

## Analysis of halal tourism potential from the perspective of a holistic travel experience in banten province

### Analisis potensi pariwisata halal dalam perspektif pengalaman perjalanan holistik di provinsi banten

Irwan Sukmawan\*, Muhammad Angga Anggriawan, Hadi Kurniawanto  
Fakultas Ekonomi dan Bisnis, Universitas Bina Bangsa, Serang, Indonesia

---

#### ARTICLE INFO

**Keywords:**

behavioral intentions, destination management, halal tourism, tourist satisfaction, religiosity

**Katakunci:**

kepuasan wisatawan; niat berperilaku; religiusitas; pariwisata halal; pengelolaan destinasi

**DOI:**

<https://doi.org/10.26905/jpp.v9i2.14058>

**Corresponding Author:**

Irwan Sukmawan  
[sukmawanirwan82@gmail.com](mailto:sukmawanirwan82@gmail.com)

#### HOW TO CITE ITEM

Sukmawan, I., Anggriawan, M. A., & Kurniawanto, H. (2025). Analysis of halal tourism potential from the perspective of a holistic travel experience in Banten province. *Jurnal Pariwisata Pesona*, 9(2). Retrieved from <https://jurnal.unmer.ac.id/index.php/jpp/article/view/14058>

#### ABSTRACT

Halal tourism, driven by growing demand for Islamic-compliant services, is expanding globally, including in Indonesia's Banten Province. This research aims to explore the potential of halal tourism in Banten, focusing on integrating spiritual, cultural, and practical experiences to enhance tourist satisfaction and promote sustainable economic growth in the region. This study employs a quantitative approach, surveying 2,695 Muslim tourists in Banten. Data were analyzed using SEM-PLS via SmartPLS to estimate the empirical model. Bootstrapping with 5,000 iterations tested hypotheses and the structural model, while VIF was used to identify common method variance. The findings highlight the factors influencing tourist satisfaction in halal tourism, with halal facilities and local hospitality playing key roles. While halal accommodations are necessary, they are seen as less impactful compared to the quality and availability of services. Positive interactions with locals and unique experiences also enhance satisfaction. Satisfied tourists are more likely to revisit and recommend destinations, emphasizing the importance of overall satisfaction in driving repeat visits and positive word-of-mouth. Religiosity significantly shapes tourists' expectations, with halal-compliant accommodations and services being crucial for religiously observant travelers. For Banten Province, integrating religiosity into halal tourism offerings, including halal food, prayer facilities, and supportive communities, is essential for attracting and satisfying Muslim tourists. This approach can position Banten as a leading halal destination, fostering loyalty and boosting its reputation, contributing to sustainable tourism growth in the region.

#### ABSTRAK

*Pariwisata halal, yang didorong oleh permintaan yang meningkat untuk layanan yang sesuai dengan syariat Islam, sedang berkembang secara global, termasuk di Provinsi Banten, Indonesia. Penelitian ini bertujuan untuk mengeksplorasi potensi pariwisata halal di Banten, dengan fokus pada integrasi pengalaman spiritual, budaya, dan praktis untuk meningkatkan kepuasan wisatawan serta mendorong pertumbuhan ekonomi yang berkelanjutan di wilayah tersebut. Studi ini menggunakan pendekatan kuantitatif, dengan survei terhadap 2.695 wisatawan Muslim di Banten. Data dianalisis menggunakan SEM-PLS melalui perangkat lunak SmartPLS untuk memperkirakan model empiris. Bootstrapping dengan 5.000 iterasi digunakan untuk menguji hipotesis dan model struktural, sementara VIF digunakan untuk mengidentifikasi varians metode yang umum. Temuan penelitian menyoroti faktor-faktor yang mempengaruhi kepuasan wisatawan dalam pariwisata halal, dengan fasilitas halal dan keramahan lokal memainkan peran kunci. Meskipun*

*akomodasi halal dianggap sebagai kebutuhan, mereka dianggap kurang berdampak dibandingkan dengan kualitas dan ketersediaan layanan. Interaksi positif dengan penduduk lokal dan pengalaman unik juga meningkatkan kepuasan. Wisatawan yang puas lebih cenderung untuk kembali dan merekomendasikan destinasi, menekankan pentingnya kepuasan secara keseluruhan dalam mendorong kunjungan kembali dan promosi dari mulut ke mulut yang positif. Religiusitas secara signifikan membentuk harapan wisatawan, dengan akomodasi dan layanan yang sesuai dengan syariat halal menjadi krusial bagi wisatawan yang religius. Untuk Provinsi Banten, mengintegrasikan religiositas ke dalam penawaran pariwisata halal, termasuk makanan halal, fasilitas ibadah, dan komunitas yang mendukung, sangat penting untuk menarik dan memuaskan wisatawan Muslim. Pendekatan ini dapat memposisikan Banten sebagai destinasi halal terkemuka, meningkatkan loyalitas, dan meningkatkan reputasinya, serta berkontribusi pada pertumbuhan pariwisata yang berkelanjutan di wilayah tersebut.*

---

## INTRODUCTION

Halal tourism is a form of tourism where products and services align with Islamic guidelines and principles. This industry is currently experiencing significant growth and has become a vital sector within the tourism market (Rahman et al., 2020). By 2028, it is anticipated that around 230 million Muslim tourists will participate in halal tourism, with the industry valued at approximately US\$225 billion (Mastercard-CrescentRating, 2023). The expansion of this sector is fueled by increasing awareness among Muslims about using products and services that conform to halal principles (Schönherr et al., 2023). This growth is linked to the rising Muslim population, coupled with economic development, and increased prosperity in Muslim-majority nations, which has led to higher spending on travel (Jia & Chaozhi, 2020). Consequently, numerous tourist destinations, both in Muslim-majority and non-Muslim countries, are now striving to attract the halal tourism market by offering suitable services, creating competition among destination providers (Han, Al-Ansi, Olya, et al., 2019).

Indonesia, which has the largest Muslim population globally, has substantial potential for developing halal tourism. According to the 2023 Global Muslim Travel Index (GMTI) from Mastercard and Crescent Rating, Indonesia, alongside Malaysia, ranks as a top destination for halal tourism (Ahmed, 2023). The large Muslim demographic in Indonesia drives a substantial demand for tourism products and services that adhere to halal principles, with this potential spread across nearly all Indonesian provinces, including Banten Province (Adamsah et al., 2022).

With its rich Islamic cultural heritage, stunning natural landscapes, and welcoming residents, Banten Province can draw more visitors and boost the tourism sector's contribution to the local economy (K Kenedi et al., 2022). Banten offers at least 344 types of natural tourist attractions, such as beaches, seas, caves, waterfalls, and mountains. Additionally, the region features 591 types of tourism related to religious, cultural, historical, and pilgrimage activities. There are also 231 types of man-made or special interest tourist attractions (Darusalam et al., 2024). With these potentials, Banten could be an appealing destination for Muslim travelers, both domestic and international, who seek vacation experiences in line with their religious beliefs (Laksana et al., 2022).

