourist satisfaction.

Halal food is a central attribute in Muslim travel because food consumption must comply with Islamic dietary principles and directly affects tourists' religious comfort, confidence, and perceived destination suitability (Al-Ansi and Han, 2019; Battour et al., 2014; Battour and Ismail, 2016). The availability of trustworthy halal food reduces uncertainty and allows Muslim tourists to consume safely and comfortably during travel, thereby supporting their overall destination evaluation (Al-Ansi et al., 2021; Al-Ansi and Han, 2019). From the perspective of Service Quality Theory, halal food can be viewed as part of destination service performance because it contributes to tourists' assessment of whether the destination is able to meet both functional and Muslim-friendly travel needs (Cronin and Taylor, 1992; Fajriyati et al., 2022; Parasuraman et al., 1988). Accordingly, the following hypothesis is proposed:

H_2: Halal food positively influences tourist satisfaction.

Transportation service quality affects tourists' mobility, accessibility, convenience, safety, and overall travel experience (Chen and Tsai, 2007; Chen et al., 2019; Chi and Qu, 2008; Velastegui-Hernández et al., 2024). Reliable, safe, comfortable, and accessible transportation enables tourists to move efficiently between accommodation, attractions, halal food outlets, prayer facilities, shopping areas, and other destination services (Chen et al., 2019; Velastegui-Hernández et al., 2024). Poor transportation quality, by contrast, may create stress, reduce convenience, increase perceived travel costs, and negatively affect tourists' evaluation of the destination (Chen and Tsai, 2007; Chi and Qu, 2008). Since destination satisfaction is shaped by the overall travel experience rather than by the attractiveness of individual attractions alone, transportation quality is expected to contribute positively to tourist satisfaction (Chen and Tsai, 2007; Chen et al., 2019; Chi and Qu, 2008).

In halal tourism, transportation has additional relevance because it connects tourists to the wider Muslim-friendly service ecosystem. Even when halal food, prayer facilities, and tourist attractions are available, tourists may have trouble if these services are not physically accessible or well connected (Al-Ansi and Han, 2019; Battour and Ismail, 2016; COMCEC Coordination Office, 2016). Thus, the following hypothesis is proposed:

H_3: Transportation service quality positively influences tourist satisfaction.

Cleanliness is an important destination service attribute because it shapes tourists' perceptions of hygiene, comfort, safety, and overall destination quality (Chen and Tsai, 2007; Chi and Qu, 2008; Narayan et al., 2008). Since tourists encounter multiple physical environments during travel, including accommodation, restaurants, transportation facilities, restrooms, worship areas, and public spaces, poor cleanliness may weaken their overall evaluation of the destination experience (Fajriyati et al., 2020; Kozak and Rimmington, 2000). In halal tourism, cleanliness has additional relevance because Islam places strong emphasis on purity and hygiene, making cleanliness part of both functional service quality and Muslim-friendly destination performance (Al-Ansi and Han, 2019; Battour et al., 2014; Battour and Ismail, 2016). Hence, the following hypothesis is proposed:

H_4: Cleanliness positively influences tourist satisfaction.

Hospitality/friendliness refers to the courtesy, warmth, helpfulness, responsiveness, and respect demonstrated by tourism service providers and local communities. As tourism is an interpersonal service experience, tourists' satisfaction is shaped not only by physical facilities but also by the quality of social interactions encountered throughout the trip (Chen and Tsai, 2007; Cronin and Taylor, 1992; Parasuraman et al., 1988). Friendly and responsive service encounters can strengthen emotional comfort, perceived assurance, and tourists' overall evaluation of the destination experience (Al-Ansi and Han, 2019; Chi and Qu, 2008).

In halal tourism destinations, hospitality/friendliness is particularly important because Muslim tourists may require guidance related to halal food, prayer facilities, cultural norms, modest environments, and other Muslim-friendly services (Al-Ansi and

Han, 2019; Battour and Ismail, 2016; Sodawan and Hsu, 2022). Knowledgeable and respectful service providers can reduce travel uncertainty and help tourists experience the destination more comfortably and confidently. Therefore, the following hypothesis is proposed:

H_5: Hospitality/friendliness positively influences tourist satisfaction.

Value for price refers to tourists' evaluation of whether the overall destination experience is worth the monetary and non-monetary costs incurred. Tourists do not assess price in isolation; they compare the cost of travel with the quality of accommodation, transportation, food, facilities, convenience, hospitality, and the overall experience received (Chen and Tsai, 2007; Eid and El-Gohary, 2015). Perceived value is widely recognised as a key antecedent of tourist satisfaction and behavioural intention because tourists are more likely to be satisfied when they perceive the destination experience as fair, worthwhile, and beneficial relative to what they spend (Al-Ansi and Han, 2019; Chen and Tsai, 2007; Eid and El-Gohary, 2015).

In halal tourism, value for price is particularly relevant because Muslim tourists evaluate both general service quality and Muslim-friendly service provision. A destination that is halal-compliant but perceived as costly, inconvenient, or low in-service quality may fail to generate satisfaction, whereas a destination that combines reasonable pricing, reliable services, accessible facilities, and Muslim-friendly support is more likely to be evaluated positively (Al-Ansi and Han, 2019; Eid and El-Gohary, 2015; Sodawan and Hsu, 2022). Thus, the following hypothesis is proposed:

H_6: Value for price positively influences tourist satisfaction.

