



## TOURIST LOYALTY ANTECEDENTS ON HALAL TOURISM IN YOGYAKARTA

**Helmi Maulana Hendrawan** ✉, **Istyakara Muslichah**

Universitas Islam Indonesia, Yogyakarta, Indonesia

✉ helmimaulana2018@gmail.com, istyakara.muslichah@uii.ac.id

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### ABSTRACT

Halal tourism is being developed to enhance Islamic law-based destinations' social, cultural, and destination values. However, the determinants influencing the antecedents of tourist loyalty to halal tourism have yet to be studied extensively. This study aims to analyze the role of antecedents of traveller loyalty in halal tourism in Yogyakarta. SEM-based quantitative research was used for its analysis. The study involved 200 participants, with the main criteria being that they had visited tourist destinations in Yogyakarta. The participants were selected by purposive sampling and then given an online questionnaire containing statements according to the research variables. All data were analyzed with SEM-AMOS. The findings show that the halal tourism experience, value perception, and satisfaction influence traveller loyalty. In contrast, traveller satisfaction is influenced by the halal tourism experience and value perception. Hence, the better the management of halal tourism in Yogyakarta, the more it contributes to increasing traveller satisfaction, which has implications for traveller loyalty. This research provides perspectives and technical and theoretical implications for entrepreneurs, governments, and managers of halal tourism destinations to increase socialization activities and intensify the concept of halal tourism, which has been proven to have a positive and significant effect on satisfaction and loyalty.

*Keywords: halal tourism, loyalty, travellers, satisfaction, visiting interest.*

### INTRODUCTIONS

The expansion of halal tourism continues to grow and has become a trend of high demand among travellers. That is mediated by various factors, such as the year-over-year increase in Muslim tourists, the ease of access related to the needs and completeness of Muslims, and Islamic Shari'a-based tourist attractions so that halal tourism offers destination packages designed to meet the needs of Muslim travellers by excluding food, gambling, alcohol, and other illegal Halal activities (Sodawan and Hsu 2022). Halal tourism puts forward the principles of Islam, Aqidah, Akidah, and Tauheed, in a widely introduced industry (Aji, Muslichah, and Seftyono 2021). That is in line with the quote, "It is he who made the earth for you that is easy to explore, so explore in all directions and eat some of His sustenance. Furthermore, only to Him are you (returned after) resurrected" (QS. Al-Mulk [67] verses15).

Several nations have embraced the idea of halal tourism, including Malaysia, Thailand, Indonesia, and Singapore. Indonesia's Ministry of Tourism and Creative Economy has developed halal tourism as a national initiative. That is because Indonesia has the best Muslim population (88%), and 12.7% of all Muslims live in Indonesia (Vanany et al. 2019). Thus, there are promising prospects for development and continuance. In Indonesia, halal tourism has been developed in several provinces and urban areas, including Central Java



(Suhartanto et al., 2021). Indonesia has the most popular halal tourism destinations, with the main criteria being ease of access, communication, environment, and services (Riyanto, Bangsawan, and Mahrinasari, 2022; Zulvianti, Aimon, and Abror, 2022). The increasing number of visits and the popularity of halal tourism in Indonesia, especially in Central Java, is not in line with the findings in the field, namely, that the Daerah Istimewa Yogyakarta (DIY) area is not included in the halal tourism development area, even though DIY has promising potential. DIY is categorized as one of the ten regions with the most visitors by destination and has increased from 2013–2017; it currently occupies the sixth position as the best halal destination. However, due to several factors, the community has not felt the focus on halal tourism's equitable distribution (DPRD DIY 2022).

Through several supporting factors, halal tourism can boost the local economy. We identified four main variables that need to be studied to assess the feasibility of halal tourism development in Yogyakarta. These include recognition of halal value, experience, satisfaction, and loyalty to tourism in Yogyakarta. Prior studies have sought to offer an overview of these four elements, especially in recognizing halal values. Halal tourism must satisfy visitors' demands in implementing Islamic principles based on the Quran, Hadith, or Ijtihad (Firdaus, Saharuddin, and Hayati 2021). In the context of the halal experience, halal tourism must provide a positive experience at the tourist destination to increase return visits and destination recommendations by tourists to others (Yu et al., 2021). Regarding satisfaction, halal tourism must enhance individual evaluations of travel experiences, including post-trip feelings (Ratnasari et al. 2021). Wibowo and Khoiruddin (2022) explained that superior amenities and services are required to sustain visitor happiness and ensure safety and comfort. Preserve visitor loyalty based on the products or services given, and halal tourism must be capable of fostering pleasant interactions and emotional attachments. The steadfastness of a tourist company's clientele serves as a barometer of its success (Suhartanto, Dean, et al. 2021; Yu et al. 2021).