To maximize this potential, continuous improvement in halal tourism planning is essential. A key component is analyzing halal tourism potential and holistic travel experiences, which are critical considerations (Rasul, 2019). Holistic travel experiences focus on offering tourists a comprehensive and meaningful journey that incorporates spiritual, cultural, and environmental sustainability elements (Rusu et al., 2023). It is, therefore, vital to explore how holistic travel experiences can be integrated into the development of halal tourism in Banten Province.

Adopting a holistic travel experience approach is vital in evaluating halal tourism potential in Banten Province, as it covers the spiritual, cultural, and practical dimensions significant to halal tourists. The province's rich Islamic cultural background can provide profound spiritual experiences for visitors. A holistic approach allows for a comprehensive assessment of cleanliness, safety, local hospitality, and alignment with Islamic values at tourist destinations (Breiby et al., 2020). Engaging directly with local culture and communities through a holistic travel experience offers a deeper insight into the destination, enriching the experience for halal tourists (Reiman & Väyrynen, 2018). Additionally, this holistic viewpoint helps identify discrepancies between the expectations of halal tourists and the services available, revealing opportunities for enhancing infrastructure, services, and the promotion of halal tourism in Banten Province (Rejikumar et al., 2021). By evaluating travel experiences holistically, tourism destinations in Banten Province can ensure they not only meet halal standards but also provide

meaningful and satisfying experiences for halal tourists, enhancing the sector's contribution to economic growth and regional sustainability (Laksana *et al.*, 2023).

In the context of halal tourism, the holistic tourist experience involves aligning all aspects of a traveler's journey with Islamic principles while catering to their varied needs and expectations (Soni *et al.*, 2024). This concept encompasses more than just adherence to halal dietary laws; it also includes a comprehensive approach to accommodations, activities, and cultural experiences that align with Islamic values (Ahmed Osman, 2023). A holistic experience integrates spiritual, social, and environmental elements, ensuring that every aspect of the journey is in harmony with Islamic ethics (Eldaw & Ahmed Osman, 2023). This means providing halal food options, prayer facilities, and ensuring that tourism activities respect Islamic traditions (Sharin *et al.*, 2024). For example, hotels might offer prayer mats and Qibla indicators, and tours would exclude activities contrary to Islamic beliefs. Such considerations ensure Muslim travelers feel welcomed and respected (Battour & Ismail, 2016). The holistic approach also involves addressing family needs, promoting gender segregation where appropriate, and fostering a safe and inclusive environment, aiming to enhance spiritual well-being and overall satisfaction (Junaidi, 2020). By doing so, halal tourism not only meets the needs of Muslim tourists but also provides a framework for the tourism industry to respect and accommodate diverse cultural and religious practices (Shah *et al.*, 2023).

The connection between a tourist's holistic experience and their satisfaction is deeply intertwined, encompassing all facets of a journey, including the physical, emotional, social, and cultural dimensions of travel. A holistic experience extends beyond tangible elements like accommodations, attractions, and services to include intangible aspects such as the sense of place, emotional connection to the destination, interactions with locals, and the overall atmosphere (Kandampully *et al.*, 2023). When all these elements align harmoniously, they enhance the tourist's overall satisfaction, creating meaningful and memorable experiences that resonate on a deeper level (Sebova *et al.*, 2023). A well-rounded holistic experience increases tourists' sense of connection to the destination, immerses them in local culture, and fulfills their travel experiences. Conversely, if any aspect of the holistic experience is lacking or negative, it can detract from satisfaction, underscoring the importance of a comprehensive approach to tourism management that considers all aspects of the tourist experience (Breiby *et al.*, 2020).

The relationship between tourist satisfaction and intention is also vital, particularly concerning intentions to revisit and endorse a destination. Satisfied tourists often develop a positive emotional connection to the destination, leading to a strong desire to revisit and relive their positive experiences (Peng *et al.*, 2023). Trust in the destination's ability to deliver a gratifying experience consistently drives this intention to revisit (Karakan, 2023). Moreover, satisfied tourists are more likely to endorse the destination to others through word-of-mouth recommendations or positive online reviews, which are powerful tools for destination marketing (Kenedi *et al.*, 2024; Li *et al.*, 2021). Endorsements serve as social validation, further encouraging new visitors and sustaining the destination's appeal (Reyes & Dael, 2023). Therefore, tourism managers should focus on delivering high-quality, memorable experiences to drive long-term success (Bagheri *et al.*, 2023).

Religiosity significantly impacts a tourist's holistic experience by shaping how they perceive and interact with a destination. Religious beliefs influence preferences, behaviors, and overall experiences, especially for tourists visiting places with spiritual or religious significance, which can provide profound fulfillment (Villani *et al.*, 2019; Zong & Cheah, 2023). This alignment of religious values with the cultural practices of the destination can enhance satisfaction, making the experience more meaningful (Liro, 2024). However, a mismatch between a tourist's religiosity and the destination's environment may lead to discomfort or dissatisfaction (Aulet & Vidal, 2018). Understanding the role of religiosity allows tourism providers to cater to diverse needs, ensuring experiences resonate on spiritual and emotional levels (Iliev, 2020; Terzidou *et al.*, 2018). Thus, religiosity moderates the relationship between a tourist's holistic experience and their satisfaction by shaping perceptions and interactions (Melissa Tsai, 2021; Ponte *et al.*, 2021; Volgger *et al.*, 2021).

In recent years, the field of halal tourism has garnered increasing attention from researchers, reflecting its growing significance. Despite this burgeoning interest, much of the existing research has concentrated on specific aspects such as the experiences associated with halal products and services (Dillette *et al.*, 2021; Sobari *et al.*, 2022; Wang *et al.*, 2020) and the perceptions of Muslim tourists regarding the features of halal tourism destinations (Han, Al-Ansi, Koseoglu, *et al.*, 2019; Han, Al-Ansi, Olya, *et al.*, 2019). Additionally, prior studies have evaluated the satisfaction and loyalty of Muslim tourists towards these destinations (Suhartanto *et al.*, 2019) utilized nonlinear methodologies to uncover the types of services that Muslim tourists seek (Papastathopoulos *et al.*, 2020), and investigated the influence of Muslim women in the evolution of halal tourism (Nisha & Cheung, 2022). However, there remains a need for further research to provide a more comprehensive understanding of how various factors interplay to shape the overall experience of halal tourism, including the integration of spiritual, cultural, and practical dimensions in enhancing tourist satisfaction and loyalty.

The findings of this research are expected to make a meaningful contribution to the literature on halal tourism and provide practical guidance for policymakers, tourism industry stakeholders, and other relevant parties in optimizing the potential of halal tourism in Banten Province.