Traveler facilities refer to supporting infrastructure and amenities that enable tourists to experience a destination conveniently. In halal tourism destinations, these facilities may include prayer rooms, ablution areas, Muslim-friendly signage, tourist information centres, rest areas, clean restrooms, and other amenities that support Muslim travellers' functional and religious needs (Battour et al., 2014; Battour and Ismail, 2016; COMCEC Coordination Office, 2016). Adequate traveler facilities reduce travel difficulty, improve convenience, and signal destination readiness, particularly when tourists need to maintain religious practices while travelling (Al-Ansi and Han, 2019; Sodawan and Hsu, 2022).

Previous studies indicate that halal-friendly attributes and destination facilities can enhance perceived value, destination trust, satisfaction, and visit intention among Muslim tourists (Mursid and Anoraga, 2022; Sodawan and Hsu, 2022). Therefore, destinations with better traveler facilities are expected to generate higher tourist satisfaction. Accordingly, the following hypothesis is proposed:

H_7: Traveler facilities positively influence tourist satisfaction.

2.3. Tourist Satisfaction and Tourist Loyalty

Tourist satisfaction refers to tourists' overall evaluation of a destination experience after comparing perceived performance with prior expectations. In tourism research, satisfaction is a central construct because it explains how service performance is translated into post-visit behavioural outcomes, including revisit intention, recommendation, and positive word-of-mouth (Chen and Tsai, 2007; Chi and Qu, 2008; Oliver, 1997; Yoon and Uysal, 2005). Therefore, satisfied tourists are more likely to develop loyalty toward a destination.

In halal tourism, satisfaction is particularly important because Muslim tourists evaluate whether the destination fulfils both general travel expectations and Muslim-friendly requirements. When tourists perceive that a destination provides reliable services, halal assurance, hospitable treatment, adequate facilities, convenient transportation, cleanliness, and fair value, they are more likely to form favourable behavioural intentions (Al-Ansi and Han, 2019; Mursid and Anoraga, 2022; Sodawan and Hsu, 2022). Recent meta-analytical evidence also confirms that satisfaction remains a key construct in halal tourism and is strongly associated with outcomes such as endorsement and revisit intention (Gautam et al., 2024). Therefore, the following hypothesis is proposed:

H_8: Tourist satisfaction positively influences tourist loyalty.

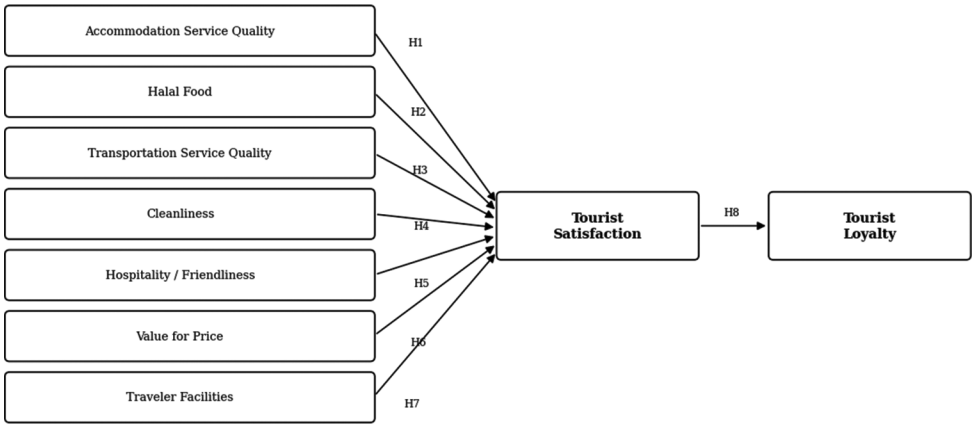
Figure 1 present the conceptual framework for this study. This conceptual framework examines the relationships between seven tourism service attributes—accommodation service quality, halal food, transportation service quality, cleanliness, hospitality/friendliness, value for money, and traveller facilities—and tourist satisfaction. Tourist satisfaction is proposed as a mediating variable that subsequently influences tourist loyalty. The framework assumes that favourable evaluations of tourism services enhance tourists' satisfaction, which in turn may encourage loyalty behaviours such as revisit intention and positive word-of-mouth. Therefore, the framework integrates service-related attributes, tourist satisfaction, and loyalty into a single model to explain tourists' behavioural responses.

3. METHODOLOGY

This study employed a quantitative cross-sectional survey design to examine the relationships between destination service attributes, tourist satisfaction, and tourist loyalty. A quantitative design was appropriate because the study aimed to test theoretically derived relationships among latent constructs, while a cross-sectional survey enabled the collection of standardized perceptual data from respondents at a single point in time (Creswell and Creswell, 2018; Sekaran and Bougie, 2016). A purposive sampling technique was employed because the study required respondents who had relevant experience with halal tourism or Muslim-friendly destinations and were therefore able to evaluate the destination service attributes examined in the model. Purposive sampling is appropriate when respondents are selected based on specific characteristics or experiences that are relevant to the research objective (Etikan et al., 2016; Taherdoost, 2016).

