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Satisfaction and Loyalty: An Analysis of Halal Tourism in Minority Muslim Destinations

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Abstract

This study examines the relationship between tourist satisfaction and loyalty, emphasizing the role of the halal experience in shaping attraction experience, perceived value, and tourist behavior. Using Partial Least Squares Structural Equation Modeling (PLS-SEM) with Smart PLS, data from 196 Muslim tourists in Bali were analyzed. The results indicate that the halal experience significantly influences attraction experience, perceived value, and satisfaction. Attraction experience positively impacts perceived value and satisfaction, while perceived value enhances both satisfaction and loyalty. Additionally, tourist satisfaction is a key driver of loyalty. This study contributes to the literature by exploring halal tourism's impact on loyalty in Bali, offering insights for refining research models and expanding study scopes. Practical implications benefit the Bali regional government, tourism stakeholders, and marketing managers in halal destinations, helping develop targeted attraction-based strategies to strengthen Bali's position as a premier halal tourism destination and attract more Muslim tourists.

Keywords: Halal Experience, Perceived Value, Satisfaction, Loyalty, Bali

INTRODUCTION

The tourism industry has entered a new era with the rise of halal tourism (Rahman et al., 2020), a rapidly expanding sector driven by increasing Muslim awareness of halal services and their link to economic growth (Jia & Chaozhi, 2020). Also known as halal-friendly or Islamic tourism, it includes activities, products, and services aligned with Islamic teachings (Rahman et al., 2020), allowing Muslim travelers to enjoy leisure while adhering to religious obligations (Jia & Chaozhi, 2020). As awareness grows, destinations

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worldwide strive to accommodate Muslim tourists' needs, extending beyond halal food to include prayer spaces, appropriate accommodations, and activities aligned with Islamic values (Hassan et al., 2021). The increasing Muslim population and rising income levels fuel demand, expanding halal tourism beyond Muslim-majority countries (Suhartanto et al., 2021). Indonesia, with a Muslim-majority population of 87.08% or approximately 245,973,915 people (Kemendagri, 2024), presents a significant opportunity for halal tourism growth. The Ministry of Tourism has prioritized this sector for the past five years (Lestia & Hanafiah, 2024), leading Indonesia to rank first in the Global Muslim Travel Index (GMTI) 2023 among 140 countries (Firmansyah, 2022). This achievement reflects strong government support and diverse tourism potential. The rise in halal-certified hotels and restaurants further demonstrates industry commitment (Kemenparekraf, 2020). Halal tourism contributes to GDP, foreign exchange earnings, and tourist arrivals, positioning destinations like Bali as key attractions (KNEKS, 2020; Wirawan, 2023). Understanding attraction experiences and their impact on satisfaction and loyalty is crucial for maintaining competitiveness in this evolving market (Al-Ansi & Han, 2019).

Bali, one of the world's most popular tourist destinations, is renowned for its natural beauty, rich cultural heritage, and hospitality. In recent years, tourist arrivals have surged, bringing both positive and negative impacts (Putu Ayu Suniadewi, 2024). According to the Bali provincial statistics agency, the tourism sector experienced a recovery in 2023, with 9,877,911 domestic tourist visits recorded. This highlights Bali's continued appeal, offering cultural, religious, and ancestral heritage experiences (Perguna et al., 2021). These elements are deeply embedded in Balinese society and influenced by Hindu religious teachings (Mastika & Nimran, 2020).

The introduction of halal tourism in Bali presents a paradox, as the majority of the population adheres to Hinduism, which may contrast with the principles of halal tourism (Perguna et al., 2021). Despite strong resistance from the provincial government and civil society, halal-certified eateries are accessible, particularly in Denpasar (Perguna et al., 2021). Bali exemplifies how culture and tourism integrate, creating a distinctive visitor experience (Muis, 2020).

The concept of halal tourism is not designed to isolate Muslim tourists, nor does it seek to prevent non-Muslim visitors from exploring certain destinations (Andryanto, 2019). Within the framework of halal tourism, a tourist's experience with one aspect of a destination: such as an attraction, can influence their perception and experience of other aspects of the destination (Suhartanto et al., 2022). Although, theoretically, a tourist's interaction with attractions may shape their experience with halal products and services,

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the opposite scenario is more likely, where experiences with halal products and services impact their overall destination experience (Suhartanto et al., 2022). It is because the primary motivation of Muslim tourists is relaxation (Preko et al., 2021), while their need for halal products and services, both at home and while travelling, is driven by their personal beliefs (Rodrigo & Turnbull, 2019). Consequently, Muslim tourists' experiences with halal products and services significantly influence their overall leisure experience at a destination (Suhartanto et al., 2022).

In halal tourism, tourist satisfaction measures their assessment of the products and services they experience compared to their expectations before the visit (Suhartanto et al., 2022). Since tourists visit destinations to pursue experiences, the quality of attractions and tourism offerings is crucial in determining their satisfaction (Suhartanto et al., 2022). Tourist satisfaction arises when they perceive the provided services as beneficial (Ummah & Hipni, 2021). High satisfaction levels can foster loyalty toward tourism operators who deliver high-quality experiences (Ummah & Hipni, 2021). Tourist satisfaction is achieved when visitors experience quality service from tourism providers (Ummah & Hipni, 2021). The ability to consistently deliver high-quality customer service is essential for maintaining a competitive edge in the tourism industry (Ummah & Hipni, 2021). Tourist satisfaction is a key indicator of successful tourism development, emphasizing the need for continuous improvement in service quality, public infrastructure, and other tourism-related facilities to encourage higher visitor numbers (Ummah & Hipni, 2021).

Economic and physical factors and psychological aspects shape the perceived value of halal tourism. The concept of perceived value rationalizes the relative comparison between price and quality, competing offerings, and opportunity costs (Luo et al., 2020). When travelling, Muslim tourists seek to fulfil their recreational needs while ensuring access to products and services that align with their religious beliefs (Suhartanto et al., 2022). As a result, their experience with halal products or services at a destination is expected to influence their overall perceived value of the visit (Suhartanto et al., 2022). Perceived value plays a critical role in shaping tourist satisfaction; the more valuable tourists perceive their travel experience, the higher their satisfaction with the destination. Consequently, this influences their likelihood of revisiting and their willingness to recommend the destination to others (Wulandani, 2022).

Muslim tourists' satisfaction and loyalty are crucial in determining future visits to the tourism business. Loyal tourists promote specific destinations to their peers, potentially increasing visitor numbers. However, achieving tourist satisfaction and

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fostering loyalty is challenging due to the rising expectations of travellers and the increasing number of competitors offering similar facilities with higher quality. As a result, tourists may easily switch to destinations that provide a more satisfying experience. The issue of loyalty among millennial international tourists in Bali is particularly noteworthy. Tourist loyalty refers to the consistency of tourists in revisiting a destination despite competitors offering new destinations with superior attributes (Wulandani, 2022). Loyal customers perceive value positively and prefer to enjoy a product over an extended period.