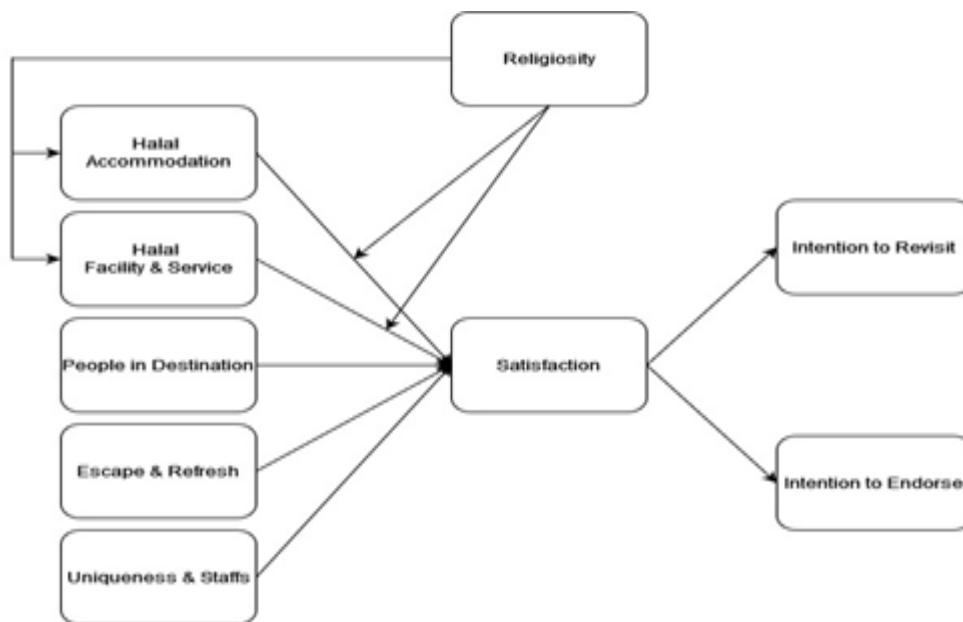
**METHODS**

This research adopts a quantitative approach, utilizing a survey method to collect comprehensive and representative data from respondents about the potential for halal tourism from the perspective of holistic tourist experiences in Banten Province. The survey's goal is to pinpoint and examine factors that contribute to the appeal of halal tourism and to understand the holistic experiences of Muslim tourists, covering aspects of spiritual, cultural, and environmental sustainability. Through this approach, the research aims to provide a broad understanding of how to optimize halal tourism potential in Banten Province.

Data gathered from the survey were analyzed using structural equation modeling-partial least squares (SEM-PLS) via SmartPLS software to estimate the empirical model. SEM-PLS was selected because it is particularly well-suited for testing structural models and path coefficients, especially when dealing with data that do not follow a normal distribution. To evaluate the hypotheses and construct the structural model, bootstrapping with 5,000 iterations was employed. Prior to hypothesis testing, the validity of the model was assessed by examining the measurement model using PLS. To identify common method variance, a full collinearity variance inflation factor (VIF) test was conducted (Kock & Lynn, 2012).

The study population consists of Muslim tourists visiting halal tourism sites in Banten Province, specifically targeting locations such as the Tomb of Sheikh Abdul Jabar, Batu Qur'an, Mount Santri, Pondok Tarbiyah, Banten Madani Tourism, Banten Grand Mosque, and Kaibon Palace. A sample size of 385 respondents was collected for each tourist site, leading to a total sample of 2,695 respondents. This sample size is more than adequate for analysis using SEM-PLS, as this method is optimal for handling large sample sizes, enabling more precise estimates and enhancing the validity of results in complex structural models (Hair et al., 2021)

The study utilized a questionnaire adapted from a previous study by (Suhartanto et al., 2021) to holistically explore the halal tourism experience.



**Figure 1.** Conceptual Framework

Figure 1 illustrates the conceptual framework of this study, highlighting the relationships between key variables such as tourist satisfaction, holistic experience, religiosity, and their interactions. This framework serves as a basis for understanding how these elements influence one another, particularly in the context of tourism experiences.

**RESULT AND DISCUSSION**

The respondent demographic profile provides an overview of the characteristics of the participants involved in the study, including key variables such as gender, age, education level, and visit frequency. This information helps to contextualize the findings by illustrating the diversity and representativeness of the sample. Understanding the demographic profile is crucial as it can influence how different groups perceive and experience halal tourism, thereby impacting the overall analysis and interpretation of the study's results.

**Table 1.** Respondent Demographic Profile

Description	Criteria	Frequency	Percent
Gender	Male	1482	54.99%
	Female	1213	45.01%
Age	15-24	674	25.01%
	25-34	808	29.98%
	35-44	674	25.01%
	> 45	539	20.00%
Education	High School	1078	40.00%
	University	943	34.99%
	Post Graduate	404	14.99%
	Others	270	10.02%
Visit	First Time	1348	50.02%
	2-3 times	809	30.02%
	regular visitor	538	19.96%

Table 1 provides a demographic profile of respondents, highlighting their gender, age, education level, and visit frequency to halal tourism destinations. The gender distribution is balanced, with males slightly outnumbering females at 54.99% and 45.01%, respectively, indicating that the study captures perspectives from both genders. The age distribution shows that most respondents are young to middle-aged adults, with 29.98% in the 25-34 age group, and 25.01% each in the 15-24 and 35-44 age ranges. Those aged 45 and above comprise 20.00%, reflecting a smaller representation of older tourists. In terms of education, 40.00% of respondents have completed high school, followed by 34.99% with university degrees. Postgraduates make up 14.99%, and 10.02% fall into the "Others" category, suggesting a diverse educational background among the respondents. Regarding visit frequency, 50.02% are first-time visitors, while 30.02% have visited 2-3 times, and 19.96% are regular visitors. This mix of new and repeat visitors offers valuable insights into different levels of familiarity and satisfaction with the destinations.

**Table 2.** Descriptive Statistic

Dimension	Mean	Standard Deviation	Variance	Minimum	Maximum	Count
Halal Accommodation	9.738	1.992	3.968	6	12	2695
Halal Facility and Service	42.671	6.892	47.506	33	55	2695
People in Destination	12.144	1.891	3.578	9	15	2695
Escape & Refresh	23.673	3.796	14.408	18	30	2695
Uniqueness & staff	13.704	1.562	2.440	12	20	2695
Religiosity	27.512	4.301	18.499	21	35	2695
Satisfaction	11.69	2.115	4.4732	9	15	2695
Intention to revisit	7.767	1.418	2.01047	6	10	2695
Intention to endorse	7.692	1.476	2.1792	6	10	2695

Table 2 provides the descriptive statistics for various dimensions associated with halal tourism, highlighting their central tendencies and variations. The "Halal Facility and Service" dimension has the highest average score (42.671) and a significant standard deviation (6.892), reflecting a high level of importance and variability among respondents. In contrast, the "Intention to Endorse" and "Intention to Revisit" dimensions have the lowest mean scores (7.692 and 7.767, respectively), indicating that while these intentions are generally favorable, they are less pronounced compared to other areas. The dimensions "Halal Accommodation" and "People in Destination" show moderate mean scores (9.738 and 12.144, respectively) with relatively low standard deviations, suggesting more consistent perceptions among respondents in these areas. The "Escape & Refresh" and "Religiosity" dimensions, with mean scores of 23.673 and 27.512, respectively, indicate that these aspects are valued by tourists, albeit with some variability in responses. The "Uniqueness & Staff" dimension, with a mean of 13.704 and a low standard deviation (1.562), suggests that this aspect is uniformly appreciated by respondents. Overall, these data reveal varying levels of importance and consistency across different aspects of halal tourism, with significant emphasis on facilities, services, and religious considerations.