Data were collected using a structured self-administered questionnaire. This approach was suitable because questionnaires allow researchers to obtain standardized responses from a relatively large sample and are commonly used to measure subjective perceptions, attitudes, satisfaction, and behavioural intentions (DeVellis, 2017; Dillman et al., 2014). The questionnaire

Figure 1: Conceptual framework



consisted of two main sections: demographic and travel-related information, and measurement items for the main constructs. The constructs were measured using multi-item scales adapted from established literature in service quality, halal tourism, tourist satisfaction, and destination loyalty. The data were analysed using partial least squares structural equation modelling (PLS-SEM). PLS-SEM was selected because it is suitable for predictive models involving multiple latent constructs and complex structural relationships (Hair et al., 2019; 2022). The analysis followed a two-stage procedure involving assessment of the measurement model and structural model. Reliability and validity were assessed using indicator loadings, Cronbach's alpha, composite reliability, average variance extracted, and discriminant validity criteria (Fornell and Larcker, 1981; Hair et al., 2022; Henseler et al., 2015).

4. RESULTS

4.1. Respondents Profile

Table 1 present the respondent profile for this study. A total of 573 valid responses were used for data analysis. The respondents consisted of tourists from Indonesia and Malaysia. Indonesian respondents represented 57.4% of the sample, while Malaysian respondents represented 42.6%. The sample was highly relevant to the halal tourism context, as 99.8% of respondents identified as Muslim. In terms of gender, the sample was predominantly female, accounting for 92.3% of respondents, while male respondents represented 7.7%. Most respondents were between 18 and 25 years old, representing 87.6% of the sample. Respondents aged above 35 years accounted for 9.9%, while those aged between 26 and 35 years represented 2.4%. Regarding education, 49.9% of respondents had completed high school, followed by diploma holders at 27.6%, bachelor's degree holders at 11.5%, master's degree holders at 9.9%, and doctorate holders at 1.0%. The majority of respondents were students, representing 86.0% of the sample. In terms of monthly income, 87.6% earned less than IDR 5 million or MYR 1,500. The distribution of visit frequency was balanced, with 49.9% visiting once a year and 50.1% visiting more than once a year.

4.2. Measurement Model Analysis

4.2.1. Convergent validity

The measurement model was assessed by examining convergent validity, discriminant validity, and internal consistency reliability.

Table 1: Respondents profile

Item	Answer	Frequency	Percentage
Nationality	Malaysia	244	42.6
	Indonesia	329	57.4
Religion	Islam	572	99.8
	Protestant Christianity	0	0
	Catholic Christianity	0	0
	Hinduism	0	0
	Buddhism	0	0
	Confucianism	0	0
	Other	1	0.2
Gender	Male	44	7.7
	Female	529	92.3
Age	18-25 years old	502	87.6
	26-35 years old	14	2.4
	Above 35 years old	57	9.9
Highest education level	SMA/High School	286	49.9
	Diploma	158	27.6
	S1/bachelor's degree	66	11.5
Occupation	Student	493	86
	Private Sector Employee	24	4.2
	Civil Servant	48	8.4
	Entrepreneur	5	0.9
	Homemaker	2	0.3
	S2/master's degree	57	9.9
	S3/Doctorate	6	1
	Other	1	0.1
Income per month	<IDR 5 Juta or (MYR 1500)	502	87.6
	IDR 5-10 Juta or (MYR1500-3000)	45	7.9
	>IDR 10 Juta or (>MYR 3000)	26	4.5
Frequency of visit	Once a year	286	49.9
	More than once a year	287	50.1

Table 2: Construct validity

Construct	Loading range	Average variance extracted
Accommodation service quality	0.788-0.891	0.748
Halal food	0.886-0.911	0.813
Transportation service quality	0.801-0.841	0.677
Cleanliness	0.939-0.941	0.884
Hospitality/friendliness	0.891-0.913	0.814
Value and price	0.885-0.911	0.803
Traveler facilities	0.815-0.906	0.732
Satisfaction	0.919-0.935	0.860
Loyalty	0.934-0.986	0.836

Table 3: Discriminant validity

Construct	#1	#2	#3	#4	#5	#6	#7	#8	#9
#1: Accom	**0.865**								
#2: Clean	0.733	**0.940**							
#3: HF	0.693	0.622	**0.901**						
#4: Hospitality	0.765	0.822	0.635	**0.902**					
#5: Loyalty	0.729	0.723	0.623	0.784	**0.914**				
#6: Satisf	0.750	0.750	0.622	0.810	0.817	**0.927**			
#7 Tra_Facilities	0.737	0.752	0.660	0.821	0.754	0.811	**0.855**		
#8: Trans	0.851	0.790	0.678	0.808	0.764	0.793	0.780	**0.823**	
#9: Val_Price	0.743	0.739	0.587	0.784	0.743	0.819	0.802	0.767	**0.896**

Table 4: Reliability analysis

Construct	Cronbach's alpha	Construct reliability	No of item
Accommodation service quality	0.932	0.947	6
Halal food	0.885	0.929	3
Transportation service quality	0.932	0.944	8
Cleanliness	0.868	0.938	2
Hospitality/friendliness	0.886	0.929	3
Value and price	0.877	0.924	3
Traveler facilities	0.908	0.932	5
Satisfaction	0.918	0.948	3
Loyalty	0.902	0.938	3

Convergent validity was evaluated using indicator loadings and average variance extracted (AVE). The results showed that all constructs achieved satisfactory loading values and AVE values above the recommended threshold of 0.50 (Henseler et al., 2009). Specifically, the AVE values ranged from 0.677 to 0.884, indicating adequate convergent validity (Table 2).

