



RESEARCH ARTICLE

Development of Sustainable Halal Tourism Model Through Halal Tourism Attributes

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ABSTRACT

The halal tourism industry is currently growing rapidly in various countries in the world, both in countries with a majority Muslim population and in countries with a majority non-Muslim population. For Muslim tourists visiting tourist sites where the majority of the population is non-Muslim is a challenge in itself because it is related to the availability of halal tourism attributes (halal food and beverage, halal friendly facilities, halal friendly local and staff, halal friendly social environment, halal friendly services). This research will examine in depth how halal tourism attributes influence visiting behavior and arrive at tourist loyalty.

The quantitative approach was used in this study to examine the research phenomenon. Collecting research data using a research questionnaire distributed online using google form to Muslim visitors traveling in Bali. The measurement scale uses a Likert scale (1-5). The number of respondents in this study were 350 respondents. Analysis of research data using Structural Equation Modeling (SEM-AMOS).

The findings of this study indicate that halal tourism attributes have a significant effect on the visiting behavior of Muslim tourists to Bali. Furthermore, visiting behavior has a significant effect on tourist satisfaction and revisit intention. Finally, tourist satisfaction and revisit intention have a significant influence on employee loyalty. The interesting finding of this study is that, tourist locations with the majority of non-Muslim population such as Bali are able to attract and create loyalty for Muslim tourists to visit Bali.

This study only uses halal tourism attributes that shape visiting behavior, tourist satisfaction, revisit intention and tourist loyalty. So that further research can complement the limitations in this study by considering other antecedent factors that shape tourist visiting behavior, such as halal destination image. The findings in this study can enrich knowledge insights related to the visiting behavior of Muslim tourists to tourist destinations, this is useful for academics and practitioners in understanding visiting behavior and creating tourist loyalty in developing sustainable halal tourism in the future by paying attention to halal tourism attributes.

This research has important social implications in supporting the inclusiveness and sustainability of the halal tourism sector by understanding the needs of Muslim tourists through the availability of

halal attributes, while encouraging the development of destinations that are friendly to various cultures and religious beliefs.

Research related to halal tourism is currently being carried out in various countries to find out and understand the factors that cause the formation of visits and ultimately create tourist loyalty, but studies in tourist sites where the majority of the population is non-Muslim until now relatively limited literature that examines in depth, especially related to halal tourism attributes.

INTRODUCTION

The global tourism industry is growing and becoming a competitive market in various countries (Battour, 2010). Almost all countries are now starting to develop a tourism industry that contributes greatly to people's income and the creation of new jobs (Ratnasari et al., 2020). One form of tourism that is currently being developed in various countries is halal tourism. Halal tourism is part of the tourism industry that can be developed in countries with a majority Muslim population and in countries with a majority non-Muslim population (Ahmed & Akbaba, 2018). Halal tourism development has now become a global tourism trend (Aziz & Athoillah, 2019). Halal tourism is increasingly in demand, in line with the increase in Muslim tourists from year to year (Nurjaya et al., 2021). Halal tourism contributes to increased foreign exchange and employment opportunities (Bhuiyan et al., 2011).

The growing halal tourism sector is currently caused by the increasing awareness of Muslims in consuming halal products and services (Ratnasari, 2020). In addition, the growth driver of halal tourism is due to the growing Muslim population and the economic development of Muslim countries and their prosperity is growing for the better, resulting in an increase in their spending on traveling (Jia & Chaozhi, 2020). The impact of increased awareness of halal products and increased income has caused the number of Muslim tourist arrivals to increase significantly from year to year (Han et al., 2019). The successful development and marketing of halal tourism must be guided by the application of Islamic teachings and principles in aspects of tourism activities (Battour, 2016). Various countries are now starting to develop halal tourist destinations (Muslim-friendly tourism) that provide tourist accommodations specifically for Muslim visitors (Han, 2019).