The initial phase in SEM-PLS testing involves evaluating the outer model to assess the validity and reliability of the indicators that form the latent variables. This evaluation includes a test of convergent validity, which measures how effectively the indicators represent the same concept, assessed through the loading factor (which should be greater than 0.7) and the Average Variance Extracted (AVE) (which should be greater than 0.5). A reliability test is also conducted to examine the internal consistency of the indicators, using Composite Reliability (CR) and Cronbach's Alpha (CA), both of which should exceed 0.7 to be considered reliable. This step is crucial to ensure that the indicators accurately and consistently measure the latent variables before moving on to the subsequent stages of analysis. The outcomes of this testing are summarized in Table 3 below.

**Table 3.** Construct Reliability and Validity

Construct/Indicator	Loading Factor	CA	CR	AVE
<b>Halal Accommodation</b>		<b>0.766</b>	<b>0.862</b>	<b>0.676</b>
Halal products and services in the hotel	0.728			
Availability of hand shower bidet in the toilet	0.855			
Hotel decoration free from elements depicting nudity	0.876			
<b>Halal Facility and Service</b>		<b>0.957</b>	<b>0.963</b>	<b>0.703</b>
Access to prayer rooms/mosques	0.872			
Availability of prayer rooms for men/women	0.912			
Halal facilities at tourist sites	0.843			
Cleanliness of halal facilities	0.883			
Certification of halal food and beverages	0.882			
Healthiness of halal food and beverages	0.850			
Taste of halal food and beverages	0.846			
Availability of halal information	0.855			
Halal information center for tourists	0.758			
Compliance of services offered with Islamic law	0.735			
Staff clothing compliance	0.766			
<b>People in Destination</b>		<b>0.803</b>	<b>0.881</b>	<b>0.712</b>
Feeling welcomed by residents	0.818			
Attitude of locals and other tourists	0.866			
Friendliness of locals and other tourists	0.847			
<b>Escape &amp; Refresh</b>		<b>0.900</b>	<b>0.923</b>	<b>0.668</b>
Feeling detached from daily routine	0.754			
Forgetting daily activities	0.766			
Feeling comfortable	0.754			
Feeling safe	0.878			
Feeling engaged in activities	0.908			
Feeling mentally refreshed	0.832			
<b>Uniqueness &amp; staff</b>		<b>0.812</b>	<b>0.913</b>	<b>0.841</b>
Friendly employees	0.903			
Employees provide high-quality service	0.931			
<b>Religiosity</b>		<b>0.925</b>	<b>0.939</b>	<b>0.689</b>
Remembering Allah is important to me	0.791			
My relationship with Allah is very important	0.863			
My faith is very important to me	0.848			
I constantly strive to improve my faith	0.810			
Religion influences all aspects of my life	0.874			
Religion is very important to me	0.847			
I always question my religious beliefs	0.775			
<b>Satisfaction</b>		<b>0.927</b>	<b>0.953</b>	<b>0.872</b>
Overall, I am satisfied with my visit experience	0.917			
I really enjoyed the destination	0.942			
The visit experience met my expectations	0.943			
<b>Intention to revisit</b>		<b>0.828</b>	<b>0.921</b>	<b>0.853</b>
In the future, I want to revisit this destination	0.920			
This destination is my first choice in the future	0.927			
<b>Intention to endorse</b>		<b>0.905</b>	<b>0.954</b>	<b>0.913</b>
I will recommend this destination to my friends/family	0.959			
I will give positive comments about this destination	0.952			

Table 3 offers a detailed analysis of construct reliability and validity for various dimensions of halal tourism. Reliability for each construct is measured using Cronbach's Alpha (CA) and Composite Reliability (CR), while validity is determined by the Average Variance Extracted (AVE). High loading factors, generally above 0.7, indicate strong relationships between the indicators and their respective constructs, demonstrating good indicator relevance. Constructs like "Halal Facility and Service" and "Satisfaction" show outstanding reliability, with CA values of 0.957 and 0.927, CR values of 0.963 and 0.953, and high AVE values of 0.703 and 0.872, respectively. These metrics reflect excellent internal consistency and robust convergent validity. Similarly, "Escape & Refresh" and "Uniqueness & Staff" demonstrate solid reliability with CR values of 0.923 and 0.913 and AVE values of 0.668 and 0.841, respectively. The "People in Destination" construct is also reliable, with CA and CR values of 0.803 and 0.881, and an AVE of 0.712. The "Religiosity" construct shows strong reliability metrics as well, with a CA of 0.925, CR of 0.939, and AVE of 0.689. These findings collectively confirm the robustness of these constructs, ensuring that the various dimensions of halal tourism are effectively and reliably measured.

Following the completion of outer-model testing, the next step involves assessing the structural model (inner model). This phase includes evaluating the relationships between latent variables within the model,

examining the model's predictive power using the R-squared ( $R^2$ ) value, and assessing model fit. Additionally, the significance of the relationships between latent variables is analyzed using path coefficients and T-statistic values. This testing aims to determine whether the research hypotheses can be accepted or rejected and to gauge the strength of the relationships between latent variables within the model.

**Table 4. R-Squared**

	<b>R Square</b>	<b>R Square Adjusted</b>
Halal Accommodation	0.032	0.032
Halal Facility and Service	0.616	0.616
Intention to endorse	0.731	0.731
Intention to revisit	0.801	0.801
Satisfaction	0.746	0.745

Table 4 illustrates the R-Squared and R-Squared Adjusted values for different constructs, indicating how much of the variance in each dependent variable is explained by the independent variables in the model. "Halal Accommodation" has a low R-Squared value of 0.032, signifying that the model explains only 3.2% of the variance in this construct, implying the presence of other significant influencing factors. Conversely, "Halal Facility and Service" shows a substantially higher R-Squared value of 0.616, indicating that the model accounts for 61.6% of its variance, highlighting its strong explanatory power. Both "Intention to Endorse" and "Satisfaction" display high R-Squared values of 0.731 and 0.746, respectively, suggesting that the model effectively explains over 70% of the variance in these constructs. "Intention to Revisit" has the highest R-Squared value at 0.801, indicating that the model is highly effective in predicting this outcome, making it a critical indicator in the research.