Halal food recorded an AVE of 0.813, Accommodation service quality recorded an AVE of 0.748, transportation service quality recorded an AVE of 0.677, cleanliness recorded an AVE of 0.884, hospitality/friendliness recorded an AVE of 0.814, traveler facilities recorded an AVE of 0.732, value for price recorded an AVE of 0.803, satisfaction recorded an AVE of 0.860, and loyalty recorded an AVE of 0.836. These results indicate that the indicators adequately represented their respective latent constructs. . Figure 2 present the analysis of measurement model for this study.

4.2.2. Discriminants validity

Discriminant validity was assessed using the Fornell-Larcker criterion. The results generally indicated that the constructs were empirically distinct. However, the correlation between accommodation service quality and transportation service quality appeared relatively high.

Table 3 presents the discriminant validity of this study. The value of AVE was squarely rooted and demonstrated in the research model against the inter-correlations of the construct with other constructs (Chin, 2010; Komiak and Benbasat, 2006), and all the values are more significant than the correlations of each of the constructs (Chin, 2010). Hence, it is possible to consider the measurement model as satisfactory.

4.2.3. Internal consistency reliability

Internal consistency reliability was assessed using Cronbach's alpha and composite reliability. The results showed that all constructs exceeded the recommended threshold of 0.70. Cronbach's alpha values ranged from 0.868 to 0.932, while composite reliability values ranged from 0.924 to 0.948. These findings indicate that the constructs demonstrated satisfactory internal consistency reliability. Table 4 shows the result for composite reliability. The minimum cut-off for composite reliability is 0.70, as suggested by Chin (2010), Hair et al. (1998), and Rios and Riquelme (2010) (Chin, 2010; Hair et al., 1998; Rios and Riquelme, 2010). Hence, based on the result, the composite reliability for this study is satisfactory.

4.3. Structural Model and Hypothesis Testing

Table 5 present the summary of hypothesis testing result. The structural model was assessed using path coefficients, standard errors, t-values, P-values, and coefficients of determination. Bootstrapping was used to evaluate the statistical significance of the hypothesized relationships. The model explained 77.6% of the variance in tourist satisfaction and 66.8% of the variance in tourist loyalty, indicating strong explanatory power. The results showed that four destination service attributes significantly influenced Tourist Satisfaction. Value for price had the strongest positive effect on tourist satisfaction ($\beta = 0.305$, $t = 5.876$, $P < 0.001$), followed by Traveler Facilities ($\beta = 0.212$, $t = 3.973$, $P < 0.001$), hospitality/friendliness ($\beta = 0.189$, $t = 3.042$, $P = 0.002$), and transportation service quality ($\beta = 0.158$, $t = 2.473$, $P = 0.013$). Therefore, H_3, H_5, H_6, and H_7 were supported.

In contrast, halal food did not significantly influence Tourist Satisfaction ($\beta = 0.020$, $t = 0.587$, $P = 0.557$). Accommodation service quality also showed a non-significant effect on Tourist Satisfaction ($\beta = 0.045$, $t = 0.854$, $P = 0.393$). Similarly, cleanliness did not significantly influence tourist satisfaction ($\beta = 0.039$, $t = 0.726$, $P = 0.468$). Therefore, H_1, H_2, and H_4 were not supported. Finally, Tourist Satisfaction had a strong and significant positive effect on tourist loyalty ($\beta = 0.817$, $t = 38.360$, $P < 0.001$). This result supports H_8 and confirms that satisfied tourists are more likely to demonstrate loyalty toward halal tourism destinations.