Previous studies have assessed the relationship of each variable in assessing traveller loyalty to halal tourism but have yet to obtain good core points for decision-making. Research by Suhartanto et al. (2022) with the object of Millennials' obtained halal experience of perceived value is negatively related. Furthermore, Suhartanto et al. (2021); Listyawati & Wulandari (2022); Suhartanto et al. (2022) stated that the quality of the experience has an impact on satisfaction, which indirectly affects the loyalty behavior of tourists in the future. Wardi, Abror, and Trinanda (2018) found a negative relationship between Islamic values and tourists. Furthermore, Suhartanto, Dean, Wibisono, et al. (2022) confirm that traveller experiences positively influence satisfaction and loyalty. Tourist-owned halal experience positively impacts value, ultimately affecting satisfaction and loyalty (Suhartanto et al. 2021). In line with Wardi, Abror, and Trinanda (2018); Rahman et al. (2019); Juliana et al. (2023) stated that the halal experience has a positive impact on traveller satisfaction, which has implications for the intention to visit again. In contrast, the research of Aji et al. (2021); Jayabaya et al. (2023) determined no correlation between individual religiosity and the intention to embrace digital halal tourist apps and that perceived Islamic values and attitudes were unaffected. The results of previous studies still found inconsistency from one



finding with other findings related to factors that affect halal tourism. This study seeks to comprehensively analyze and reconfirm the role of perceptions of Islamic values, halal tourism experience, traveller satisfaction, and traveller loyalty in the development of halal tourism, especially in Yogyakarta, which has yet to be identified by previous research. The existence of this study is used as a consideration to affirm the role of halal tourism in assessing satisfaction and loyalty among repeat visitors and identifying factors that influence travellers.

Based on the phenomena and facts of the literature, there are two main problems found in previous research, namely, the inconsistency of research related to the context of halal tourism and the fact that the focus of the research conducted is only focused on the millennial generation, even though all age groups must be studied to confirm the variables that have been identified. Therefore this study aims to identify the antecedents, including recognition of halal value, halal experience, satisfaction, and loyalty, which influence traveller loyalty in tourism in Yogyakarta. This research can provide information regarding factors that can be improved in implementing and developing halal tourism in Yogyakarta.

## LITERATURE REVIEW

This study used the psychological theory of travellers, namely, stimulation-bioreaction (SOR). The S-O-R theory is a stimulating bioreaction. The principle of this theory is the reaction, which is the reverse reaction of an individual when inspired by the media. Can we expect or estimate the effect relationship between mass media messages and audience reactions, specific reactions to stimulus reactions, and compatibility between messages and communication reactions? This theory states that behavior can only change if the stimulus exceeds the original stimulus. In addition, this study also adopted the theory of planned behavior (TPB). This theory develops the theory of reasoned action (TRA) proposed by Fishbein and Ajzen in 1975. Ajzen states that the SDGs are widely used to analyze attitudes, intentions, and behaviors directly or indirectly. SDGs are an approach that seeks to explain whistleblowing and help overcome limitations and wide gaps between attitudes and behaviors (Fishbein and Ajzen 2005; Hill, Fishbein, and Ajzen 1977).

This research model was broadly inspired by and modified from previous research conducted by Suhartanto, Dean, Wibisono, et al. (2022), who stated that the perception of Islamic values, the experience of facilities, and the satisfaction that will come back indicate the level of traveller loyalty. Furthermore, Juliana et al. (2023) state that the perception of Muslim travellers affects their satisfaction and perception of Muslim travellers and their satisfaction with visiting again. Revisit as an indication of the loyalty of Muslim travellers. In this study, we highlighted the importance of identifying halal tourism in Yogyakarta by assessing four variables: halal experience, perception of Islamic value, and traveller satisfaction with traveller loyalty. This research was developed based on the results of previous research conducted by Wardi, Abror, and Trinanda (2018); Aji, Muslichah, and Seftyono (2021); Juliana et al. (2022); Suhartanto, Dean, et al. (2021); Suhartanto, Gan, et al. (2021); Rahman et al. (2022); Suhartanto, Dean, Wibisono, et al. (2022), related to research variables.



### **Value Perception**

Value perception is used to assess the quality and success of a company. Juliana et al. (2022), with the adoption of halal tourism, value perception becomes an asset for increasing tourist capacity in halal tourism. According to Aulia, Sukati, and Sulaiman (2016), the sense of perceived value is the trade-off between advantages and disadvantages that visitors encounter due to what producers or merchants give. Mothersbaugh and Hawkins (2016) explain perceived value as a function of product features, quality, delivery, service, and price that is comprehensively perceived by tourists and will affect service providers (Rofianah, Paramita, and Fathoni 2016). The perception of traveller value consists of a) emotional value, or the emotional feelings that affect the value that tourists derive from trying a product; b) social value, or the utility of the ability of a product to be presented to improve self-concept and socialization of the tourist community; c) quality/performance value, or utility obtained due to short-term cost savings and length; d) price/value of money, or cash received through acknowledgment of a product or service's predicted performance. In this case, value perception becomes essential in building the image of products offered by service providers in increasing interest in visiting tourists. Good travellers perceive value, and loyalty will be built through a sense of value, profit, and emotional satisfaction. Thus, value perception has a relationship in shaping traveller loyalty.