According to Chi (2014), empirical evidence in the tourism industry suggests that satisfaction is a key indicator influencing tourist loyalty and their likelihood of revisiting a destination. These satisfied tourists eventually serve as effective promoters of the destination. Lee et al. (2007) argue that destination image plays a significant role in shaping consumer behaviour, influencing decision-making processes when choosing a destination, as well as post-decision behaviours, including on-site experiences, customer satisfaction, and future behavioural intentions (such as return visits and willingness to recommend the destination).

The significance of tourist loyalty is a well-researched theme in tourism and marketing. Scholars in tourism studies generally agree that attraction experience, perceived value, and satisfaction are key determinants of loyalty (Suhartanto, Dean, et al., 2020). In the context of halal tourism, several studies on tourist loyalty have revealed that tourists' experiences with halal products and services are crucial factors in determining loyalty and other loyalty drivers (Al-Ansi & Han, 2019). However, despite the extensive research on tourist loyalty, findings vary, making generalization difficult. Consequently, experts (Rahman et al., 2020) argue that these discrepancies suggest underlying variations across tourism contexts and tourist segments, recommending further exploration of loyalty drivers in specific tourism contexts. Given the growing importance of halal tourism, examining the formation of tourist loyalty in this emerging market is essential.

As previously discussed, several studies have explored the relationship between halal experiences, attraction experiences, perceived value, satisfaction, and Muslim tourist loyalty. While halal experiences are considered a key factor in determining Muslim tourist satisfaction at a destination, perceived value, satisfaction, and loyalty are more influenced by attraction experiences than by halal experiences (Rahman et al., 2020). Despite substantial research on tourist loyalty, findings are often inconsistent, overly generalized, and lacking in-depth analysis of loyalty in halal tourism. Based on this gap,

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the author is interested in further investigating tourist loyalty in halal tourism within Muslim-minority regions such as Bali. Therefore, several variables are worth examining, including halal tourism experiences, overall attraction experiences, satisfaction, perceived value, and loyalty.

LITERATURE REVIEW

The Spillover Theory

This study employs spillover theory, which posits that experiences, whether positive or negative, influence an individual's overall evaluation of other aspects of life (Sirgy et al., 2001). Originally developed by Staines (1980) and later expanded by Rosita (2022), this theory explains that emotions and behaviors in one domain (such as work or family) spill over into another domain (Abdurrahman et al., 2010). A well-balanced integration between work and personal life can reduce role conflict and enhance overall satisfaction (Greenhaus & Powell, 2006). Spillover theory is divided into two types: horizontal and vertical. Horizontal spillover refers to how emotions in one life domain influence another related domain, such as satisfaction with travel experiences affecting family life. Vertical spillover, on the other hand, is based on hierarchy, where satisfaction or dissatisfaction in primary life domains—such as family, work, leisure, and community—spills over into the overarching life domain, influencing overall life satisfaction.

In tourism, travellers' experiences with one aspect of a destination, such as attractions, influence their perceptions of other aspects of that destination. While a tourist's experience with attractions can shape their perception of halal products and services, Suhartanto et al. (2022) argue that the reverse is more significant—where the experience with halal products and services strongly influences the overall destination experience. This is because the primary motivation of Muslim tourists when visiting a destination is relaxation (Preko et al., 2021), while their need for halal products or services, whether at home or while travelling, is driven by personal religious beliefs (Rodrigo & Turnbull, 2019). Therefore, the availability and quality of halal products and services play a crucial role in shaping Muslim tourists' overall relaxation experience at a destination (Suhartanto et al., 2022).

The Halal Experience and Attraction experience

According to Eid and El-Gohary (2015), religious beliefs significantly influence the consumption experience of halal products and services, including those consumed while travelling. Attraction experiences focus on cultural, environmental, and other tourism-

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related activities to refresh the mind, enhance awareness, and inspire a return to the destination (Preko et al., 2021). Meanwhile, attraction experience is crucial in tourism research (Oh et al., 2007). In tourism, experience is perceived as a psychological state developed by tourists through interactions with the provided services (Otto & Brent Ritchie, 2012). Attraction experience is a key predictor of tourists' behavioural intentions, encompassing everything encountered at the destination, such as perceptions, cognition, and emotions (Sthapit et al., 2017).

Attraction experience consists of emotional and rational responses and attraction engagement, which can influence future tourist behaviour (Suhartanto, Dean et al., 2020). Scholars (Gohary et al., 2020) have noted that tourists exhibit psychological and social reactions toward destinations and attractions. Tourists are motivated to visit a destination for various reasons (Brien Anthony, Izyanti Awang Razli, Widi Senalsari, Tjetjep Djatnika, 2022). The first reason is to fulfil hedonic needs, seeking pleasure through experiences (leisure) (Dean & Suhartanto, 2019; Han, Al-Ansi, Koseoglu, et al., 2019). Consequently, attraction experiences at attractions in a destination become crucial (Brien Anthony, Izyanti Awang Razli, Widi Senalsari, Tjetjep Djatnika, 2022). However, Muslim tourists, due to their religious requirements, tend to seek more than just a hedonic experience; they also expect their needs for halal products and services to be met (Abror et al., 2019). The Muslim attraction experience should be assessed from three aspects: (1) experience with attractions, (2) experience with halal products and services, and (3) experience with the local community (Brien Anthony, Izyanti Awang Razli, Widi Senalsari, Tjetjep Djatnika, 2022). Therefore, the proposed hypothesis is:

H1: The halal experience has a positive impact on attraction experience

The Halal Experience and Perceived Value

According to Eid and El-Gohary (2015), the halal experience has two dimensions. The first is the physical dimension, which aligns with Islamic values, such as halal food, prayer facilities, the availability of the Quran, and Sharia-compliant restrooms. The second is the non-physical dimension, which includes services that separate men and women and entertainment, arts, and television channels that adhere to Islamic values. The primary purpose of tourists visiting a destination is to fulfil their hedonic needs for recreation, specifically to gain new experiences from the destination (Preko et al., 2021). Meanwhile, perceived value in tourism refers to an individual's relativistic assessment of a tourism product or service's benefits and costs/inconveniences (Chen & Chen, 2010).

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The higher the perceived value for customers, the greater the likelihood of transactional relationships occurring (Dhirtya & Warmika, 2022).

Halal tourism goes beyond the conventional understanding of tourism as a mere recreational activity, incorporating various elements associated with Islamic norms (Suhandi, 2023). It aims to create an environment that adheres to Sharia principles, encompassing aspects ranging from halal food and beverages to tourism experiences that respect Islamic moral and ethical values (Casum & Bawono, 2023). A single-dimensional perspective is insufficient when assessing perceived value for Muslim consumers (Ulya & Rinuastuti, 2020). An additional value component, known as Islamic value, is necessary, as it can influence Muslim consumers' behaviour in purchasing products and services (Ulya & Rinuastuti, 2020). It aligns with the findings of Rodrigo and Turnbull (2019), which indicate that Islamic values or religious factors influence Muslim consumers' choices when purchasing products or services. Islamic value consists of physical and non-physical attributes (Eid & El-Gohary, 2015). Therefore, the proposed hypothesis is:

H2: The halal experience has a positive impact on perceived value.