The development of the halal tourism sector has now become a trend and a necessity for both Muslim and non-Muslim countries. Halal tourism is a rapidly growing market segment not only in Muslim countries but globally. With this growing phenomenon, coupled with the increasing number of Muslim tourists around the world, some non-Muslim countries have also started various strategies to benefit from halal tourism. Indonesia and Malaysia are two Muslim-majority countries that are most concerned with the development of halal tourism (Carballo et al., 2022; Juliana et al., 2022; Katuk, 2020; Khan et al., 2021; Lim et al., 2016; Peristiwo, 2020; Rachmawati et al., 2022; Ratnasari et al., 2020; Ristawati et al., 2019; Said et al., 2014; Salman & Siddiqui, 2011; Slamet et al., 2022; Suban et al., 2021; Sudigdo & Khalifa, 2020; Suhartanto et al., 2021; Zulkifli, 2011). Several other countries with a majority non-Muslim population have also begun to develop halal tourism along with the increasing potential of halal tourism (Akhtar et al., 2020; Han et al., 2019; Henderson, 2016; Sukmayadi & Effendi, 2020; Takeshita, 2020). In Japan, for example, it has begun to attract tourists from Muslim countries, especially from Southeast Asian countries, to visit Japan (Henderson, 2016; Sukmayadi & Effendi, 2020). Japan has provided prayer rooms at tourist destinations, airports, and some restaurants are now serving halal food (Takeshita, 2020). Some restaurant chains in Taiwan also offer halal food to Muslim visitors (Battour, 2016). South Korea has recently started to develop their halal tourism sector to cater to the growing Muslim market segment (Han et al., 2019). China has also developed their halal tourism sector by providing halal food in their restaurants to cater to Muslim travelers (Akhtar et al., 2020). The development of halal tourism which is growing rapidly in

various countries in the world today is very interesting to study to broaden the horizons of knowledge for academics and practitioners in developing sustainable halal tourism in the future. The urgency of this research are: first, research on halal tourism in tourist sites where the majority of the population is Muslim until now is relatively limited, so this research can fill the gap and enrich the science related to halal tourism. Second, filling the research gap and contributing to the development of science on sustainable halal tourism development in increasing independence and resilience in the development of sustainable halal tourism through halal tourism attributes. Third, provide recommendations and guidelines in policy making for stakeholders related to the development of sustainable halal tourism, especially in tourist sites where the majority of the population is non-Muslim.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Tourist loyalty

Tourist loyalty is the willingness of tourists to return and recommend to others to visit a tourist destination (Suhartanto et al., 2021). Tourist loyalty is an important aspect of tourism management, influencing tourist behavior and the sustainability of destination development (Chiu et al., 2016). Tourist loyalty in halal tourism can be influenced by various factors, such as the availability of halal tourism attributes (halal food and beverages, halal-friendly facilities, halal-friendly residents and staff, halal-friendly social environment, halal-friendly services), experience when visiting halal tourism. (Khan et al., 2017), tourist satisfaction (Chiu et al., 2016; Dabphet, 2021), and revisit intention (Akhtar et al., 2020; Rehman et al., 2022). Measuring tourist loyalty is an interesting topic in the marketing literature, especially in the field of tourism (Sudigdo & Khalifa, 2020). Simple and easy-to-measure tourist loyalty indicators can help destination managers in designing effective marketing strategies to increase tourist loyalty (Martín-Santana et al., 2017). Past experiences influence the formation of tourist loyalty (Shafaei, 2017). Tourist satisfaction has a significant influence on tourist loyalty (Dabphet, 2021). A good understanding of the factors that influence tourist loyalty will help destination managers in designing more effective marketing strategies to increase and maintain tourist loyalty and ultimately will make halal tourism successful and sustainable.

Halal Tourism Attribute

Halal tourism attributes are all aspects that support halal tourism (Mohsin and Ryan, 1997; Wan-Hassan and Awang, 2009; Battour, 2010; Msaedeh and Mazhar, 2010; Zailani et al., 2011; Battour, 2011; Kurokawa, 2013; Halkias, 2014; Shakona, 2015; Gabdrakhmanov, 2016; Henderson, 2016; Khan, 2017; Wingett, 2017; Rusli, 2018; Wardi, 2018; Han et al., 2019; Han et al., 2019; Rasul, 2019; Jia and Chaozhi, 2020; Vargas-Sánchez and Moral-Moral, 2019; Suhartanto et al., 2021; Huda et al., 2022; Lestari et al., 2022; (Supardin et al., 2023). Halal tourism attributes refer to specific features and services that cater to the needs of Muslim travelers, ensuring their travel experience is in line with Islamic principles. The main halal tourism attributes (see figure 2) include: halal food and beverage, halal friendly facilities, halal friendly local and staff, halal friendly social environment, halal friendly services. These five things are the main considerations for a Muslim in choosing a destination, especially in tourist locations or countries where the majority of the population is non-Muslim. Halal food and beverage: provides certainty to visitors that tourist destinations provide halal food and beverages that are guaranteed halal through halal certification (Awan et al., 2015; Han et al., 2019). For Muslim visitors, especially halal food and beverage, it provides a sense of security and comfort when visiting a tourist destination, especially in tourist locations or countries where the majority of the population is non-Muslim (Han et al., 2019). Halal food and beverage ensures that all food and beverage options sold at tourist destinations are in accordance with Islamic teachings (Sudigdo & Khalifa, 2020). Halal friendly facilities: provide accommodation and facilities for visitors to tourist destinations to maintain and practice their religious beliefs, such as the availability of