### **Halal Tourism Experience**

Halal tourism experiences are related to life experiences that have been felt either in the past or recently about halal tourism products (Tjiptono 2015). Experience is the memory of episodes or memories that receive and maintain events experienced by a person at a particular time and place (Hair et al. 2009). Experience is what is experienced, lived, felt, and stored in memory (Hidayat, Rafiki, and Nasution 2021). The experience of travellers and halal tourism can be measured through several indicators, including: feeling happy after participating in activities, feeling happy after participating in activities n and m, and feeling inspired after participating in the activity (Mursid and Anoraga 2022).

### **Traveller Satisfaction**

The services and goods offered by service providers have a tight relationship with traveller satisfaction. The better the service provided, the more satisfaction will be built independently in each individual. Traveller satisfaction is a person's level of satisfaction after comparing his perceived performance (or results) to his expectations (Tjiptono 2008). Kottler & Keller (2009) explain that satisfaction is a person's pleasure or displeasure from comparing a product's perceived performance to their expectations or results.

In this case, travellers can express dissatisfaction due to a performance that does not meet expectations, while satisfaction depends on performance and perceived expectations. Yu et al. (2021) revealed that traveller satisfaction includes expectations and performance or perceived results. Indicators used to assess traveller satisfaction include expectations related to products, services, or services provided; performance of service and service provider performance; comparison related to efforts to compare expectations with the results obtained; experience is related to the experience of using products, and confirmation and



disconfirming are states of expectation higher or lower than the traveller's expected performance (Wibowo and Khoiruddin 2022).

### **Traveller Loyalty**

Traveller loyalty is closely related to the behavior, experience related to services, and environment provided by service providers. Loyalty is associated with customer loyalty to service, including tourism. When business stakeholders choose one or more alternative target products from a group of brands, loyalty is a behavioral reaction they express (Rahman et al. 2019) . Traveller loyalty is a multidimensional concept and is a type of traveller preference for products and services that have long been formed concerning cognitive, emotional, and imaginary aspects of tourist behavior (Preko, Mohammed, and Ameyibor 2020). Tourist quality is measured using various indicators Griffin (1995), prospect, prospect rejected, initial customer, repeat customer, client, and advocate. There are three indicators of loyal travellers: repeat purchases, recommendations, and immunity (Griffin 1995).

### **Hypothesis Development**

Customer experience is closely related to customer loyalty, reflected in the loyalty to revisiting. Research by Mursid and Anoraga (2022) states that customer experience positively impacts all aspects of brand equity. In other words, customer experience is directly proportional to brand loyalty. Aulia et al. (2016) explain the strong impact of perceived experience on customer loyalty, reflected in perceived service and management behavior patterns. Halal tourist experiences involving halal labeling, product quality, and customer satisfaction substantially impact Muslim consumer loyalty (Olyvia and Darwanto 2023). Thus, growing and building customer loyalty requires a good experience between service providers and services related to halal tourism (Rahman et al., 2022; Zulvianti et al., 2022). The first hypotheses of this study include the following: H<sub>1</sub>: halal tourism experience positively influences traveller loyalty.

Several studies have positively and significantly tested the influence of the halal travel experience on satisfaction. That is, the better the experience felt by service users, the higher the level of satisfaction. Research by Suhartanto et al. (2021) explaining the results of partial least squares modeling discovered that halal experience, perceived quality of experience, value, and satisfaction are crucial determinants of halal traveller loyalty. Furthermore, Suhartanto, Dean, Wibisono, et al. (2022) demonstrate that the halal experience and attraction experience impact millennial Muslim travellers' perceived value, contentment, and loyalty. According to further findings, halal experience is crucial to young Muslims' pleasure when visiting domestic places. A positive experience with halal tourism increases consumer satisfaction, influencing behavioral intentions, and emotional experiences influence both customer satisfaction and behavioral intentions (Ratnasari et al. 2021). Finally, Juliana et al. (2023) discovered a substantial positive correlation between travel motivation, religiosity, Islamic characteristics of the place, and the goal to bring young Muslims to Lombok as a halal tourist destination. In this regard, an excellent halal tourism experience contributes to satisfaction and attracts travellers back to visit. The hypotheses of these two studies include the following: H<sub>2</sub>: halal tourism experience positively influences traveller satisfaction.