Attraction experience and Perceived Value

According to Schmitt (1999), experiences can be categorized into emotional and rational responses and behavioral intentions. A tourist's experience of one aspect of a destination, such as an attraction, can influence their perception and experience of other aspects. Attraction experiences should be regarded as varied and subjective, primarily characterized by symbolic and hedonic aspects, potentially contributing to excitement and satisfaction with a tourist attraction (Kastenholz et al., 2018). The bond between tourists and attractions strengthens when tourists perceive that the benefits of an attraction outweigh their monetary and non-monetary sacrifices (Lu et al., 2021).

Attraction experience is a subjective mental state tourists perceive (Da Costa Mendes et al., 2010). Various attributes or features can shape the tourist's overall travel experience when visiting a destination. Tourist engagement and interaction with destination attributes serve as the foundation of the destination experience (Fahmi et al., 2022) and can influence tourist satisfaction and loyalty (Sangpikul, 2018). In general, perceived value is divided into three categories: quality value, emotional value, and price value, which have been widely examined in tourism research (Chen & Tsai, 2007). The growing focus on sensory experiences in tourism has increased scholarly attention on the

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value of attraction experiences in tourism activities (Kim, 2014). Therefore, the proposed hypothesis is:

H3: Attraction experience has a positive impact on perceived value.

Perceived Value and Tourist Loyalty

Dean and Suhartanto (2019) define tourists' perceived value as a relative assessment of tourism products or services' benefits, advantages, and costs. The theoretical foundation of this construct states that perceived value is the comparison between consumer sacrifices and the benefits derived from products or services offered by tourism providers (Suhartanto Dean et al., 2020). Meanwhile, according to Wong and Sohal (2003), tourist loyalty refers to the process of repurchasing goods or services that consumers perceive as satisfactory and meeting their expected standards, leading them to repeat purchases. Dick and Basu (1994) describe tourist loyalty as a state of satisfaction where the relationship between an individual's relative attitude and the benefits obtained is balanced, thus fulfilling customer needs. Building loyalty among tourists is a crucial objective in tourism marketing, as it directly correlates with the success of any tourism business (Liu et al., 2020). The extensive research on tourist loyalty further reinforces this idea (Suhartanto et al., 2022).

Perceived value represents customers' evaluation of services provided by a company, where customers assess whether the benefits received align with their expectations (Aman et al., 2021; Soonsan, 2021). Perceived value directly influences customer trust (Andespa et al., 2023). The higher the perceived value, the greater the customer's trust in a company (Andespa et al., 2023). Additionally, perceived value directly and indirectly affects customer loyalty (Chiu & Hsieh, 2022). Consumer loyalty can be influenced directly and indirectly by perceived value, often mediated by the variable of customer trust: the greater the perceived value, the stronger the customer trust and loyalty (Andespa et al., 2023). Jalilvand et al. (2014) suggest that perceived value can positively influence loyalty within tourism destinations. Perceived value is a crucial determinant of loyalty in service settings. Wang et al. (2016) further argue that perceived value is a key factor in shaping loyalty, reinforcing the idea that perceived value can positively impact loyalty. Therefore, the proposed hypothesis is:

H4: Perceived value has a positive impact on tourist loyalty.

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The Halal Experience and Tourist Satisfaction

The development of halal tourism necessitates adjustments in the service offerings of tourist attractions to align with halal tourism standards. For Muslims, consuming halal products or services during their recreational trips is a crucial aspect of their travel experience (Suhartanto Dean et al., 2020). The concept of halal tourism emerges from businesses striving to operate according to halal principles. Halal tourism aims to provide services that ensure tourists feel safe and comfortable while facilitating activities for tourists and tourism operators. Such collaborations foster the development of halal tourism by offering facilities and infrastructure that comply with halal tourism requirements.

In halal tourism, tourist satisfaction is defined as the evaluation of products and services experienced by tourists compared to their pre-visit expectations (Wardi et al., 2018a). Since tourists seek experiences when visiting a destination, the performance of attractions and tourism offerings plays a crucial role in shaping their satisfaction (Suhartanto et al., 2022). Satisfying tourists is essential for the success of any tourism sector, including agro-tourism (Scaglione & Mendola, 2017).

Halal tourism not only ensures compliance with Islamic principles but also enhances the overall travel experience by providing an environment that meets Muslim tourists' religious and cultural needs. Tourists' satisfaction results from the benefits derived from the services and facilities offered at the destination. Higher satisfaction levels can lead to greater tourist loyalty and continued engagement with the service provider. Tourist satisfaction arises after evaluating the quality of services tourism operators provide. Delivering high-quality customer service is essential for maintaining a competitive advantage and ensuring long-term success in the tourism industry. Tourist satisfaction serves as a key indicator of successful tourism development. Therefore, the proposed hypothesis is:

H5: Halal experience has a positive impact on tourist satisfaction.

Attraction experience and Tourist Satisfaction

Attraction experience is a crucial predictor in understanding tourist behavioural intentions, encompassing all aspects encountered at a destination, such as perceptions, cognition, and emotions (Sthapit et al., 2017). The tourism experience can be defined as the overall experience perceived by an individual during their journey, including various influencing factors such as interactions, psychological states, emotions, perceptions, and services experienced at the destination (Ratih & Noer, 2024). Furthermore, the tourism

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experience is described as direct and indirect encounters between consumers and businesses, facilities, service procedures, and interactions between consumers and businesses or other consumers (Walter et al., 2010). Thus, the attraction experience does not only involve physical aspects but also psychological, emotional, and spiritual dimensions (Ratih & Noer, 2024).

In the tourism context, Chen and Chen (2010) state that a combination of expectations determines tourist satisfaction before the trip and those developed during the journey. Tourists feel satisfied if their travel experience meets or exceeds expectations (Suhartanto et al., 2021). Tourist satisfaction is a significant factor in the formation of the overall travel experience and is influenced by various attributes that differ depending on the industry context (Al-Ansi & Han, 2019). Moreover, satisfaction occurs when tourists perceive their expectations to be fulfilled during their journey (Lu et al., 2021). Therefore, the proposed hypothesis is:

H6: Attraction experience has a positive impact on tourist satisfaction.

Perceived Value and Tourist Satisfaction

As one of the most critical measures for achieving competitive advantage, perceived value is a key predictor and primary determinant of customer satisfaction (Sitanggang et al., 2020). In the tourism context, satisfaction is the ultimate goal of customer value. Robert B. (1997) argues that perceived value is an antecedent to overall customer satisfaction. Similarly, Fornell, Johnson, Anderson, and Bryant (1996) state that perceived value is a significant determinant of customer satisfaction.