places of worship (Aji et al., 2021; Juliana et al., 2023). For Muslim visitors, the availability of halal friendly facilities is an important consideration in visiting tourist destinations in order to carry out their obligations to Allah SWT. In some countries where the majority of the population is non-Muslim, they have begun to pay attention to the availability of halal friendly facilities in order to attract Muslim tourists to visit (Muslim & Harun, 2022). Halal friendly local and staff: the community and staff are educated to understand and respect the needs of Muslim tourists so as to increase comfort and memorable experiences while visiting tourist destinations (Gabdrakhmanov, 2016). Halal friendly social environment: tourist destinations must be able to create a friendly environment for Muslim visitors, especially in tourist sites or countries where the majority of the population is non-Muslim (Lestari et al., 2022). A good halal friendly social environment will provide a memorable experience for visitors and ultimately want to visit the destination again. Halal friendly services: a good tourist destination must be able to provide halal-friendly services for Muslim tourists in order to have a memorable experience during their visit, for example by providing guidance on the availability of halal food, available places of worship and others (Aliyev, 2021). This will give a meaningful and deep impression for Muslim visitors, especially in tourist sites or countries where the majority of the population is non-Muslim. Based on the explanation of halal tourism attributes, it is very important for stakeholders to pay attention to whether halal tourism attributes are available and well implemented to improve visiting behavior, tourist satisfaction, return visit intentions and ultimately create tourist loyalty.

H1. Halal tourism attributes has a positive effect on visiting behavior.

Visiting behavior

Visiting behavior is the process by which individuals choose a tourist destination to visit based on certain considerations (Ajzen & Madden, 1986; Wibawa et al., 2023). Visiting behavior in halal tourism has shown a significant increase in recent years, especially in countries with large Muslim populations such as Indonesia. Halal tourism not only offers a travel experience that complies with Islamic principles, but also creates substantial economic opportunities (Han et al., 2019). The halal tourism trend emerged in response to the needs of Muslim travelers seeking Muslim-friendly destinations, including access to halal food, suitable accommodation, and places of worship (Khan et al., 2017). The development of halal tourism in Indonesia has been recognized globally by winning the title as "Top Muslim Friendly Destination of the Year" in the Global Muslim Travel Index (GMTI) 2023. This shows that the halal tourism sector in Indonesia has succeeded in attracting the attention of Muslim tourists from all over the world, thanks to the existence of various halal tourist destinations spread across various islands in Indonesia, including Bali, which is famous as an icon of Indonesian tourism that has been widely recognized by foreign tourists. The development of halal tourism in Indonesia involves a careful marketing strategy in attracting tourists from various countries. Many travel agencies today offer halal tour packages specifically designed to meet the needs of Muslim tourists when visiting tourist destinations (Juliana et al., 2023). As awareness of the importance of halal lifestyle increases, the tourism industry must continue to adapt and pay attention to religious aspects in their services (Khan et al., 2017). Visiting behavior in halal tourism reflects a paradigm shift where tourists are not just on vacation, but can still maintain and carry out their religious orders. Muslim tourists are now increasingly aware of the importance of travel experiences that are in accordance with their religious beliefs, so the tourism industry must be prepared to meet these demands for sustainability in the development of sustainable halal tourism in the future to provide satisfaction and attract tourists.