Two parties perceive value or exchange when one party benefits from the purchase and the other benefits from consuming the goods or service (Lu et al. 2021). Build visitor loyalty to traveller items or places; a strong impression of value is required to grow halal tourism. Customer perception will shape loyalty in front of others and become an essential factor in cultivating image, taste, and loyalty based on experience (Keshavarz and Jamshidi 2018). Preko et al. (2020) explained that the principles that Muslims hold favorably impact visitor satisfaction and that tourist contentment has a beneficial impact on loyalty. Zulvianti et al. (2022) describe the direct and indirect environmental influences on value perception. Environmental agents (perceived environmental value) and nonenvironmental variables (performance of halal-friendly locations, sustainable tourism development, and the image of halal destinations) influence visitor satisfaction, which has consequences for loyalty, repeat visits, and referrals. Zunan et al. (2022) assess that quality, value perception, and satisfaction consistently and significantly impact behavioral intentions. That suggests customer loyalty depends on value, service quality, and pleasure. The third hypothesis of this study includes the following: H<sub>3</sub>: value perception positively influences traveller loyalty.

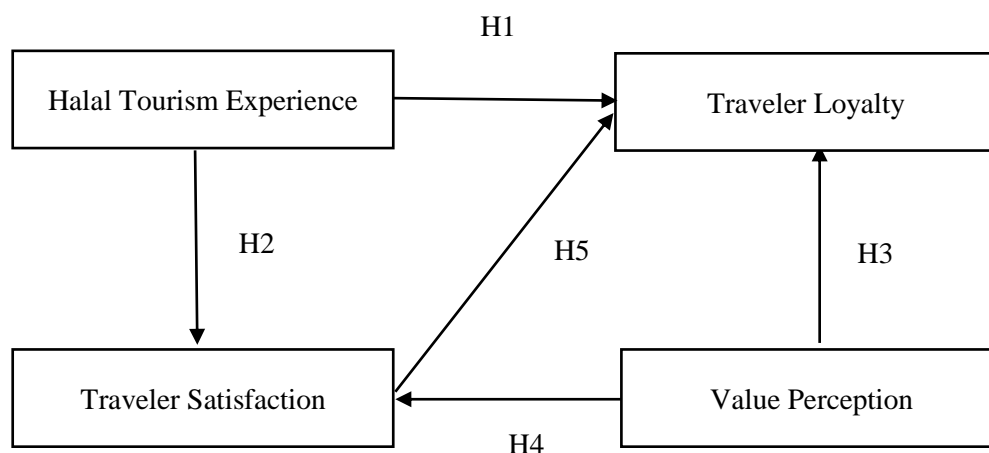
The perception of value by travellers of halal traveller destinations is essential in determining satisfaction with the visit. Value perception is used as a forward-looking point in customer perception to stimulate and increase customer trust. The perception of value in halal tourism is closely related to the ability of the tourist destinations presented to provide satisfaction to travellers who visit. A study conducted in Bandung, Indonesia, by Juliana et al. (2022) stated that Muslim tourists' perceived value (MTPV) significantly affects their interest in revisiting the city. These studies demonstrate the importance of Islamic principles and customer satisfaction in convincing young Muslims to revisit Bandung, Indonesia. Yu et al. (2021) conclude that the perceived value of visitors is positively associated with life satisfaction and that the contentment of tourists mediates the link between perceived value and life satisfaction. Finally, Monoarfa et al. (2022) demonstrated how to pull motivation influences the pleasure of Muslim visitors to Indonesia. Other findings revealed that Islamic characteristics and pull incentives jointly increased the pleasure of Muslim travellers. An Islamic contribution can affect pull motivation, and pull motivation can also serve as a mediator between the impact of Islamic qualities on the contentment of Muslim travellers. Thus, value perception becomes a predisposition that affects whether travellers are satisfied with halal tourist destinations visited. The fourth hypothesis of this study includes the following: H<sub>4</sub>: value perception positively influences traveller satisfaction.

Traveller satisfaction is closely related to the intention to visit again and has implications for increasing traveller loyalty. Wibowo and Khoiruddin (2022) explain that tourism motivation is considerably and positively correlated with traveller satisfaction; the more satisfaction there is, the stronger the visitors' loyalty to traveller locations. Travel quality has a substantially more significant influence on trip happiness and value (Rahman et al. 2022). The impression of halal tourism locations substantially impacts travel satisfaction and value. Traveller satisfaction has a substantial word-of-mouth (WOM) impact on tourist destinations, influencing their loyalty level. Omo-Obas and Anning-Dorson



(2022) discovered that destination image substantially impacts tourist pleasure. Additionally, tourist experience influences satisfaction and loyalty favorably, whereas destination trust and engagement are positively associated. Thus, traveller satisfaction stimulates their return. The fifth hypothesis of this study includes the following: H<sub>5</sub>: traveller satisfaction positively influences traveller loyalty.

A conceptual framework is presented in Figure 1 based on the development of research hypotheses.