The relationship between customer value and satisfaction has been empirically supported by Ramseook-Munhurrun, Seebaluck, and Naidoo (2015), who demonstrated that perceived value is one of the key determinants of satisfaction. Therefore, customer value strongly correlates with satisfaction, making it crucial for service providers to offer additional value to customers (Sitanggang et al., 2020). Enhancing customer satisfaction is critical to developing an effective service system (Sitanggang et al., 2020). Furthermore, tourist satisfaction is a key factor in determining a destination's success, contributing to its competitiveness (Sitanggang et al., 2020). Given the current trend where tourists seek unique experiences rather than standardized products or services, destinations must prioritize achieving high tourist satisfaction levels (Sitanggang et al., 2020). Therefore, the proposed hypothesis is:

H7: Perceived value has a positive impact on tourist satisfaction.

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Tourist Satisfaction and Tourist Loyalty

Pratiwi (2023) argues that customer satisfaction should reflect the relationship between cognitive reasoning and emotional experience, as satisfaction or dissatisfaction is an emotional response developed based on the confirmation of expectations. According to Musnia et al. (2023), the indicators used to assess satisfaction include the overall satisfaction of consumers with supporting facilities, their willingness to recommend the destination to others, and their satisfaction with the attraction itself. The higher the level of tourist satisfaction, the stronger their loyalty (Komariyah et al., 2024).

Tourist loyalty to a destination is demonstrated by their commitment to revisiting and supporting the destination in the future (Brien Anthony, Izyanti Awang Razli, Widi Senalsari, & Tjetjep Djatnika, 2022). Loyalty is a primary goal in marketing, as gaining customer loyalty equates to business success. Rahman et al. (2020) state that tourists' visiting experiences determine their satisfaction and loyalty toward halal tourism destinations (Brien Anthony, Izyanti Awang Razli, Widi Senalsari, & Tjetjep Djatnika, 2022).

Behavioural measures of tourist loyalty are often assessed based on the frequency of visits to a tourist destination. This method provides an accurate representation of a destination's performance. However, behavioural loyalty has been criticized for lacking a solid conceptual foundation and offering a limited perspective on tourist behaviour's dynamic and complex nature (Dean & Suhartanto, 2019). Furthermore, behavioural loyalty does not distinguish between repeat visits driven by positive experiences and those motivated solely by convenience or cost considerations (Suhartanto, Dean et al., 2020). Therefore, the proposed hypothesis is:

H8: Tourist satisfaction has a positive impact on tourist loyalty.

METHODOLOGY

Measurement

This study focuses on tourist loyalty toward halal tourism. Primary data was collected directly from respondents using an online questionnaire distributed via Google Forms. A quantitative approach was employed, utilizing a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The sampling technique used was purposive sampling, allowing the researcher to distribute the questionnaire to individuals who met the respondents' criteria through social media platforms such as WhatsApp and Instagram. This approach facilitated efficient data collection and ensured the participation of the target respondents.

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Sampling and Data Collection

The study was conducted in Indonesia without specific geographical restrictions, as data collection was carried out online. However, the primary tourism site examined is Bali, Indonesia. The target population comprises Muslim tourists aged 18–40 who visited Bali between 2022 and 2025. The sample size calculation followed by Hair et al. (2010) recommends multiplying the total indicators and latent variables by five to determine the optimal sample size. Based on this method, the minimum required sample was 195 respondents, with a maximum target of 390. Ultimately, 196 respondents were included in the final analysis.

Data Analysis Techniques

Before conducting the full-scale study, a pilot test was administered to 30 respondents to assess the reliability and validity of the research instrument. This test ensured the feasibility of the questionnaire before its distribution to the main study participants. The pilot test results were analyzed using SPSS. This study employed two data analysis techniques: descriptive analysis and statistical analysis. Descriptive analysis examined respondent profiles and measurement variables, providing insights into respondent characteristics and survey item responses. The study applied Partial Least Squares-Structural Equation Modeling (PLS-SEM) using SmartPLS software for statistical analysis. PLS-SEM analysis included two main stages: measurement model evaluation and structural model evaluation. The measurement model assessment involved tests for convergent and discriminant validity and data reliability. The structural model evaluation included assessments of the coefficient of determination, predictive relevance, and path coefficients, including hypothesis testing.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents' profiles in this study are classified based on gender, age, highest level of education, monthly income range, type of occupation, visits to Bali, place of residence, and tourist destinations visited. The respondents' profiles are summarized in the Table 1.

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Table 1. Respondents' Profile

Categories	Frequency	%
Gender		
Man	83	42.1
Woman	113	57.7
Age		
18-20 years	10	5.1
21-23 years	31	15.8
24-26 years	37	18.9
27-29 years	29	14.8
30-32 years	51	26.0
33-35 years	18	9.2
> 36 years	20	10.2
Last education		
Elementary school or equivalent	0	0
Junior high school or equivalent	0	0
Senior high school or equivalent	54	27.6
Diploma	42	21.4
Bachelor's degree (S1)	74	37.8
Master's degree (S2)	25	12.8
Doctoral degree (S3)	1	0.5
Current Position		
Student	15	7.7
Entrepreneur	45	23.0
Housewife	3	1.5
Private sector employee	112	57.1
Unemployed	3	1.5
Others	18	9.2
Average income per month		
≤ Rp2.000.000	28	14.3
Rp2.000.001 – Rp4.000.000	41	20.9
Rp4.000.001 – Rp6.000.000	31	15.8
Rp6.000.001 – Rp8.000.000	36	18.4
Rp8.000.001 – Rp10.000.000	23	11.7

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> Rp10.000.000	37	18.9
Year of visit to Bali		
2022	47	24.0
2023	51	26.0
2024	51	26.0
2025	47	24.0
Accommodation location		
Badung	21	10.7
Bangli	22	11.2
Buleleng	19	9.7
Gianyar	15	7.7
Jembrana	31	15.8
Karangasem	16	8.2
Klungkung	15	7.7
Tabanan	30	15.3
Denpasar	27	13.8
Tourist Destinations Visited		
Uluwatu	52	26.5
Ubud	28	14.3
Seminyak or Kuta	38	19.4
Nusa Penida	64	32.7
Jimbaran	14	7.1
Others	0	0

Source: Primary data (2025).

Based on Table 1, most respondents were female (57.7%) and predominantly aged 30–32 years (26%). Most respondents held a bachelor's degree (37.8%) and had a monthly income ranging from Rp2,000,001 to Rp4,000,000 (20.9%). Additionally, the majority were private sector employees (57.1%). Regarding travel patterns, most respondents visited Bali in 2023 and 2024 (26%) and primarily stayed in accommodations located in Jembrana (15.8%). Furthermore, the most frequently visited tourist destination was Nusa Penida (32.7%).