**Table 5. Model Fit**

	<b>Saturated Model</b>	<b>Estimated Model</b>
SRMR	0.071	0.098
d_ ULS	3.980	7.561
d_ G	2.350	2.630
Chi-Square	33170.900	34273.078
NFI	0.716	0.706

Table 5 provides the model fit indices for both the Saturated and Estimated Models, highlighting how effectively each model fits the data. The SRMR (Standardized Root Mean Square Residual) values are 0.071 for the Saturated Model and 0.098 for the Estimated Model. Both values fall within acceptable ranges, with the Saturated Model showing a marginally better fit. The d\_ ULS (Squared Euclidean Distance) and d\_ G (Geodesic Distance) values are also lower in the Saturated Model (3.980 and 2.350, respectively) than in the Estimated Model (7.561 and 2.630), indicating a closer alignment with the data in the Saturated Model. Lower Chi-Square values are observed for the Saturated Model (33,170.900) compared to the Estimated Model (34,273.078), further suggesting a superior fit in the Saturated Model. The NFI (Normed Fit Index) is slightly higher for the Saturated Model (0.716) than for the Estimated Model (0.706), confirming that the Saturated Model more accurately represents the data, although both models demonstrate a reasonably good fit. Additionally, the average VIF value is 3.139, indicating that multicollinearity among the independent variables remains within acceptable limits, posing no significant issues (Hair et al., 2021). This suggests the robustness of the regression model, making it suitable for further analysis. The hypothesis testing results provide detailed insights into the relationships among various factors in halal tourism and their influence on tourist satisfaction, intention to revisit, and intention to endorse. The detailed results are presented in Table 6 below.

**Table 6. Hypothesis Test Results**

<b>Hypothesis: Path</b>	<b>Original Sample (O)</b>	<b>P Values</b>	<b>Decision</b>
H1a: Halal Accommodation → Satisfaction	0.030	0.045	Supported
H1b: Halal Facility and Service → Satisfaction	0.302	0.000	Supported
H1c: People in Destination → Satisfaction	0.120	0.000	Supported
H1d: Escape & Refresh → Satisfaction	0.189	0.000	Supported
H1e: Uniqueness & staff → Satisfaction	0.047	0.000	Supported
H2: Satisfaction → Intention to Revisit	0.895	0.000	Supported
H3: Satisfaction → Intention to Endorse	0.855	0.000	Supported
H4a: Religiosity → Halal Accommodation	0.179	0.000	Supported
H4b: Religiosity → Halal Facility and Service	0.785	0.000	Supported
H5: Moderating Effect of Religiosity			
5a: Halal Accommodation → Satisfaction	0.047	0.002	Supported
5b: Halal Facility and Service → Satisfaction	0.050	0.000	Supported

Table 6 details the outcomes of hypothesis testing, illustrating the connections between various elements of halal tourism and the resultant satisfaction, intention to revisit, and intention to endorse. The results show that all tested hypotheses are validated, with significant p-values ( $p < 0.05$ ) across the board, underscoring the model's strength. Beginning with H1a, the link between Halal Accommodation and Satisfaction demonstrates a modest positive influence ( $O = 0.030$ ,  $p = 0.045$ ), indicating that while halal accommodations contribute to tourist satisfaction, their effect is relatively minor compared to other factors. In H1b, a stronger connection is observed between Halal Facility and Service and Satisfaction ( $O = 0.302$ ,  $p = 0.000$ ), highlighting the critical role of halal facilities and services in enhancing tourist satisfaction. H1c confirms that the behavior and attitude of locals significantly affect satisfaction ( $O = 0.120$ ,  $p = 0.000$ ), emphasizing the community's impact on the tourist experience. H1d shows that destinations offering opportunities for escape and refreshment positively influence satisfaction ( $O = 0.189$ ,  $p = 0.000$ ). H1e reveals that the Uniqueness & Staff factor also positively impacts Satisfaction ( $O = 0.047$ ,  $p = 0.000$ ), although to a lesser degree than other factors. H2 and H3 focus on how Satisfaction affects behavioral intentions. The findings indicate that Satisfaction is a strong predictor of both the Intention to Revisit ( $O = 0.895$ ,  $p = 0.000$ ) and the Intention to Endorse ( $O = 0.855$ ,  $p = 0.000$ ). These high coefficients suggest that satisfied tourists are highly likely to return and recommend the destination, highlighting the crucial role of satisfaction in promoting repeat visits and positive word-of-mouth.

Finally, H4a and H4b underscore the influence of Religiosity on Halal Accommodation ( $O = 0.179$ ,  $p = 0.000$ ) and Halal Facility and Service ( $O = 0.785$ ,  $p = 0.000$ ). The strong effect of Religiosity on halal facilities and services underscores the importance of religious considerations in shaping tourist expectations within halal tourism. The moderating role of Religiosity, shown in H5a and H5b, indicates that religiosity further enhances the positive relationship between Halal Accommodation ( $O = 0.047$ ,  $p = 0.002$ ) and Halal Facility and Service ( $O = 0.050$ ,  $p = 0.000$ ) and Satisfaction, marking it as a key moderating variable in the model. Overall, the findings offer a detailed understanding of the factors that drive satisfaction and subsequent behavioral intentions in halal tourism, with religiosity playing a significant role in strengthening these relationships.

The findings reveal the varying degrees of influence that different factors exert on tourist satisfaction within the context of halal tourism. While halal accommodations are seen as important, tourists often perceive them as a necessity rather than a major contributor to overall satisfaction. Instead, the quality and availability of halal facilities and services play a more significant role, indicating their crucial impact on enhancing the overall tourist experience (Suhartanto *et al.*, 2021). The behavior and attitude of the local population also significantly influence tourist satisfaction. Positive interactions with locals can enhance satisfaction, underscoring the importance of a welcoming and supportive community (Alamineh *et al.*, 2023). Moreover, a destination's ability to provide experiences that allow tourists to escape their daily routines and feel rejuvenated is key to increasing satisfaction (Papadopoulou *et al.*, 2023). While unique experiences and the quality of service from staff contribute positively to satisfaction, their impact is somewhat less significant than the fundamental aspects like halal facilities and local hospitality (P.J. *et al.*, 2023). These findings suggest that, although these factors are valued, the core elements of a halal tourism experience are more critical for overall satisfaction.