Information:

Exogenous: Halal Tourism Experience

Endogenous: Value Perception, Traveller Satisfaction, Traveller Loyalty

**Figure 1 Conceptual Framework**

*Source: development by the author (2023)*

## METHODS

This research uses a quantitative approach (Darwin et al. 2021). This study analyzes four variables: perceptions of Islamic values, halal tourism experience, traveller satisfaction, and traveller loyalty. The population in this study are travellers visiting tourist attractions in Yogyakarta. The sample for this research was 200 respondents who were selected using a purposive sampling technique (Adnyana 2021). Determination of respondents is based on inclusion and exclusion criteria which include (1) ages 15 – 50 years; (2) able to communicate well; (3) domestic travellers; (4) understand and have visited halal tourism in Yogyakarta; and (5) Muslim or non-Muslim travellers. This study collected primary data using a questionnaire distributed online through social media platforms such as Instagram and WhatsApp. Before the questionnaire was used, a pilot study was conducted on 30 respondents who met the validity test (loading factor value > 0.5) and reliability (CR value > 0.7). The author developed the questionnaire independently by modifying several sections based on references from previous research. The data that has been collected is then tabulated and analyzed. The data analysis method employed in this study is structural equation modeling (SEM) utilizing AMOS version 24 software. Testing requires eight processes, from constructing a theory-based model to understanding and updating



the research model. The conclusion was determined by reviewing the p-value with an indicator of  $< 0.05$  hypotheses supported,  $> 0.05$  hypotheses not supported (Adnyana 2021).

## RESULTS AND DISCUSSION

### Characteristics Of Respondents

The characteristics of respondents in this study consisted of Muslim participants (89.5%) with unmarried marital status (74.5%), aged between 20 and 30 years (71%), having a job as a student (38%), at the undergraduate level (57.5%), and visiting traveller attractions and obtaining the most memorable atmosphere in Malioboro (28.5%). Respondents' demographic data are shown in Table 1.

**Table 1 Characteristics Of Respondents Based On Demographics**

<b>Characteristic</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
<b>Religion</b>		
Islamic	179	89.5
Non-Islamic	21	10.5
<b>Marital status</b>		
Unmarried	149	74.5
Married	51	25.5
<b>Age</b>		
<20 Years	14	7
20-30 Years	142	71
31-40 Years	25	12.5
41-50 Years	14	7
50 Years	5	2.5
<b>Work</b>		
Student	7	3.5
Undergraduate Student	76	38
Civil servants	8	4
ASN	6	3
SOE Employees	17	8.5
Lecturer	6	3
Private Employees	52	26
Housewife	8	4
Other	20	10
<b>Recent Education</b>		
Junior high school or equivalent	4	2.0
High school or equivalent	53	26.5
Diploma (DI-DIV)	13	6.5
Bachelor (S1)	115	57.5
Master (S2)	12	6.0
Doctoral (S3)	3	1.5
<b>Traveller Attractions in Yogyakarta</b>		
Beaches in Gunung Kidul	46	23
Beaches in Bantul	25	12.5





Beaches in Kulonprogo	23	11.5
Malioboro	57	28.5
Heha Sky View	19	9.5
Heha Ocean View	10	5
Kaliurang	18	9
Other	2	1

Source: primary data (processed, 2023)

### Descriptive Analysis

The results of the descriptive analysis in each indicator on the halal tourism experience variable (HTE 1–5) obtained the average value of respondents' answers of 4.46, the variable of traveller loyalty (TL 1–6) obtained the average value of respondents answers 3.77, related to traveller satisfaction (TS 1–5) obtained the average answers of respondents 3.92, and the variable of value perception (VP 1–4) obtained the average answers of respondents 4.33 with a standard deviation of all SD statement items > 0.50. The results of the descriptive analysis are presented in Table 2.

**Table 2 Results Of Descriptive Analysis Between Variables And Indicators**

	N	Min	Max	Mean	Std. Deviation
<b>Halal Tourism Experience (HTE)</b>					
HTE1	200	3	5	4.47	0.592
HTE2	200	2	5	4.51	0.601
HTE3	200	2	5	4.41	0.650
HTE4	200	3	5	4.48	0.576
HTE5	200	2	5	4.43	0.622
<b>Average</b>				4.46	
<b>Traveller Loyalty (TL)</b>					
TL1	200	1	5	3.86	0.943
TL2	200	1	5	3.75	0.919
TL3	200	1	5	3.75	0.986
TL4	200	1	5	3.74	0.916
TL5	200	1	5	3.67	0.989
TL6	200	1	5	3.87	0.915
<b>Average</b>				3.77	
<b>Traveller Satisfaction (TS)</b>					
TS1	200	2	5	3.96	0.816
TS2	200	1	5	3.92	0.841
TS3	200	1	5	3.80	0.876
TS4	200	1	5	3.94	0.845
TS5	200	1	5	3.98	0.826
<b>Average</b>				3.92	
<b>Value Perception (VP)</b>					
VP1	200	3	5	4.30	0.642
VP2	200	3	5	4.30	0.702
VP3	200	3	5	4.31	0.660
VP4	200	3	5	4.40	0.708
<b>Average</b>				4.33	