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Measurement Model (Outer Model)

The measurement in this testing model was conducted using validity and reliability tests. The measurement model was evaluated in SmartPLS using the PLS Algorithm. The validity test in the measurement model was conducted by assessing convergent and discriminant validity using construct measurement items. First, the convergent validity test was performed by considering an outer loading value greater than 0.708 (Hair et al., 2021) and an average variance extracted (AVE) value above 0.50 (Hulland, 1999; Hair et al., 2019). In the outer loading test, two indicators had loading values below 0.708, namely HE1 (0.542) and HE2 (0.522). Therefore, these indicators needed to be eliminated to improve measurement validity. The results of the convergent validity and reliability tests are presented in Table 2.

Table 2. Data Convergent Validity and Reliability

Variables	Item	Loadings	CA	CR	AVE
Attraction Experience	AE1	0.833	0.926	0.939	0.658
	AE2	0.833			
	AE3	0.773			
	AE4	0.803			
	AE5	0.794			
	AE6	0.773			
	AE7	0.848			
	AE8	0.831			
Halal Experience	HE3	0.900	0.983	0.985	0.809
	HE4	0.902			
	HE5	0.908			
	HE6	0.911			
	HE7	0.882			
	HE8	0.902			
	HE9	0.896			
	HE10	0.885			
	HE11	0.901			
	HE12	0.883			
	HE13	0.908			
	HE14	0.901			

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	HE15 HE16 HE17	0.912 0.906 0.898			
Perceived Value	PV1 PV2 PV3	0.878 0.902 0.903	0.875	0.923	0.800
Tourist Loyalty	TL1 TL2 TL3	0.959 0.967 0.957	0.959	0.973	0.924
Tourist Satisfaction	TS1 TS2 TS3	0.959 0.961 0.959	0.957	0.972	0.921

Source: Primary data (2025)

Notes: Attraction experience (AE), Halal experience (HE), Perceived value (PV), Tourist loyalty (TL), Tourist satisfaction (TS).

Table 2 Table 2 presents the measurement results for outer loading and AVE values as benchmarks for convergent validity. In the outer loading measurement, all indicators met the standard, with the majority having outer loading values above 0.9, indicating strong convergent validity. Similarly, the AVE values exceeded the 0.50 standard, with most values above 0.800, reflecting excellent results. Furthermore, data reliability was assessed using Cronbach's alpha and composite reliability, with a threshold of 0.6 (Hair et al., 2021). The reliability test results showed that both Cronbach's alpha and composite reliability values were excellent, with the majority exceeding 0.9. These findings indicate a very high level of reliability.

Furthermore, Next, the discriminant validity test was conducted by considering the Fornell-Larcker criterion and cross-loading analysis. The results of the Fornell-Larcker criterion are given in the Table 3.

Table 3. Disciminant Validity: Fornell-Larcker

Variables	AE	HE	PV	TL	TS
AE	0.811				
HE	0.809	0.900			
PV	0.642	0.654	0.894		

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TL	0.588	0.609	0.655	0.961	
TS	0.681	0.693	0.600	0.676	0.959

Source: Primary data (2025)

*Notes: Attraction experience (AE), Halal experience (HE), Perceived value (PV), Tourist loyalty (TL), Tourist satisfaction (TS).

Table 3 presents the square root of the AVE values based on the Fornell-Larcker Criterion. The square root of the AVE for the attraction experience variable (AE) is 0.811, while the values for other variables are below this threshold. It indicates an acceptable and valid result. The Fornell-Larcker Criterion test confirms that the square root of the AVE for each variable is higher than the correlations with other variables, demonstrating strong discriminant validity as per Fornell and Larcker's (1981) measurement criteria. Therefore, all variables in this study are considered discriminantly valid.

Next, The discriminant validity test based on cross-loading is presented in Table 4 below.

Table 4.Validity Disciminant: Crossloading Test

Variables	AE	HE	PV	TL	TS
AE1	0.833	0.661	0.523	0.467	0.476
AE2	0.833	0.706	0.590	0.559	0.582
AE3	0.773	0.653	0.504	0.464	0.543
AE4	0.803	0.621	0.508	0.430	0.559
AE5	0.794	0.623	0.508	0.437	0.584
AE6	0.773	0.597	0.469	0.476	0.541
AE7	0.848	0.669	0.505	0.478	0.564
AE8	0.831	0.713	0.549	0.498	0.567
HE3	0.741	0.900	0.576	0.551	0.616
HE4	0.735	0.902	0.586	0.539	0.593
HE5	0.753	0.908	0.637	0.625	0.651
HE6	0.747	0.911	0.571	0.547	0.638
HE7	0.739	0.882	0.598	0.573	0.620
HE8	0.725	0.902	0.597	0.568	0.639
HE9	0.714	0.896	0.592	0.480	0.646
HE10	0.709	0.885	0.580	0.526	0.633
HE11	0.685	0.901	0.557	0.504	0.599

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HE12	0.706	0.883	0.567	0.547	0.642
HE13	0.730	0.908	0.584	0.538	0.639
HE14	0.736	0.901	0.630	0.556	0.580
HE15	0.733	0.912	0.591	0.560	0.626
HE16	0.749	0.906	0.566	0.522	0.602
HE17	0.717	0.898	0.589	0.575	0.624
PV1	0.555	0.548	0.878	0.592	0.533
PV2	0.569	0.597	0.902	0.559	0.503
PV3	0.596	0.609	0.903	0.605	0.570
TL1	0.578	0.590	0.607	0.959	0.675
TL2	0.561	0.582	0.638	0.967	0.631
TL3	0.558	0.583	0.642	0.957	0.643
TS1	0.653	0.666	0.574	0.671	0.959
TS2	0.684	0.668	0.569	0.612	0.961
TS3	0.624	0.661	0.583	0.662	0.959

Source: Primary data (2025)

**Notes: Attraction experience (AE), Halal experience (HE), Perceived value (PV), Tourist loyalty (TL), Tourist satisfaction (TS).*

Based on Table 4, the cross-loading results indicate sufficient discriminant validity, as each indicator differentiates between the constructs. The cross-loading values are higher for their respective variables than others, confirming that discriminant validity is met. It demonstrates that each indicator uniquely represents its corresponding variable within the model.

Structural Model (Inner Model)

The structural model was tested using the coefficient of determination (R^2), Q-Square test, and path coefficient analysis. The bootstrapping results for the structural model are presented in Figure 1 below.