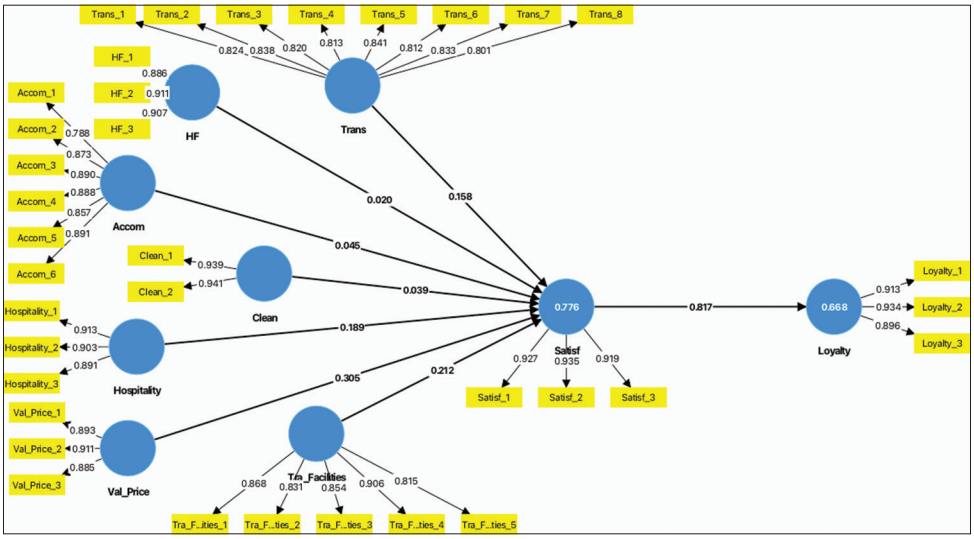
5. DISCUSSION

The findings reveal a meaningful pattern: value for price, traveler facilities, hospitality/friendliness, and transportation service quality significantly influence tourist satisfaction, whereas halal food, accommodation service quality, and cleanliness do not show significant effects. Tourist satisfaction, in turn, strongly influences tourist loyalty. These results suggest that in the Indonesia–Malaysia halal tourism context, tourist satisfaction is shaped less

Table 5: The summary of hypothesis testing results

Hyppothesis	Relationship	β	t-value	P-value	R^2	Decision
H_1	Accommodation Service Quality → Tourist Satisfaction	0.045	0.854	0.393	0.776	Not supported
H_2	Halal Food → Tourist Satisfaction	0.020	0.587	0.557		Not supported
H_3	Transportation Service Quality → Tourist Satisfaction	0.158	2.473	0.013		Supported
H_4	Cleanliness → Tourist Satisfaction	0.039	0.726	0.468		Not supported
H_5	Hospitality/Friendliness → Tourist Satisfaction	0.189	3.042	0.002		Supported
H_6	Value for Price → Tourist Satisfaction	0.305	5.876	<0.001		Supported
H_7	Traveler Facilities → Tourist Satisfaction	0.212	3.973	<0.001		Supported
H_8	Tourist Satisfaction → Tourist Loyalty	0.817	38.360	<0.001	0.668	Supported

Figure 2: Analysis of measurement model



by the mere presence of basic halal-related attributes and more by the overall quality, convenience, accessibility, human interaction, and value of the destination experience.

The strongest predictor of tourist satisfaction is value for price. This finding indicates that tourists evaluate halal tourism destinations through a value-based lens, assessing whether the overall benefits received are worth the money, time, and effort spent. In this study, the respondent profile is dominated by young, student, and lower-income tourists, making value perception particularly relevant. For this segment, satisfaction may be driven less by premium destination offerings and more by whether the destination provides an affordable, convenient, and worthwhile experience. This finding supports the view that perceived value is a central determinant of tourist satisfaction and behavioural intention (Chen and Tsai, 2007; Eid and El-Gohary, 2015). Therefore, value for price should be understood not simply as low cost, but as tourists' assessment of the fairness and worthiness of the total halal tourism experience.

Traveler facilities also significantly influence tourist satisfaction. This finding confirms that halal tourism satisfaction depends strongly on destination convenience and service readiness. In Muslim-friendly tourism, such facilities are particularly important because they allow Muslim tourists to maintain religious practices while travelling. This result is consistent with Battour et al. (2014), who identified Islamic destination attributes as important elements in Muslim tourist satisfaction. It also supports more recent studies indicating that Muslim-friendly facilities and halal destination attributes contribute to perceived value, destination trust, satisfaction, and revisit intention (Basendwah et al., 2024; Mursid and Anoraga, 2022; Sodawan and Hsu, 2022). The implication is that traveler facilities should not be treated as supporting accessories; they are part of the core service system that shapes halal tourism satisfaction.

Hospitality/friendliness has a significant positive effect on tourist satisfaction, highlighting the importance of interpersonal service quality in halal tourism destinations. Friendly, respectful, responsive, and helpful interactions can create emotional comfort and strengthen tourists' evaluation of the destination. In halal tourism, hospitality is even more important because Muslim tourists may require guidance regarding halal food, prayer facilities, cultural norms, and Muslim-friendly services. This finding is consistent with Service Quality Theory, particularly the dimensions of responsiveness, assurance, and empathy (Cronin and Taylor, 1992; Parasuraman et al., 1988). It also supports recent halal tourism literature suggesting that satisfaction depends on the overall service experience rather than religious attributes alone (Ekka and Bhardwaj, 2024; Gautam et al., 2024).

Transportation service quality also significantly influences tourist satisfaction. This result shows that accessibility and mobility are essential components of the halal tourism experience. This finding supports tourism studies suggesting that destination satisfaction is influenced by the quality of the whole travel journey, not only by the attractiveness of the destination itself (Chen and Tsai, 2007;

Chi and Qu, 2008). In halal tourism destinations, transportation is not merely a logistical factor; it connects tourists to the Muslim-friendly service ecosystem.

One of the most important findings of this study is that halal food does not significantly influence tourist satisfaction. This result should not be interpreted as evidence that halal food is unimportant; rather, it suggests that in the Indonesia–Malaysia context, halal food may function as a baseline expectation rather than a differentiating satisfaction driver. Both countries are Muslim-majority destinations with strong Muslim-friendly tourism reputations, and tourists may therefore assume that halal food is widely available, accessible, and trustworthy (Mastercard-CrescentRating, 2024). When an attribute is already strongly expected, its presence may not substantially increase satisfaction, although its absence may create dissatisfaction. This explanation is consistent with the logic of basic or must-be service attributes, where certain attributes are necessary to prevent dissatisfaction but do not necessarily generate additional satisfaction when fulfilled (Kano et al., 1984; Matzler and Sauerwein, 2002). Therefore, halal food remains essential, but in mature Muslim-friendly destinations, its role may shift from creating satisfaction to preventing dissatisfaction.