H2. Visiting behavior has a positive effect on tourist satisfaction

H3. Visiting behavior has a positive effect on revisit intention

Tourist satisfaction

Tourist satisfaction is the level of a person's feelings after comparing the perceived performance/results with expectations (Juliana et al., 2023; Kasdi et al., 2018). Tourist satisfaction in visiting halal destinations is an important focus in tourism development, both in Muslim-majority countries such as Indonesia, Malaysia, Saudi Arabia, and other countries and in non-Muslim-majority countries such as South Korea, Japan, China, and other countries (Amalia & Gunawan, 2022; Takeshita, 2020). A number of previous studies have shown that certain aspects of halal tourism contribute significantly to Muslim travelers' satisfaction in visiting a tourist destination (Chiu et al., 2016; Dabphet, 2021). Tourist satisfaction in visiting a tourist destination is inseparable from a memorable experience while visiting a tourist destination (Wardi, 2018). For Muslim visitors, the beauty of tourist destinations can be truly enjoyed and give a positive impression if the tourist destination is able to meet the needs of Muslim visitors to obtain halal food, places of worship (mosque/musholla), halal friendly local residents and staff, halal friendly social environment, halal friendly services. If these basic aspects have been fulfilled properly by the management of tourist destinations, it will give a positive impression in the minds of consumers. Research conducted by (Desky et al., 2022) in Banda Aceh shows that halal-friendly accommodation and facilities that comply with sharia principles greatly affect tourist satisfaction. This includes the provision of halal food, places of worship, and services that respect Islamic values (Desky et al., 2022). Research findings (Al-Ansi & Han, 2019) shows that the quality of services provided by tourism service providers also plays an important role. Good services not only enhance travelers' experience but also strengthen their trust in the destination (Al-Ansi & Han, 2019). Positive experiences during the visit, such as interaction with local people and comfort in worship, can increase tourist satisfaction and ultimately tourists want to recommend the tourist destination to others (Antón et al., 2017). Tourist satisfaction is inseparable from various basic aspects which are the main considerations for Muslim visitors to visit so as to provide tourist satisfaction in visiting tourist destinations.

H4. Tourist satisfaction has a positive effect on revisit intention

H5. Tourist satisfaction has a positive effect on tourist loyalty.

Revisit Intention

The tourism industry is increasingly recognizing the importance of return visit intentions as an indicator of tourism performance (Han et al., 2019). The tourism industry is encouraged to improve memorable experiences for visitors through improved service quality and marketing strategies that are tailored to the intended target visitors (Ratnasari et al., 2020). Revisit intention is a person intention to return to visit a tourist destination that has been visited before (Rehman et al., 2022). Revisit intention refers to the likelihood or tendency of travelers to return to a particular destination after their initial experience (Mannaa, 2020). The study of revisit intention in halal tourism is very important because it is directly related to tourist loyalty in visiting a destination and the sustainability of halal tourism development in particular (Han et al., 2019). Research shows that revisit intentions are influenced by several factors, including tourist satisfaction (Juliana et al., 2023). Previous studies conducted by (Khan et al., 2017) highlights the tourist experience in increasing tourist satisfaction, which in turn influences their intention to revisit the tourist destination. Memorable experiences characterized by positive emotions and good service quality in fostering revisit intentions (Riyanto et al., 2022). For visitors, the positive impression they get during a visit will provide encouragement to visit again and ultimately create loyalty to tourist destinations.

H6. Revisit intention has a positive effect on tourist loyalty.

METHOD

This research approach uses quantitative by conducting a survey using online questionnaire (google form). The sampling method used was purposive sampling (Hair et al., 2013). The selection of purposive sampling in this study aims to avoid errors in the selection of research respondents so that they are able to answer each research question properly and in the end the results of this study are able to describe the actual research phenomenon (Hair et al., 2013). The criteria for respondents in this study are domestic Muslim tourists who have visited Bali at least once in the last 1 year (August 1, 2023 - July 31, 2024). The number of respondents in this study were 350 respondents. Furthermore, this study will adopt a one to five Likert scale model to measure each research item with alternative answers “1 = strongly disagree” to “5 = strongly agree” (Hair et al., 2013). The results of data collection are then processed using structural equality modeling (SEM-AMOS) to test and determine the performance of instrument quality and research hypotheses. This research model is shown in Figure 1, below.