Source: primary data (processed, 2023)



### Classical Assumption Test Results

The results of observations related to data normality obtained a critical ratio value of 0.847, which indicates that the data are usually distributed according to the reference value (between +2.58 and -2.58). Furthermore, the outlier test obtained the highest Mahalanobis d-squared value of 45.31 with a reference not exceeding 45.31 from the calculation of 20 indicators accompanied by a p-value of 0.001. Thus, the data are not found in outlier conditions. The validity test showed that the variables of halal tourism experience (HTE 1–5), traveller loyalty (TL 1–6), traveller satisfaction (TS 1–5), and value perception (VP 1–4) obtained a loading factor value of > 0.5; thus, the research data were declared valid in all statement items. Furthermore, the reliability analysis of each statement item obtained all the data obtained for each indicator's construct reliability (CR) values, which were all declared realistic with a reference value of > 0.7. The results of testing the classical assumptions of each indicator are presented in Figure 2 and Table 3.

**Table 3 Testing The Classical Assumptions Of Each Research Indicator**

Variable	Indicators	Loading Factor	CR	Information
Halal Tourism Experience (HTE)	HTE1	0.629	0.775	Valid; Reliable
	HTE2	0.662		
	HTE3	0.654		
	HTE4	0.579		
	HTE5	0.670		
Traveller Loyalty (TL)	TL1	0.872	0.942	Valid; Reliable
	TL2	0.870		
	TL3	0.832		
	TL4	0.834		
	TL5	0.865		
	TL6	0.859		
Traveller Satisfaction (TS)	TS1	0.822	0.906	Valid; Reliable
	TS2	0.807		
	TS3	0.821		
	TS4	0.777		
	TS5	0.828		
Value Perception (VP)	VP1	0.676	0.793	Valid; Reliable
	VP2	0.692		
	VP3	0.658		
	VP4	0.768		

*Source: primary data (processed, 2023)*

### Structural Equation Modeling (SEM)

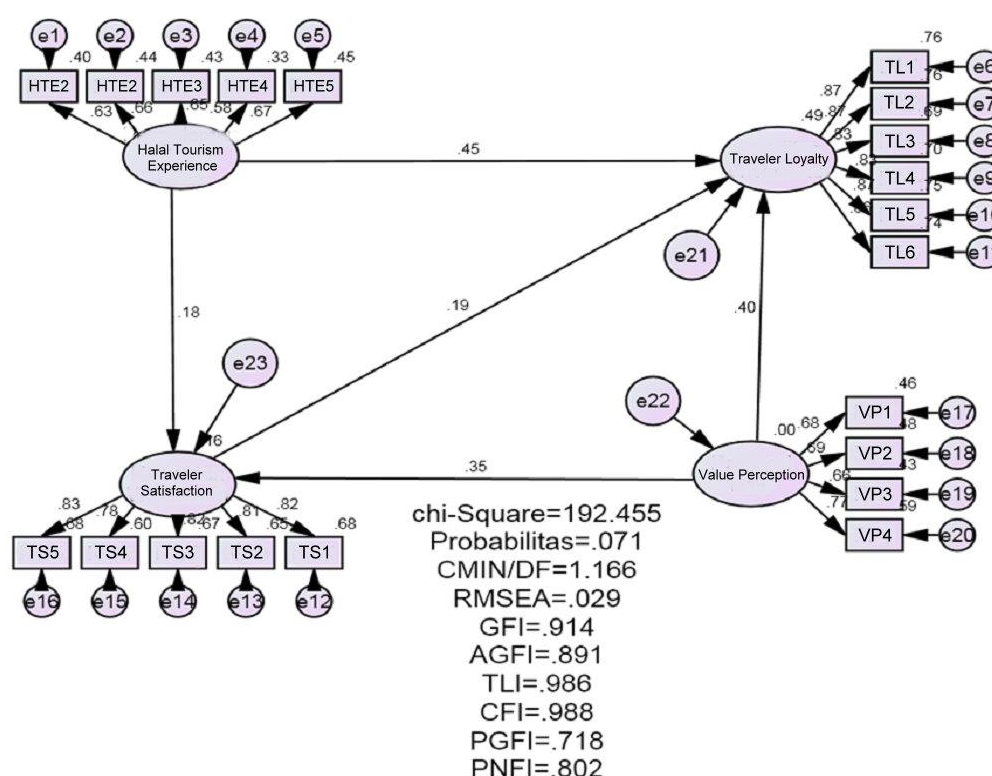
Testing for the goodness of fit (GoF) on the test model obtained that all criteria were met, and the research model was declared fit. The conceptual framework is depicted in Figure 1, and the GoF test is presented in Table 4.