Tourist satisfaction is essential in shaping future behaviors, particularly intentions to revisit and endorse a destination. Satisfied tourists are significantly more likely to consider returning to the same destination, indicating that satisfaction strongly motivates repeat visits. Enhancing the overall experience can therefore lead to greater visitor loyalty (Reyes & Dael, 2023). Additionally, satisfied tourists are more inclined to recommend the destination to others, highlighting the importance of satisfaction in generating positive word-of-mouth. This type of organic promotion is vital for attracting new visitors and bolstering a destination's reputation. The strong link between satisfaction and these behavioral intentions emphasizes the need for destinations to prioritize customer satisfaction in their service delivery (Amissah *et al.*, 2022). By doing so, they can encourage repeat visits and benefit from the influential marketing effect of tourists sharing their positive experiences.

Religiosity plays a significant role in shaping the expectations and experiences of tourists within the halal tourism context. Tourists with strong religious beliefs have specific preferences and demands, especially concerning accommodations and the availability of halal facilities and services (Melissa Tsai, 2021). Such tourists often seek destinations that cater specifically to their religious needs, such as hotels that provide halal products and services and facilities aligned with Islamic principles (Kim *et al.*, 2020). The impact of religiosity on halal accommodations underscores the importance of ensuring these accommodations meet both basic hospitality standards and religious requirements, such as providing prayer facilities, offering halal food, and maintaining an environment free from elements that contradict Islamic values (Kala & Chaubey, 2024). The emphasis on halal facilities and services highlights their critical role in creating a satisfactory experience for religiously observant tourists. This underscores the need for destinations to invest in and prioritize developing halal-compliant infrastructure and services to attract and satisfy Muslim tourists (Jeaheng *et al.*, 2020).

Religiosity serves as a crucial moderating variable, enhancing the positive impact of halal accommodations and facilities on tourist satisfaction. For individuals with strong religious commitments, the alignment of accommodations and services with Islamic principles is even more significant in determining their overall satisfaction (Yaden *et al.*, 2022). These tourists expect more than standard hospitality; they seek



environments that fully support their religious practices and values (Nguyen *et al.*, 2024). Halal-compliant accommodations and services are necessities rather than preferences for these tourists. Religiosity amplifies the importance of these factors, ensuring that the more an accommodation or service aligns with Islamic guidelines, the higher the satisfaction of religious tourists (Sulaiman *et al.*, 2022). This relationship highlights that destinations aiming to attract and satisfy halal-conscious travelers must focus on the religious aspects of their offerings. Providing halal accommodations and services that meet these enhanced expectations is essential for maximizing tourist satisfaction in this segment (Mohd Yousoof *et al.*, 2023).

In the context of halal tourism in Banten Province, these findings underscore the importance of integrating religiosity into the design and promotion of tourism offerings to fully leverage the region's potential. As Banten seeks to develop and enhance its halal tourism sector, understanding the multifaceted expectations of religiously observant travelers becomes crucial. This includes not only meeting basic halal requirements such as providing halal food and prayer facilities but also creating an environment that aligns with the spiritual and cultural values of Muslim tourists. By focusing on holistic travel experiences that encompass halal compliance, high-quality facilities, supportive local communities, and opportunities for personal rejuvenation, Banten can position itself as a leading destination for halal tourism. Integrating these elements will not only improve tourist satisfaction but also foster greater loyalty and positive recommendations, boosting the province's reputation as a preferred halal travel destination. Addressing these needs through targeted investments and strategic planning will enhance Banten's appeal to a diverse array of halal-conscious travelers, driving sustainable growth in the sector and contributing to the region's broader tourism goals.

## CONCLUSION

The study underscores key factors influencing tourist satisfaction in halal tourism, emphasizing the varying impacts of halal accommodations, facilities, and services. While halal accommodations are essential, they act more as a basic requirement than a primary driver of satisfaction. In contrast, the quality and availability of halal facilities, the behavior of the local community, and the destination's ability to provide a refreshing experience significantly enhance satisfaction. Satisfied tourists are more likely to revisit and recommend the destination, highlighting the role of satisfaction in encouraging repeat visits and positive word-of-mouth. Religiosity plays a crucial role in shaping tourist expectations and experiences, significantly affecting how well accommodations and services align with Islamic principles. This study confirms that religiosity not only influences satisfaction but also strengthens the relationship between halal offerings and overall satisfaction. Thus, destinations must prioritize religious considerations to cater effectively to halal-conscious travelers and enhance their experiences.

However, the study has several limitations. Its focus on halal tourism might limit the generalizability of findings to other types of tourism or regions. The cross-sectional nature of the data restricts conclusions about long-term causal relationships, and the reliance on self-reported data may introduce bias. Additionally, the research did not explore moderating factors beyond religiosity that might affect satisfaction.

Future research should examine the applicability of these findings in broader contexts, use longitudinal approaches to study satisfaction over time, and investigate other potential moderating factors. Exploring these areas could provide deeper insights into halal tourism satisfaction.

## REFERENCES

- Adamsah, B., Ganjar, D., & Subakti, E. (2022). Perkembangan Industri Halal Terhadap Pertumbuhan Ekonomi Manusia. *Indonesia Journal of Halal*, 5(1), 71–75. <https://ejournal2.undip.ac.id/index.php/ijh/article/view/14416>
- Ahmed, H. M. (2023). *Indonesia Leads 2023 Global Halal Tourism Index*. <https://www.halaltimes.com/indonesia-leads-2023-global-halal-tourism-index/>
- Ahmed Osman, O. (2023). The Importance of Halal Food and Its Legality in Both Islamic and Non-Islamic Communities Around the World. In *Halal and Kosher Food* (pp. 1–15). Springer International Publishing. [https://doi.org/10.1007/978-3-031-41459-6\\_1](https://doi.org/10.1007/978-3-031-41459-6_1)
- Alamineh, G. A., Hussein, J. W., Endaweke, Y., & Tadesse, B. (2023). The local communities' perceptions on the social impact of tourism and its implication for sustainable development in Amhara regional state. *Heliyon*, 9(6), e17088. <https://doi.org/10.1016/j.heliyon.2023.e17088>
- Amissah, E. F., Addison-Akotoye, E., & Blankson-Stiles-Ocran, S. (2022). *Service Quality, Tourist Satisfaction, and Destination Loyalty in Emerging Economies* (pp. 121–147). [https://doi.org/10.1007/978-3-030-83711-2\\_6](https://doi.org/10.1007/978-3-030-83711-2_6)
- Aulet, S., & Vidal, D. (2018). Tourism and religion: sacred spaces as transmitters of heritage values. *Church, Communication and Culture*, 3(3), 237–259. <https://doi.org/10.1080/23753234.2018.1542280>