Accommodation service quality also does not significantly influence tourist satisfaction. This finding may be explained by the characteristics of the sample and the nature of the tourism experience examined in this study. Since the respondents are largely young, student-dominated, and price-sensitive tourists, accommodation may not be the primary basis for evaluating satisfaction; this segment may place greater emphasis on affordability, mobility, facilities, and overall destination convenience than on lodging quality. However, tourists who spend more time outside their accommodation may evaluate satisfaction more through broader destination encounters, such as transportation, facilities, hospitality, and value for price. Thus, the non-significant result does not imply that accommodation quality is irrelevant; rather, its effect may be conditional on tourist segment, length of stay, accommodation type, and travel budget.

Cleanliness also does not significantly influence tourist satisfaction. Like halal food, this result should not be interpreted as evidence that cleanliness is unimportant; rather, cleanliness may operate as a threshold or must-be attribute in halal tourism destinations. Cleanliness remains essential because it affects tourists' perceptions of hygiene, comfort, safety, destination quality, and, in Muslim-friendly contexts, religiously informed expectations of purity (Al-Ansi and Han, 2019; Battour et al., 2014; Chen and Tsai, 2007; Chi and Qu, 2008). However, when cleanliness is already expected as a minimum destination standard, its presence may be taken for granted and may not independently increase satisfaction unless it falls below acceptable levels. This interpretation is consistent with the Kano model and three-factor theory of customer satisfaction, which argue that basic or must-be attributes primarily prevent dissatisfaction rather than create additional satisfaction when fulfilled (Kano et al., 1984; Matzler and Sauerwein, 2002). Therefore, the non-significant effect does not imply that cleanliness can be neglected; instead, it suggests that in mature Muslim-friendly destinations, cleanliness may function more as a minimum service requirement than as a distinctive satisfaction driver.

Finally, tourist satisfaction has a strong positive effect on tourist loyalty. This finding confirms the central role of satisfaction as a mechanism linking destination service performance to future behavioural intention. In the halal tourism context, loyalty emerges when destinations successfully fulfil both general travel expectations and Muslim-friendly service needs.

Overall, the findings contribute to halal tourism literature by showing that tourist satisfaction in leading Muslim-friendly destinations is driven more strongly by value, facilities, hospitality, and transportation than by attributes that tourists may already consider basic, such as halal food and cleanliness. This distinction is theoretically important. Much halal tourism research emphasizes Islamic attributes as direct drivers of satisfaction. However, this study suggests that in Muslim-majority and relatively mature halal tourism contexts, Islamic attributes may become expected service standards, while satisfaction is generated through integrated destination performance. This extends Service Quality Theory by demonstrating that the effect of service attributes depends not only on their availability, but also on tourists' expectations, destination maturity, and the perceived completeness of the travel experience.

5.1. Theoretical Implications

First, the findings extend Service Quality Theory by showing that tourist satisfaction in halal tourism destinations is not determined solely by the availability of Islamic attributes, but by the overall performance of destination service attributes. While halal food and cleanliness are important in Muslim travel, their non-significant effects suggest that some halal-related attributes may function as basic expectations rather than direct satisfaction drivers in mature Muslim-friendly destinations. This supports the view that service attributes may play different roles depending on tourists' expectations and destination context. Second, this study contributes to halal tourism literature by integrating conventional destination service attributes and Muslim-friendly attributes within a single empirical framework. Previous halal tourism studies have often emphasized Islamic attributes, such as halal food, prayer facilities, and religious compliance. However, the present findings suggest that value for price, traveler facilities, hospitality/friendliness, and transportation service quality are more influential in shaping tourist satisfaction in the Indonesia–Malaysia context. This indicates that halal tourism competitiveness depends not only on religious compliance but also on convenience, accessibility, human interaction, and perceived value.

5.2. Practical Implications

First, halal tourism destinations should move beyond symbolic halal positioning. Halal food and cleanliness must remain guaranteed because they represent essential expectations for Muslim tourists. However, these attributes alone may not be sufficient to generate satisfaction and loyalty, especially in destinations where halal food and cleanliness are already expected. Second, destination managers should prioritize value-for-price strategies. This does not necessarily mean offering the lowest

price; rather, destinations should provide a balanced combination of quality services, convenient facilities, accessible transportation, and reasonable pricing. Third, traveler facilities should be treated as core components of halal destination management. Prayer rooms, ablution facilities, Muslim-friendly signage, rest areas, information centres, and supporting amenities can reduce travel difficulty and enhance tourists' comfort. Fourth, tourism operators should strengthen hospitality and service friendliness. Training programmes for tourism employees and local communities should therefore emphasize Muslim-friendly service awareness, cultural sensitivity, responsiveness, and service courtesy. Fifth, transportation quality should be improved as part of the halal tourism ecosystem. Therefore, transportation planning should be integrated into halal tourism development strategies.

This study has several limitations that should be acknowledged. First, the study employed a cross.