**Table 4 GoF (Goodness of Fit) Testing**

Fit Index	Goodness of Fit	Criterion	Cutoff value	Information
Absolute Fit	Chi-Square	Small	192.455	Fit
	Probability	≤ 0.05	0.071	Fit
	GFI	≥ 0.90	0.914	Fit
Incremental Fit	CFI	≥ 0.90	0.891	Marginal Fit
	TLI	≥ 0.90	0.986	Fit
	PGFI	≥ 0.60	0.718	Fit
Parsimony Fit	PNFI	≥ 0.60	0.802	Fit

Source: primary data (processed, 2023)



**Figure 2 Structural Models Of Each Endogenous And Exogen Latent Variable**

Source: primary data (processed, 2023)

### Hypothesis Confirmation

The results of hypothesis confirmation between research variables are presented in Table 5. The results show that the first hypothesis obtained a value of 0.000 ( $p < 0.05$ ), which indicates that the halal tourism experience positively and significantly influences traveller loyalty. Furthermore, the second variable obtained a probability value of 0.043 ( $p < 0.05$ ), indicating that the halal tourism experience positively and significantly influences traveller satisfaction. In the third hypothesis, a probability value of 0.000 ( $p < 0.05$ ) is obtained, which indicates that value perception positively and significantly influences traveller loyalty. In the fourth hypothesis, a value of 0.000 ( $p < 0.05$ ) is obtained, which



means that the value perception positively and significantly influences traveller satisfaction. Finally, traveller satisfaction positively and significantly influences traveller loyalty with a probability of 0.006 ( $p < 0.05$ ). The whole hypothesis in this study is supported.

**Table 5 Confirmation Of Hypotheses Between Research Variables**

Variables	Estimate	SE.	CR.	P-Value	Information
TL ← HTE	0.953	0.181	5.255	0.000	Supported
TS ← HTE	0.315	0.155	2.025	0.043	Supported
TL ← VP	0.721	0.149	4.843	0.000	Supported
TS ← VP	0.542	0.141	3.844	0.000	Supported
TL ← TS	0.227	0.082	2.761	0.006	Supported

Source: primary data (processed , 2023)

### **Halal Tourism Experience In Influencing Traveller Loyalty**

Halal tourism has become increasingly popular in recent years. As a Muslim-majority nation, the growth of halal tourism is essential. That corresponds to the annual rise of Muslim travellers (Firdaus 2022). Malioboro itself, as one of the tourist icons in Yogyakarta, will, of course, be a destination that is at the top of the list of tourist visits. Therefore, Yogyakarta must initiate the growth of halal tourism, particularly with our Malioboro friends. Halal is a lifestyle for Muslim visitors, but for non-Muslim travellers, it relates to product quality, including cleanliness, safety, and supply chain quality (Aji et al., 2021; Firdaus, 2022; Rahman et al., 2022).

The experience obtained by tourists when visiting a tourist destination influences their minds. Travellers with a positive and pleasant experience will undoubtedly grow in their hearts the desire to return on their next vacation and the willingness to promote it to others (Dasangga and Ratnasari 2022; Fikiya, Fathoni, and Yetty 2021). The cheerful experience tourists obtain when visiting halal tourism in Malioboro can bring out loyalty to Yogyakarta tourism in general. The study's results found that the cheerful experience tourists have when visiting halal tourism in Malioboro makes them have positive feelings and a desire to return to visit Yogyakarta and promote Yogyakarta as a tourist destination to others. The more positive and better the halal tourism experience tourists obtain when visiting the Malioboro area, the more it will increase traveller loyalty to Yogyakarta. This result is in line with (Firdaus 2022); according to the research, halal tourism experiences have a favorable and substantial influence on visitor loyalty. In addition, previous research aligned with Suhartanto et al. (2021), who concluded that experience affects satisfaction and loyalty.

### **Halal Tourism Experience In Influencing Traveller Satisfaction**

In the tourism business, traveller satisfaction is a goal to achieve and a significant aspect in determining future visits. It takes work to obtain satisfaction from tourists who visit. It takes many tips and tricks to achieve significant satisfaction from travellers. The increasing expectations of tourists who visit and increasingly more competitors with better quality can cause tourists to turn to more satisfying traveller destinations quickly. That is very important to note



because tourism, as one of the businesses providing services to visitors or tourists, is the most critical benchmark for business continuity (Firdaus 2022).

Many visitors profit from halal tourism since its products and services have common qualities (Fikiya, Fathoni, and Yetty 2021). Halal tourism is not confined to religious tourism for Muslims; other non-Muslim visitors may also enjoy it. Halal-based tourism needs a concept that comprises a clean and comfortable setting and high-quality goods and food items created from transparent materials and packaged plainly. The positive experience gained from visiting and shopping in Malioboro, which implements halal tourism, will increase travellers' satisfaction. That is in line with Fikiya et al. (2021), who found from their research that halal tourism experience and visitor satisfaction are positively affected. In addition, previous research aligns with Wardi, Abror, and Trinanda (2018), who determined that halal experience influences satisfaction favorably.