- Bagheri, F., Guerreiro, M., Pinto, P., & Ghaderi, Z. (2023). From Tourist Experience to Satisfaction and Loyalty: Exploring the Role of a Sense of Well-Being. *Journal of Travel Research*. <https://doi.org/10.1177/00472875231201509>
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150–154. <https://doi.org/10.1016/j.tmp.2015.12.008>
- Breiby, M. A., Duedahl, E., Øian, H., & Ericsson, B. (2020). Exploring sustainable experiences in tourism. *Scandinavian Journal of Hospitality and Tourism*, 20(4), 335–351. <https://doi.org/10.1080/15022250.2020.1748706>
- Darusalam, A., Amrizal, Erion, Sinunglingga, G., & Koesmawan. (2024). Analisis Daya Saing Pariwisata Halal di Provinsi Banten. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(4), 5092–5106.
- Dillette, A. K., Douglas, A. C., & Andrzejewski, C. (2021). Dimensions of holistic wellness as a result of international wellness tourism experiences. *Current Issues in Tourism*, 24(6), 794–810. <https://doi.org/10.1080/13683500.2020.1746247>
- Eldaw, A., & Ahmed Osman, O. (2023). Dilemma and Concepts of Halal-Safe Food. In *Halal and Kosher Food* (pp. 17–28). Springer International Publishing. [https://doi.org/10.1007/978-3-031-41459-6\\_2](https://doi.org/10.1007/978-3-031-41459-6_2)
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *An Introduction to Structural Equation Modeling*. [https://doi.org/10.1007/978-3-030-80519-7\\_1](https://doi.org/10.1007/978-3-030-80519-7_1)
- 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>
- Iliev, D. (2020). The evolution of religious tourism: Concept, segmentation and development of new identities. *Journal of Hospitality and Tourism Management*, 45, 131–140. <https://doi.org/10.1016/j.jhtm.2020.07.012>
- 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>
- Jia, X., & Chaozhi, Z. (2020). “Halal tourism”: is it the same trend in non-Islamic destinations with Islamic destinations? *Asia Pacific Journal of Tourism Research*, 25(2), 189–204. <https://doi.org/10.1080/10941665.2019.1687535>
- Junaidi, J. (2020). Halal-friendly tourism and factors influencing halal tourism. *Management Science Letters*, 1755–1762. <https://doi.org/10.5267/j.msl.2020.1.004>
- K Kenedi, Sukmawan I, & Laksana A. (2022). Evaluation of the economic potential of coastal tourism strategic area of anyer tourism–cinangka. *Jurnal Ekonomi*, 11(1), 611–618.
- Kala, D., & Chaubey, D. S. (2024). Pro-Environmental Behavior of Religious Tourists: Moderating Role of Religious Beliefs. *Cornell Hospitality Quarterly*, 65(1), 105–119. <https://doi.org/10.1177/19389655231182090>
- Kandampully, J., Bilgihan, A., Van Riel, A. C. R., & Sharma, A. (2023). Toward Holistic Experience-Oriented Service Innovation: Co-Creating Sustainable Value With Customers and Society. *Cornell Hospitality Quarterly*, 64(2), 161–183. <https://doi.org/10.1177/19389655221108334>
- Karakan, H. I. & B. K. (2023). Revisit Intention: a Key Concept in Tourism1. *International Theory, Research and Reviews in Social, Human and Administrative Sciences*, October, 339.
- Kenedi, K., Septiyani, R. D., Laksana, A., & Azhar, I. N. (2024). TOURIST REVISIT INTENTION IN POST COVID-19 PANDEMIC: A MODIFIED PERSPECTIVE FROM THE THEORY OF PLANNED BEHAVIOUR (TPB) WITH A FOCUS ON DESTINATION IMAGE. *Bussman Journal: Indonesian Journal of Business and Management*, 4(2), 283–293. <https://doi.org/10.53363/buss.v4i2.227>

- Kock, N., & Lynn, G. S. (2012). Lateral collinearity and misleading results in variance-based SEM: An illustration and recommendations. *Journal of the Association for Information Systems*, 13(7), 546–580. <https://doi.org/10.17705/1jais.00302>
- Laksana, A., Huda, M., & Kenedi, K. (2023). Analysis of tourism carrying capacity at KSPP Tanjung Lesung as part of sustainable marine tourism development. *TEKNIKA: JURNAL SAINS DAN TEKNOLOGI*, 19(02), 114–121.
- Laksana, A., Kenedi, K., & Permana, B. R. S. (2022). Digital Tourism Development Strategy as A Promotion of Creative Economy Tourism In Banten Province. *Jurnal Ekonomi*, 11(01), 631–638. <https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/376>
- Li, T. (Tina), Liu, F., & Soutar, G. N. (2021). Experiences, post-trip destination image, satisfaction and loyalty: A study in an ecotourism context. *Journal of Destination Marketing & Management*, 19, 100547. <https://doi.org/10.1016/j.jdmm.2020.100547>
- Liro, J. (2024). The interdependencies of religious tourists' attributes and tourist satisfaction in the light of contemporary socio-cultural changes. *Current Issues in Tourism*, 27(3), 356–360. <https://doi.org/10.1080/13683500.2023.2214852>
- Mastercard-CrescentRating. (2023). *Global Muslim Travel Index 2023*. <https://www.crescentrating.com/>
- Melissa Tsai, H.-Y. (2021). Exploring the motivation-based typology of religious tourists: A study of Welcome Royal Lord Festival. *Journal of Destination Marketing & Management*, 21, 100623. <https://doi.org/10.1016/j.jdmm.2021.100623>
- Mohd Yousoof, F. B., Pang, C. Y., Akbar, M. A., & Thas Taker, M. A. (2023). THE ROLE OF HALAL-FRIENDLY HOSPITALITY SERVICES IN INCREASING VISIT INTENTION: A MUSLIM TOURIST PERSPECTIVE. *International Journal of Islamic Business*, 8(2), 1–17. <https://doi.org/10.32890/ijib2023.8.2.1>
- Nguyen, D. T., Kuo, K.-C., Lu, W.-M., & Nhan, D. T. (2024). How Sustainable Are Tourist Destinations Worldwide? An Environmental, Economic, and Social Analysis. *Journal of Hospitality & Tourism Research*, 48(4), 698–711. <https://doi.org/10.1177/10963480231168286>
- Nisha, F., & Cheung, C. (2022). Locating Muslimah in the travel and tourism research. *Tourism Management Perspectives*, 41(March 2021), 100940. <https://doi.org/10.1016/j.tmp.2022.100940>
- P.J., S., Singh, K., Kokkranikal, J., Bharadwaj, R., Rai, S., & Antony, J. (2023). Service Quality and Customer Satisfaction in Hospitality, Leisure, Sport and Tourism: An Assessment of Research in Web of Science. *Journal of Quality Assurance in Hospitality & Tourism*, 24(1), 24–50. <https://doi.org/10.1080/1528008X.2021.2012735>
- Papadopoulou, N. M., Ribeiro, M. A., & Prayag, G. (2023). Psychological Determinants of Tourist Satisfaction and Destination Loyalty: The Influence of Perceived Overcrowding and Overtourism. *Journal of Travel Research*, 62(3), 644–662. <https://doi.org/10.1177/00472875221089049>
- Papastathopoulos, A., Kaminakis, K., & Mertzanis, C. (2020). What services do Muslim tourists want? Uncovering nonlinear relationships and unobserved heterogeneity. *Tourism Management Perspectives*, 35(January), 100720. <https://doi.org/10.1016/j.tmp.2020.100720>
- Peng, J., Yang, X., Fu, S., & Huan, T.-C. (T. C. . (2023). Exploring the influence of tourists' happiness on revisit intention in the context of Traditional Chinese Medicine cultural tourism. *Tourism Management*, 94, 104647. <https://doi.org/10.1016/j.tourman.2022.104647>
- Ponte, J., Couto, G., Sousa, Á., Pimentel, P., & Oliveira, A. (2021). Idealizing adventure tourism experiences: tourists' self-assessment and expectations. *Journal of Outdoor Recreation and Tourism*, 35, 100379. <https://doi.org/10.1016/j.jort.2021.100379>
- 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>
- Rasul, T. (2019). The trends, opportunities and challenges of halal tourism: a systematic literature review. *Tourism Recreation Research*, 44(4), 434–450. <https://doi.org/10.1080/02508281.2019.1599532>