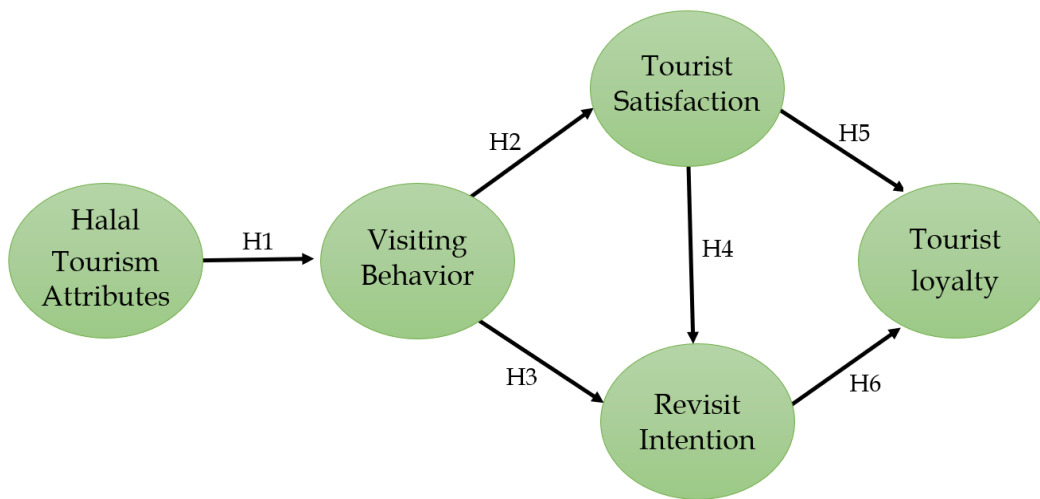


Figure 1. Research model

Source: Authors' elaboration based on literature study (2024)

RESULT AND DISCUSSION

Respondent Profile

Based on the results of the distribution of online questionnaires that have been carried out, the profile of respondents in this study can be found as follows: Based on table 1, shows the profile of respondents in this study consisting of gender, age and income. Respondents based on gender are dominated by female respondents as many as 215 respondents. Furthermore, respondents based on age are dominated by respondents aged 18-28 years as many as 174 respondents. Finally, respondents based on income are dominated by respondents with an income of IDR 2.000.000 – 4.000.000 as many as 146 respondents.

Table 1. Respondent profile

Respondent Profile	Category	Frequency	Percentage
Gender	Male	135	38,6%
	Female	215	61,4%
Age	18 – 28 Years	174	49,7%
	29 – 39 Years	107	30,6%
	40 – 50 Years	42	12,0%

Respondent Profile	Category	Frequency	Percentage
	> 50 Years	27	7,7%
Income	IDR < 2.000.000	45	12,9%
	IDR 2.000.000 – 4.000.000	146	41,7%
	IDR 4.100.000 – 6.000.000	111	31,7%
	IDR 6.100.000 – 8.000.000	41	11,7%
	IDR > 8.000.000	7	2,0%
Source: Processed primary data (2024)			

Instrument Quality Test

Instrument quality tests include validity and reliability tests which are important steps in research using the Structural Equation Modeling (SEM) method with AMOS software to determine whether the question items in the study are valid and reliable so that they are suitable for use in research. Based on table 2 shows that: first, the validity test results on each question item from the research variables have an estimate value ≥ 0.50 (Hair et al., 2013). So it can be concluded that all question items from each research variable are valid. Second, the reliability results of all question items representing the research variables have a composite reliability value ≥ 0.70 and an average variance extracted value ≥ 0.50 (Hair et al., 2013). So it can be concluded that all question items that represent the research variables are reliable.

Table 2. Validity and reliability test

Construct	Estimate	Composite Reliability	Average Variance Extracted
Halal tourism attribute		0,874	0,599
HTA1	0,567		
HTA2	0,609		
HTA3	0,995		
HTA4	0,573		
HTA5	0,993		
Visiting behavior		0,800	0,502
VB1	0,771		
VB2	0,677		
VB3	0,742		
VB4	0,639		
Tourist satisfaction		0,825	0,544
TS1	0,771		
TS2	0,813		
TS3	0,637		
TS4	0,718		
Revisit Intention		0,808	0,513
RI1	0,745		
RI2	0,767		
RI3	0,683		
RI4	0,667		
Tourist loyalty		0,846	0,530
TL1	0,761		
TL2	0,710		
TL3	0,677		
TL4	0,762		

Construct	Estimate	Composite Reliability	Average Variance Extracted
Source: Processed primary data (2024)			

Goodness of Fit Test

The goodness of fit test in structural equation modeling (SEM) is a process to determine how well the SEM model fits the given data (Hair et al., 2013). The main function of the Goodness of Fit test is to measure the fit between the estimated model and the sample data. Based on table 3, the goodness of fit test results show that this research model has a good level of acceptance of good fit, this can be seen from the CFI, TLI, IFI and RMSEA which meet the good fit criteria. So it can be concluded that this research model is feasible to continue.