### **Value Perception In Influencing Traveller Loyalty**

Traveller loyalty can be viewed from a variety of perspectives. Every tourist destination certainly wants to have visitors who have good loyalty. Someone who has loyalty will have a firmly held commitment to repurchase or subscribe to products or services that are consistently liked in the future Agustina (2020), so it can be interpreted that loyal travellers will be willing to visit again, willing to promote to others, and already turn to other tourist attractions. In the perception of Islamic values, everything must be based on Islamic sharia and not contradict Islamic laws, including tourism. How the value perceived by tourists in assessing tourism in Yogyakarta is viewed from the perspective of Islamic values can affect traveller loyalty. If tourists perceive that tourism application in Yogyakarta follows Islamic law, their loyalty will increase; thus, tourist revisits are also expected to increase, and the ability to attract new tourists will be better. When the perception of halal value for tourists is high, the desire of tourists to visit halal tourism will also be high (Firdaus 2022).

### **Value Perception In Influencing Traveller Satisfaction**

As a city of students, culture, and tourism, the level of tourist visits in Yogyakarta is expected to increase continuously. Many changes and new policies have been implemented to boost the tourism sector so as not to be left behind by other regions. The concept of halal tourism developing today is also being applied in Yogyakarta. That is noteworthy since halal tourism's expansion coincides with the Muslim population's growth, particularly in Indonesia, the nation with the most significant Muslim majority. Halal tourism is a trending topic because this sector is a fast-growing tourism market segment (Dasangga and Ratnasari 2022).

Therefore, Yogyakarta needs to improve the halal-based tourism sector. How the perception of Islamic values is seen and felt by tourists will affect traveller satisfaction with tourist destinations in Yogyakarta and how tourists perceive Yogyakarta in general. A sense of security, comfort, and no worries when visiting Yogyakarta regarding facilities, safety, comfort, convenience, and guaranteed halal food in Yogyakarta will increase the perception of tourist value toward Yogyakarta to increase satisfaction with Yogyakarta. Traveller satisfaction is an aggregate assessment of travellers' thoughts regarding the quality of each place (Listyawati and Wulandari 2022). In line with Dasangga and Ratnasari





(2022), who suggest that a sense of value impacts traveller satisfaction, there is a prior study by Juliana et al. (2023) that argues that customer happiness has a favorable and significant impact on the likelihood of return visits and has a beneficial effect on consumer perception.

### **Traveller Satisfaction In Influencing Traveller Loyalty**

Traveller loyalty can be grown by increasing the satisfaction felt by travellers with a tourist destination. The development of good tourism destinations can satisfy travellers, making them plan to visit again or recommend the destination to others (Listyawati and Wulandari 2022). Yogyakarta has many tourist destinations developed to increase traveller satisfaction and achieve high loyalty to Yogyakarta. Traveller satisfaction is the main factor in determining the success of a tourist attraction; if the tourist attraction meets the expectations of tourists before visiting, it will produce a high level of satisfaction and make tourists revisit or at least recommend it to other people Fikiya et al. (2021), so tourism managers in Yogyakarta must improve facilities and find tricks to achieve traveller satisfaction. How high the willingness of tourists to visit again and recommend Yogyakarta tourism to everyone shows the level of loyalty possessed by these tourists. Travellers are more loyal to those who provide them with high satisfaction. Firdaus (2022) concluded that traveller satisfaction positively and significantly affects traveller loyalty. In addition, in line with previous research by Suhartono (2021), research indicated that halal experience has a favorable impact on the value and that satisfaction positively impacts loyalty.

### **CONCLUSIONS**

Halal tourism is being developed to enhance Islamic law-based destinations' social, cultural, and destination values. The findings show that traveller loyalty is impacted by the halal tourism experience, value perception, and contentment, whereas the halal tourism experience and value perception influence satisfaction. The better this component is, the more it contributes to increased traveller satisfaction, which impacts traveller loyalty. This research provides perspectives and technical and theoretical implications for entrepreneurs, governments and managers of halal tourism destinations to increase socialization activities and intensify the concept of halal tourism, which has been proven to have a positive and significant effect on satisfaction and loyalty. The limitations of this study are that they have not reached halal tourism business actors as a research sample, and the possibility of loyalty is influenced by how business actors have a positive impact on tourists. Furthermore, our respondents have visited halal tourism before, and views from respondents who have never visited Yogyakarta before are needed to strengthen the results. In the future, further research is needed to generalize research participants in assessing the components of halal tourism that contribute directly and indirectly to traveller loyalty.

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