6. CONCLUSION, LIMITATION AND FUTURE RESEARCH

The findings show that value for price, traveler facilities, hospitality/friendliness, and transportation service quality significantly influence tourist satisfaction, while halal food, accommodation service quality, and cleanliness do not show significant effects in this sample. Tourist satisfaction, in turn, strongly influences tourist loyalty. In the Indonesia–Malaysia context, halal food and cleanliness may represent basic expectations, while satisfaction is more strongly driven by perceived value, service convenience, hospitality, and accessibility. Therefore, halal tourism destinations should not rely solely on halal compliance. To strengthen tourist satisfaction and loyalty, destinations must deliver a complete Muslim-friendly travel experience that is valuable, convenient, hospitable, and well-connected.

Sectional design, which captures respondents' perceptions at one point in time. Future research could use longitudinal designs to examine whether tourists' satisfaction and loyalty change over time or after repeated visits to halal tourism destinations. Second, the sample was dominated by young respondents, students, female respondents, and lower-income tourists. Although this profile provides useful insights into young and price-sensitive Muslim tourists, the findings may not fully represent older tourists, family travellers, high-income tourists, or international tourists from non-Muslim-majority countries. Future studies should examine more diverse tourist segments to determine whether the effects of destination service attributes differ across demographic groups. Third, this study examined Indonesia and Malaysia together as leading Muslim-friendly tourism contexts. Future research could conduct a multi-group analysis to compare whether Indonesian and Malaysian tourists evaluate destination service attributes differently. Fourth, the study focused on direct relationships between destination service attributes, tourist satisfaction, and tourist loyalty.

Future studies could extend the model by examining mediating or moderating variables such as perceived value, destination trust, religiosity, destination image, travel motivation, or destination familiarity. Finally, future research should further investigate the possibility that halal food and cleanliness operate as basic or threshold attributes in mature Muslim-friendly destinations. This would help clarify whether these attributes prevent dissatisfaction rather than directly increase satisfaction.

7. ACKNOWLEDGMENT

The authors gratefully acknowledge the support provided to Universiti Teknologi MARA (UiTM) Malaysia and Universitas Islam Negeri K.H. Abdurrahman Wahid Pekalongan, Indonesia through International Research Grant - UiTM.800-3/4 INT (043/2025).

REFERENCES

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 and Management, 13, 51-60.

Al-Ansi, A., Han, H., Kim, S., King, B. (2021), Inconvenient experiences among Muslim travelers: An analysis of the multiple causes. Journal of Travel Research, 60(6), 1352-1370.

Arasli, H., Saydam, M.B., Gunay, T., Jafari, K. (2023), Key attributes of Muslim-friendly hotels' service quality: Voices from booking.com. Journal of Islamic Marketing, 14(1), 106-127.

Bangsawan, S., Mahrinasari, M.S., Rahman, M.M., Razimi, M.S.A. (2019), Muslim friendly tourism and accommodation of Malaysian hotel industries. Utopia y Praxis Latinoamericana, 24(5), 341-348.

Basendwah, M., Rahman, S., Al-Sakkaf, M.A. (2024), Tourists' satisfaction with Islamic attributes of destination: A systematic mapping study. Journal of Islamic Marketing, 15(5), 1414-1438.

Battour, M., Battor, M., Bhatti, M.A. (2014), Islamic attributes of destination: Construct development and measurement validation, and their impact on tourist satisfaction. International Journal of Tourism Research, 16(6), 556-564.

Battour, M., Ismail, M.N. (2016), Halal tourism: Concepts, practises, challenges and future. Tourism Management Perspectives, 19, 150-154.

Chen, C.F., Tsai, D. (2007), How destination image and evaluative factors affect behavioral intentions? Tourism Management, 28(4), 1115-1122.

Chen, M.C., Hsu, C.L., Chen, M.M. (2019), How transportation service quality drives public attitude and image of a sustainable city: Satisfaction as a mediator and involvement as a moderator. Sustainability, 11(23), 6813.

Chi, C.G.Q., Qu, H. (2008), Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, 29(4), 624-636.

Chin, W.W. (2010), How to write up and report PLS analyses. In: Esposito Vinzi, V., Chin, W.W., Henseler, J., Wang, H., editors. Handbook of Partial Least Squares: Concepts, Methods and Applications. Berlin: Springer. p655-690.

COMCEC Coordination Office. (2016), Muslim Friendly Tourism: Understanding the Demand and Supply Sides in the OIC Member Countries. Turkey: COMCEC Coordination Office.

Creswell, J.W., Creswell, J.D. (2018), Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 5th ed. London: SAGE Publications.

Cronin, J.J., Taylor, S.A. (1992), Measuring service quality: A reexamination and extension. Journal of Marketing, 56(3), 55-68.

DeVellis, R.F. (2017), Scale Development: Theory and Applications. 4th ed. London: SAGE Publications.

Dillman, D.A., Smyth, J.D., Christian, L.M. (2014), Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method. 4th ed. United States: Wiley.

Echtner, C.M., Ritchie, J.R.B. (1993), The measurement of destination image: An empirical assessment. Journal of Travel Research, 31(4), 3-13.

Eid, R., El-Gohary, H. (2015), Muslim tourist perceived value in the hospitality and tourism industry. Journal of Travel Research, 54(6), 774-787.