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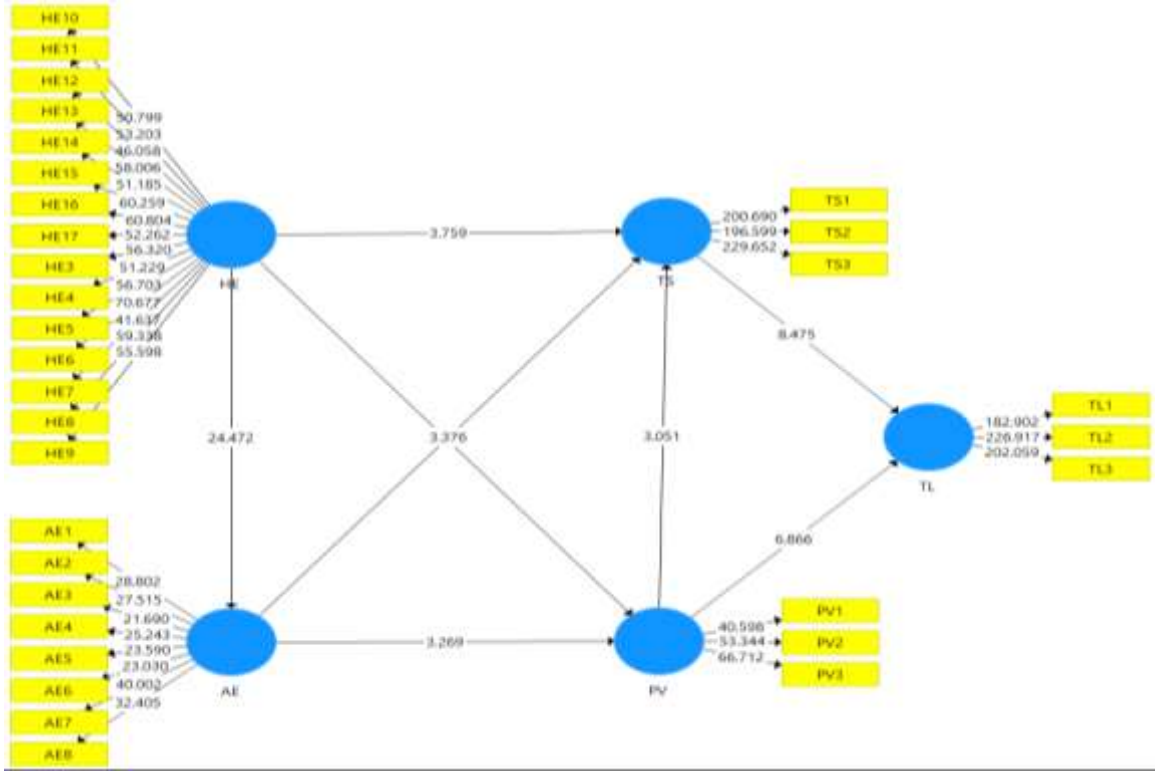


Figure 1. Bootsrapping result model

First, test the coefficient of determination (R-square), which reflects the total function of predictor constructs. A higher number of predictor constructs results in a higher R-Square value (Hair et al., 2021, p. 118). This study follows Chin's (1998) categorization of R-Square as weak, moderate, or strong. Next, the predictive relevance test (Q-Square) is conducted using the PLS-Predict feature in SmartPLS. According to Hair et al. (2019, p. 780), an endogenous construct has predictive relevance if Q^2 is greater than or equal to zero ($Q^2 \geq 0$). The R-Square and Q-Square results are presented in Table 5.

Table 5.R-Square and Q-Square Results

Variables	R-square	Adjusted R-square	Q-square
Attraction Experience	0,655	0,653	0.656
Perceived Value	0,464	0,459	0.425

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Tourist Loyalty	0,554	0,549	0.367
Tourist Satisfaction	0,544	0,536	0.480

Source: Primary data (2025)

Table 5 presents the results of the coefficient of determination test using R-Square, indicating that all endogenous variables in this study are well explained by their exogenous variables. Each variable has an R-Square value exceeding 0.33, placing them in the moderate category ($0.33 < R^2 < 0.67$). For example, the R-squared value of the attraction experience variable (0.655) indicates that it is explained by the halal experience variable in this study by 65.5%. It means that factors outside this study influence the remaining 34.5%. Meanwhile, the results of the Q-Square test indicate that both endogenous variables, namely attraction experience, perceived value, tourist loyalty, and tourist satisfaction, have Q^2 values greater than zero ($Q^2 \geq 0$). Therefore, it can be concluded that the model is predictive and fits well with the data.

Finally, the path coefficient test results indicate the direction of relationships between variables, denoted by the β value, along with the hypothesis testing outcomes. The relationship between variables can be positive or negative, depending on the hypothesized direction and the path coefficient, which ranges between -1 and +1. Hypothesis testing is conducted by evaluating the T-statistic and P-values. A hypothesis is accepted if the T-statistic is greater than 1.96 (T-statistic > 1.96) and considered significant if the P-value is less than 0.05 (P-value < 0.05). The results are shown in Table 6 and Figure 2.

Table 6.The Path Coefficient

Hypotheses	β	T Statistics	P Value	Conclusion
HE → AE	0.809	22.559	0.000	H1 Supported
HE → PV	0.390	4.052	0.000	H2 Supported
AE → PV	0.326	3.336	0.001	H3 Supported
PV → TL	0.390	6.931	0.000	H4 Supported
HE → TS	0.332	3.953	0.000	H5 Supported
AE → TS	0.284	3.467	0.001	H6 Supported
PV → TS	0.200	3.461	0.001	H7 Supported
TS → TL	0.442	8.105	0.000	H8 Supported

Source: Primary data (2025)

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**Notes: Attraction experience (AE), Halal experience (HE), Perceived value (PV), Tourist loyalty (TL), Tourist satisfaction (TS).*