- Reiman, A., & Väyrynen, S. (2018). Holistic well-being and sustainable organisations – A review and argumentative propositions. *International Journal of Sustainable Engineering*, 11(5), 321–329. <https://doi.org/10.1080/19397038.2018.1474397>
- Rejikumar, G., Ajitha, A. A., Jose, A., & Mathew, S. (2021). Strategic positioning of tourist destinations-analyzing the role of perceived meaningfulness. *Journal of Hospitality and Tourism Management*, 49, 140–151. <https://doi.org/10.1016/j.jhtm.2021.08.025>
- Reyes, K. T. D. L., & Dael, R. J. (2023). Influence of Destination Image and Tourist Satisfaction On Destination Loyalty. *British Journal of Multidisciplinary and Advanced Studies*, 4(3), 46–61. <https://doi.org/10.37745/bjmas.2022.0225>
- Rusu, V., Rusu, C., Matus, N., & Botella, F. (2023). Tourist Experience Challenges: A Holistic Approach. *Sustainability*, 15(17), 12765. <https://doi.org/10.3390/su151712765>
- Schönherr, S., Peters, M., & Kuščer, K. (2023). Sustainable tourism policies: From crisis-related awareness to agendas towards measures. *Journal of Destination Marketing & Management*, 27, 100762. <https://doi.org/10.1016/j.jdmm.2023.100762>
- Sebova, L., Marcekova, R., Simockova, I., & Pompurova, K. (2023). *Experience Tourism as a Smart and Sustainable Form of Tourism in the Twenty-First Century* (pp. 189–199). [https://doi.org/10.1007/978-3-031-26829-8\\_12](https://doi.org/10.1007/978-3-031-26829-8_12)
- Shah, S. A. A., Fianto, B. A., Sridadi, A. R., & Kayani, U. (2023). A Master Conceptual Framework of Research in Halal Tourism. *Tourism*, 71(1), 121–144. <https://doi.org/10.37741/t.71.1.8>
- Sharin, F. H., Sentosa, I., Spraggon, M., Indiani, N. L. P., & Amerta, I. M. S. (2024). Reshaping Tourism Industry in Indonesia: The Attraction of Halal Tourism Practices and the Drive of Digitainability. In *Emerging Technology and Crisis Management in The Halal Industry* (pp. 105–121). Springer Nature Singapore. [https://doi.org/10.1007/978-981-97-1375-2\\_7](https://doi.org/10.1007/978-981-97-1375-2_7)
- Sobari, N., Kurniati, A., & Usman, H. (2022). The influence of Islamic attributes and religious commitments toward halal wellness services customer satisfaction and loyalty. *Journal of Islamic Marketing*, 13(1), 177–197. <https://doi.org/10.1108/JIMA-11-2018-0221>
- Soni, G., Hussain, S., & Shah, F. A. (2024). *The Tourist Psychology and the Creation of Tourist Experiences* (pp. 1–15). [https://doi.org/10.1007/978-981-99-3895-7\\_6-1](https://doi.org/10.1007/978-981-99-3895-7_6-1)
- Suhartanto, D., Dean, D., Wibisono, N., Astor, Y., Muflih, M., Kartikasari, A., Sutrisno, R., & Hardiyanto, N. (2021). Tourist experience in Halal tourism: what leads to loyalty? *Current Issues in Tourism*, 24(14), 1976–1990. <https://doi.org/10.1080/13683500.2020.1813092>
- Suhartanto, D., Marwansyah, M., Muflih, M., Najib, M. F., & Faturhman, I. (2019). Loyalty formation toward Halal food. *British Food Journal*, 122(1), 48–59. <https://doi.org/10.1108/BFJ-03-2019-0188>
- Sulaiman, Z. A., Iranmanesh, M., Foroughi, B., & Rosly, O. (2022). The impacts of Shariah-compliant hotel attributes on Muslim travellers revisit intention: religiosity as a moderator. *Journal of Islamic Marketing*, 13(10), 2108–2125. <https://doi.org/10.1108/JIMA-06-2020-0179>
- Terzidou, M., Scarles, C., & Saunders, M. N. K. (2018). The complexities of religious tourism motivations: Sacred places, vows and visions. *Annals of Tourism Research*, 70, 54–65. <https://doi.org/10.1016/j.annals.2018.02.011>
- Villani, D., Sorgente, A., Iannello, P., & Antonietti, A. (2019). The Role of Spirituality and Religiosity in Subjective Well-Being of Individuals With Different Religious Status. *Frontiers in Psychology*, 10. <https://doi.org/10.3389/fpsyg.2019.01525>
- Volgger, M., Erschbamer, G., & Pechlaner, H. (2021). Destination design: New perspectives for tourism destination development. *Journal of Destination Marketing & Management*, 19, 100561. <https://doi.org/10.1016/j.jdmm.2021.100561>
- Wang, S., Wang, J., Li, J., & Zhou, K. (2020). How and when does religiosity contribute to tourists' intention to behave pro-environmentally in hotels? *Journal of Sustainable Tourism*, 28(8), 1120–1137. <https://doi.org/10.1080/09669582.2020.1724122>

- Yaden, D. B., Batz-Barbarich, C. L., Ng, V., Vaziri, H., Gladstone, J. N., Pawelski, J. O., & Tay, L. (2022). A Meta-Analysis of Religion/Spirituality and Life Satisfaction. *Journal of Happiness Studies*, 23(8), 4147–4163. <https://doi.org/10.1007/s10902-022-00558-7>
- Zong, X., & Cheah, C. S. L. (2023). Multiple dimensions of religiosity, self-regulation, and psychological adjustment among emerging adults. *Current Psychology*, 42(5), 4133–4142. <https://doi.org/10.1007/s12144-021-01780-x>