Ekka, P.M., Bhardwaj, S. (2024), Customers' satisfaction as a critical success factor in halal tourism: Literature review and research Agenda. Journal of Islamic Marketing, 15(8), 2069-2085.

El-Gohary, H. (2016), Halal tourism, is it really Halal? Tourism Management Perspectives, 19, 124-130.

Etikan, I., Musa, S.A., Alkassim, R.S. (2016), Comparison of convenience sampling and purposive sampling. American Journal of Theoretical and Applied Statistics, 5(1), 1-4.

Fajriyati, I., Afiff, A.Z., Gayatri, G., Hati, S.R.H. (2020), Generic and Islamic attributes for non-Muslim majority destinations: Application of the three-factor theory of customer satisfaction. Heliyon, 6(6), e04324.

Fajriyati, I., Afiff, A.Z., Gayatri, G., Hati, S.R.H. (2022), Attributes influencing overall tourist satisfaction and its consequences for Muslim-majority destination. SAGE Open, 12(1), 1-14,

Fornell, C., Larcker, D.F. (1981), Evaluating structural equation models with unobservable variables and measurement error. Journal of Marketing Research, 18(1), 39-50.

Gautam, N., Verma, M., Ray, B. (2024), Satisfaction unveiled: Decoding the antecedents and consequences of halal tourism - a meta-analytical approach. Journal of Islamic Marketing, 15(10), 2549-2572.

Hair, J.F., Anderson, R.E., Tatham, R.L., Black, W.C. (1998), Multivariate Data Analysis. 5th ed. United States: Prentice Hall.

Hair, J.F., Hult, G.T.M., Ringle, C.M., Sarstedt, M. (2022), A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). 3rd ed. London: SAGE Publications.

Hair, J.F., Risher, J.J., Sarstedt, M., Ringle, C.M. (2019), When to use and how to report the results of PLS-SEM. European Business Review, 31(1), 2-24.

Henseler, J., Ringle, C.M., Sarstedt, M. (2015), A new criterion for assessing discriminant validity in variance-based structural equation modeling. Journal of the Academy of Marketing Science, 43, 115-135.

Henseler, J., Ringle, C.M., Sinkovics, R.R. (2009), The use of partial least squares path modeling in international marketing. In: New Challenges to International Marketing. United States: Emerald Group Publishing Limited. p 277-319.

Kano, N., Seraku, N., Takahashi, F., Tsuji, S. (1984), Attractive quality and must-be quality. Journal of the Japanese Society for Quality Control, 14(2), 147-156.

Komiak, S.Y.X., Benbasat, I. (2006), The effects of personalization and familiarity on trust and adoption of recommendation agents. MIS Quarterly, 30(4), 941-960.

Kozak, M., Rimmington, M. (2000), Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. Journal of Travel Research, 38(3), 260-269.

Mastercard-CrescentRating. (2024), Global Muslim Travel Index 2024. New York: Mastercard and CrescentRating.

Mastercard-CrescentRating. (2025), Global Muslim Travel Index 2025. New York: Mastercard and CrescentRating.

Mastercard-CrescentRating. (2026), Global Muslim Travel Index 2026. New York: Mastercard and CrescentRating.

Matzler, K., Sauerwein, E. (2002), The factor structure of customer satisfaction: An empirical test of the importance grid and the penalty-reward-contrast analysis. International Journal of Service Industry Management, 13(4), 314-332.

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.

Narayan, B., Rajendran, C., Sai, L.P. (2008), Scales to measure and benchmark service quality in tourism industry: A second-order factor approach. Benchmarking an International Journal, 15(4), 469-493.

Oliver, R.L. (1997), Satisfaction: A Behavioral Perspective on the Consumer. New York: McGraw-Hill.

Parasuraman, A., Zeithaml, V.A., Berry, L.L. (1988), SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12-40.

Putit, L., Muda, M., Mahmood, A.N., Ahmad Taufek, N.Z., Wahib, N. (2016), Linking "halal" friendly hotel attributes and customer satisfaction: The Islamic tourism sector. Journal of Emerging Economies and Islamic Research, 4(4), 43-53.

Rios, R.E., Riquelme, H.E. (2010), Sources of brand equity for online companies. Journal of Research in Interactive Marketing, 4(3), 214-240.

Sekaran, U., Bougie, R. (2016), Research Methods for Business: A Skill-Building Approach. 7th ed. United States: Wiley.

Sodawan, A., Hsu, R.W.R. (2022), Halal-friendly attributes and Muslims' visit intention: Exploring the roles of perceived value and destination trust. Sustainability, 14(19), 12002.

Taherdoost, H. (2016), Sampling methods in research methodology; How to choose a sampling technique for research. International Journal of Academic Research in Management, 5(2), 18-27.

Velastegui-Hernández, R., Vargas-Vargas, B., Sánchez-Sánchez, R. (2024), Perceived quality of service in tourist transportation in the city of Baños de Agua Santa, Ecuador. Sustainability, 16(17), 7245.

World Economic Forum. (2025), Travel and Tourism at a Turning Point: Principles for Transformative Growth. Geneva: World Economic Forum.

Yoon, Y., Uysal, M. (2005), An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. Tourism Management, 26(1), 45-56.