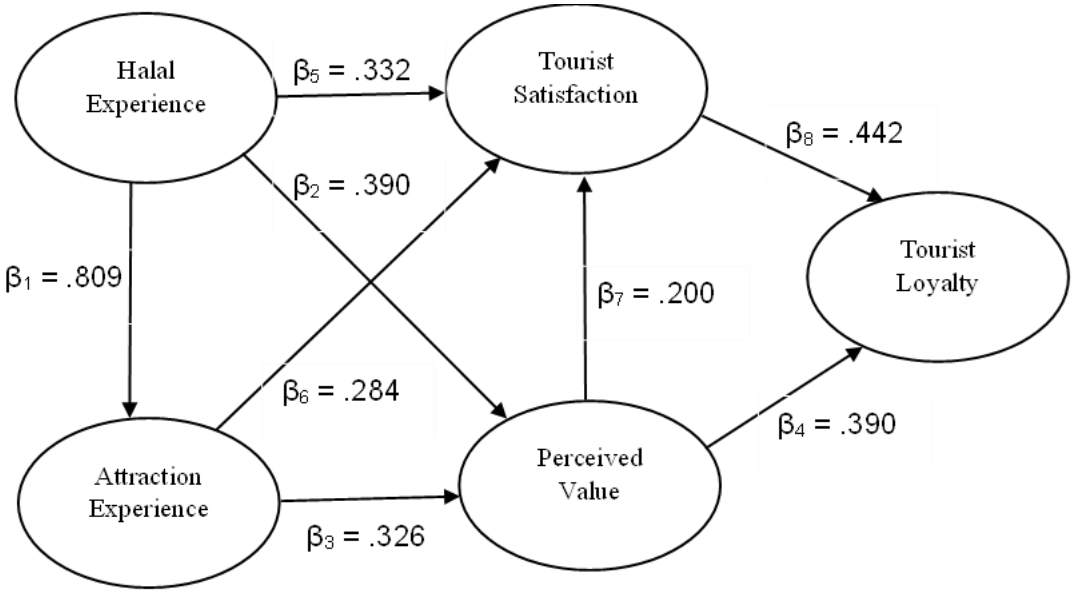


Figure 2. Summary of the model results

Table 6 presents the hypothesis testing results, indicating that all tested hypotheses are valid and significant. It is supported by meeting the criteria of a T-value exceeding 1.96 and a P-value below 0.05. As illustrated in Figure 2, the path coefficient test reveals a positive β value, confirming that all hypotheses follow a positive directional relationship. Furthermore, the research model in this study is adapted from Suhartanto et al. (2021).

Effect of Halal Experience on Attraction Experience

The hypothesis testing results indicate that the halal experience positively and significantly influences attraction experience (T-statistic = 22.559 > 1.96, P-value = 0.000 < 0.05). Thus, H1 is accepted. This finding aligns with Suhartanto et al. (2022), who assert that halal experiences, encompassing halal products and services, contribute to the overall attraction experience when visiting a destination. These results suggest that enhancing halal products and services can improve tourists' overall experiences at a destination. However, this finding contrasts with the argument presented by Rodrigo and Turnbull (2019), who claim that the demand for halal products and services, whether domestically or internationally, is primarily driven by personal beliefs rather than external

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offerings. In non-Muslim-majority countries, the halal experience is often viewed as a strategic approach to accommodate Muslim tourists rather than an effort to challenge or alter local cultural and religious values (Aji et al., 2021). Consequently, many non-Muslim countries recognize the substantial potential of the Muslim travel market and integrate halal tourism into their business strategies. This perspective reinforces that halal tourism is not about imposing religious doctrines but rather about enhancing service excellence to meet the diverse needs of tourists visiting Bali.

Effect of Halal Experience on Perceived Value

The relationship between halal experience and perceived value is significant (T-statistic = 22.559 > 1.96, P-value = 0.000 < 0.05). Thus, H2 is accepted. This finding suggests that the more halal experiences tourists have, the greater the perceived value they receive. However, this result contradicts the findings of Millennial Loyalty in Halal Tourism (Suhartanto et al., 2022), which states that the influence of halal experience on perceived value is not significant. According to their study, perceived value is a comparison between tourists' sacrifices and the benefits of products or services provided by tourism operators. In other words, perceived value is determined by economic and physical factors as well as psychological factors. Nonetheless, the present study aligns with Isa Salmi et al. (2018), who argue that halal experiences through the availability of halal products or services at tourist destinations influence the perceived value of the overall visit. Similarly, Al-Ansi and Han (2019) assert that halal products at tourist destinations directly affect the perceived value of Muslim tourists.

Based on the respondent profile, many visits to Bali occurred in 2023 and 2024. It indicates that tourists visiting Bali have assessed the benefits they perceive regarding halal tourism in Bali. The study findings suggest that the public positively perceives halal tourism in Bali. It is an advantage for tourism-related stakeholders in developing their businesses and promoting tourist attractions in their regions. Next, it would be beneficial to conduct awareness campaigns on the implementation of halal tourism in Bali to enhance public understanding of how it has been implemented.

Effect of Attraction Experience on Perceived Value

Attraction experience positively and significantly influences perceived value (T-statistic = 3.336 > 1.96, P-value = 0.001 < 0.05). Therefore, H3 is accepted. This finding is consistent with previous research by Rahman et al. (2020), which argues that halal tourism in Malaysia significantly influences the perceived value of tourists visiting these

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destinations. Similarly, the findings of Suhartanto et al. (2021) indicate that halal tourism has a significant impact on perceived value and tourist trust. Furthermore, research by Sitanggang et al. (2020) reveals that destination image greatly influences customers' perceived value in the context of tourism in Mauritius. Therefore, hypothesis H3 is supported.

Referring to the respondents' profiles, most of those who chose to stay in Bali were concentrated in the Jimbaran area, with 31 respondents (15.8%). According to [source], accommodations in Jimbaran are known for their beautiful beaches, tranquil atmosphere, and exquisite cuisine. The natural beauty of Jimbaran's beaches is a unique attraction for tourists. Additionally, various accommodation options, ranging from luxury hotels to private villas with scenic views, enhance the perceived value of the visited destinations in Bali.

Effect of Perceived Value on Tourist Loyalty

This study finds a supported relationship between perceived value and tourist loyalty (T-statistic = 3.953 > 1.96, P-value = 0.000 < 0.05), leading to the acceptance of H4. This finding aligns with the research of Jeong and Kim (2019), which found that perceived value influences tourist loyalty. The study by Suhartanto et al. (2021) also supports the notion that perceived value, along with tourist attractions and halal products or services, affects tourist loyalty. Consequently, a higher perceived value enhances the intention to revisit Bali.

Referring to the respondents' profiles, the majority of respondents in this study were aged 30–32 years, totalling 51 individuals (26%), an age group considered mature. This finding aligns with the phenomenon that perceived value plays a crucial role in comparing general and halal tourism. General tourism does not explicitly incorporate Sharia-compliant services. In contrast, halal tourism implements Sharia concepts and other halal values, which can enhance the perception of halal value, particularly among mature Muslim tourists. If this trend continues, the number of Muslim tourists visiting Bali is expected to increase, presenting significant opportunities for business growth and economic development for tourism entrepreneurs and the local Balinese community.

Effect of Halal Experience on Tourist Satisfaction

The relationship between the halal experience variable and the tourist satisfaction variable is positive and significant (T-statistic = 3.467 > 1.96, P-value = 0.001 < 0.05). Thus, H5 is accepted. This study finds that the relationship between Islamic tourism

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values influences the satisfaction of tourists visiting a destination. Preko et al. (2021) revealed that Islamic tourism attributes significantly and positively impact tourist satisfaction. Additionally, Wardi et al. (2018b) stated that tourist satisfaction affects their evaluation of products and services they have experienced compared to their expectations before visiting.

The analysis of respondents' monthly income shows that most respondents in this study earn between 2 and 4 million IDR monthly. Given this income level, assuming that individuals with relatively higher earnings have greater expectations is reasonable. Therefore, it is essential to enhance service performance in halal tourism to continuously meet the increasing expectations of tourists as their income grows. According to Kotler & Keller (2017), consumer satisfaction is the pleasure or disappointment that arises after comparing a product's performance (results). If the performance falls below expectations, consumers will be dissatisfied; if it meets expectations, they will be satisfied; and if it exceeds expectations, they will be highly satisfied.

Effect of Attraction Experience on Tourist Satisfaction

This study confirms that attraction experience experience has a significant impact on tourist satisfaction (T-statistic = 6.931 > 1.96, P value = 0.000 < 0.05), supporting H6. This finding underscores the notion that tourists visit destinations primarily to seek perceived satisfaction. Consistent with this result, Suhartanto et al. (2021) emphasized the critical role of attraction experience in shaping overall satisfaction.

In the context of Nusa Penida, attraction experiences are multifaceted and influenced by various factors that contribute to satisfaction levels. Based on responses from 64 participants (32.7% of the sample), the primary appeal of Nusa Penida lies in its natural beauty, particularly its iconic beaches, such as Kelingking Beach and Atuh Beach. However, beyond the scenic landscapes, tourist satisfaction is also shaped by the quality of available facilities, including cleanliness, hospitality, and infrastructure. Notably, positive social interactions with locals enhance the overall experience, as visitors frequently report feeling welcomed and receiving valuable guidance on attractions and activities.

To further improve the attraction experience, several key recommendations can be made. Visitors should plan their trips strategically to maximize their time and avoid potential constraints. Additionally, ensuring safety during travel and enhancing public facilities—such as parking areas and clear travel route information—can significantly improve overall satisfaction. By addressing these aspects, tourism stakeholders in Nusa

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Penida can strengthen the destination's appeal, reinforcing the critical role of natural beauty, local hospitality, and infrastructure in enhancing tourist satisfaction.

Effect of Perceived Value on Tourist Satisfaction

The results of this study confirm that perceived value has a significant and positive impact on tourist satisfaction (T-statistic = 3.461 > 1.96, P value = 0.001 < 0.05), supporting H7. This finding aligns with previous research that establishes a positive relationship between perceived value and tourist satisfaction (Suhartanto et al., 2021; Chen & Chen, 2010; Eid & El-Gohary, 2015; Suhartanto et al., 2020). Moreover, perceived value plays a crucial role in influencing consumer purchasing decisions, including in the context of halal cosmetics, where it has been shown to enhance customer satisfaction (Yeo et al., 2016).

Tourist satisfaction is shaped by various dimensions of perceived value during their travel experience, particularly among respondents with a bachelor's degree, who accounted for 74 individuals (37.8%). These tourists tend to have higher expectations regarding service quality and overall experience. Key elements of perceived value include natural beauty, cultural richness, and social interactions. Many respondents highlighted the aesthetic appeal of Nusa Penida's landscapes, such as its pristine beaches and breathtaking scenery, as a major contributor to their satisfaction. Additionally, the opportunity to engage with local traditions and experience the hospitality of the Balinese community added depth to their visit.

Social interactions further enhanced the perceived value of the tourism experience, as many tourists regarded positive engagements with locals as an enriching aspect of their trip. However, some respondents expressed concerns regarding infrastructure, particularly road accessibility and cleanliness, suggesting that improvements in these areas would better align with their expectations. Overall, the perceived value held by educated tourists significantly influences their satisfaction, emphasizing the importance of both natural beauty and immersive cultural experiences in enhancing the attractiveness of halal tourism destinations.

Effect of Tourist Satisfaction on Tourist Loyalty

The findings of this study confirm that tourist satisfaction has a significant impact on tourist loyalty (T-statistic = 8.105 > 1.96, P value = 0.000 < 0.05), supporting H8. This result is consistent with Rahman et al. (2020), who found that tourist satisfaction significantly influenced tourist loyalty in Malaysia. The findings suggest that enhancing

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tourist satisfaction can lead to greater loyalty, as satisfied tourists are more likely to revisit the destination and recommend it to others. Regarding respondent demographics, the majority were private-sector employees, accounting for 112 individuals (57.1%). Notably, private-sector employees exhibited a higher tendency toward loyalty compared to respondents from other sectors. In the context of halal tourism in Bali, this indicates that satisfied tourists are more inclined to maintain loyalty, promote the destination through word-of-mouth, and plan repeat visits. This trend aligns with the growing number of private-sector employees choosing Bali for leisure or remote work. By strategically capitalizing on this shift, tourism managers in Bali can further enhance tourist satisfaction and strengthen loyalty among Muslim travelers.

CONCLUSION

This study examines the relationship between tourist satisfaction and tourist loyalty, particularly within the context of halal tourism destinations in Bali. The findings confirm that the halal experience significantly influences attraction experience, perceived value, tourist satisfaction, and ultimately, tourist loyalty. All hypotheses are supported, demonstrating that halal experience is a crucial determinant in shaping attraction experience (t-value = 22.559), perceived value, and overall satisfaction. This aligns with prior research by Suhartanto et al. (2022), which highlights the integral role of halal experience in shaping tourists' overall perceptions when visiting halal tourism destinations.

The study makes a meaningful contribution to the existing literature by further exploring the influence of halal experience on key tourism variables. While some previous studies suggested that halal experience has no significant impact on perceived value, this research presents contrasting findings, revealing a strong relationship between these variables. This divergence suggests the need for further investigation into contextual factors that may shape tourist perceptions differently across various settings.

From a practical standpoint, the findings offer valuable insights for tourism stakeholders in Bali, including local governments, hotels, restaurants, travel agencies, and tour operators. Enhancing halal tourism offerings—through improved services, facilities, and overall experience—can strengthen tourist loyalty and broaden Bali's appeal. These efforts are particularly relevant for attracting not only domestic Muslim tourists but also international travelers who prioritize halal-friendly tourism experiences. By adopting a strategic approach to halal tourism development, Bali can enhance its competitive positioning within the global Muslim-friendly travel market.

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Despite its contributions, this study has certain limitations. The research sample was limited to Muslim tourists visiting Bali, which may restrict the generalizability of the findings. Additionally, external factors such as economic conditions, government policies, and evolving travel trends could influence tourist behavior beyond the scope of this study. Furthermore, this research does not account for moderating variables such as religiosity or prior experience with halal tourism, which may impact the strength of relationships between key constructs. Future research should incorporate these moderating factors to provide a more comprehensive understanding of Muslim tourist behavior.

Building on these findings, several directions for future research are proposed. Refining the research model by introducing additional variables or moderating factors could enhance the robustness of future studies. Comparative analyses between different halal tourism destinations, both within Indonesia and internationally, could offer deeper insights into the varying factors influencing Muslim tourist loyalty. Longitudinal studies tracking changes in Muslim tourist preferences over time would also provide valuable insights into evolving travel behaviors. Additionally, investigating the impact of government policies and industry initiatives on halal tourism development could yield practical recommendations for policymakers and business stakeholders. By addressing these areas, future research can further contribute to the advancement of halal tourism as a key segment within the global travel industry.

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