Table 3. Goodness of Fit Test Results

Goodness of Fit Index	Cut Off Value	Results	Interpretation
X2 - Chi Square	< 215,563	461,201	Unfit
Significancy Probability	≥ 0,05	0,000	Unfit
CFI	≥ 0,90	0,930	Good Fit
TLI	≥ 0,90	0,919	Good Fit
IFI	≥ 0,90	0,930	Good Fit
RMSEA	≤ 0,08	0,066	Good Fit
Source: Processed primary data (2024)			

Hypothesis Test

Hypothesis testing is carried out to determine whether the hypothesis proposed in the study is accepted or rejected based on the results of data collection that has been carried out on research respondents. Based on table 3, it shows that all hypotheses proposed in this study are accepted because they have a p value ≤ 0.05 (Hair et al., 2013).

Table 4. Hypothesis test results

Hypothesis		P	Interpretation
H1	Halal tourism attribute → Visiting behavior	0,000	Accepted
H2	Visiting behavior → Tourist satisfaction	0,000	Accepted
H3	Visiting behavior → Revisit intention	0,000	Accepted
H4	Tourist satisfaction → Tourist loyalty	0,000	Accepted
H5	Tourist satisfaction → Revisit intention	0,026	Accepted
H6	Revisit intention → Tourist loyalty	0,000	Accepted
Source: Processed primary data (2024)			

Discussion

The interesting findings related to halal tourism show that the development of halal tourism can not only be applied in locations/countries where the majority of the population is Muslim. (Juliana et al., 2023), but also in locations/countries where the majority of the population is non-Muslim (Han et al., 2019; Takeshita, 2020) as well as Bali. According to the data (Kemenag, 2022) the number of Balinese who adhere to Hinduism is around 82.59%. Bali majority Hindu population does not make Bali tourist destinations unfriendly to Muslim visitors but on the contrary Bali is able to package its tourism well through the provision of halal tourism attributes (see figure 2) for Muslim visitors visiting Bali. This is certainly what attracts Bali as one of the most popular destinations in Indonesia and even the world.

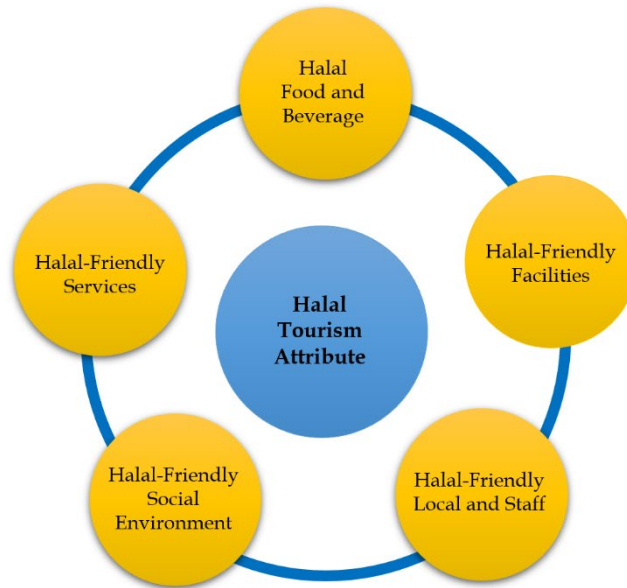


Figure 2. Halal Tourism Attribute

Source: Adopted from (Mohsin and Ryan, 1997; Wan-Hassan and Awang, 2009; Battour, 2010; Maedeh and Mazhar, 2010; Zailani et al., 2011; Battour, 2011; Kurokawa, 2013; Halkias, 2014; Shakona, 2015; Gabdrakhmanov, 2016; Henderson, 2016; Khan, 2017; Wingett, 2017; Rusli, 2018; Wardi, 2018; Han et al., 2019; Han et al., 2019; Rasul, 2019; Jia and Chaozhi, 2020; Vargas-Sánchez and Moral-Moral, 2019; Suhartanto et al., 2021; Huda et al., 2022; Lestari et al., 2022; (Supardin et al., 2023)

Based on the results of the study, it shows that halal tourism attributes in Bali tourist destinations are well available. Based on the findings of this study indicate that halal tourism attributes have a significant effect on visiting behavior of Muslim tourists to Bali. The findings of this study indicate that halal tourism attributes are a factor that Muslim tourists consider when visiting Bali. As it is known that Bali has a majority Hindu population, but it does not close the opportunity for Bali to provide halal tourism attributes for Muslim visitors who want to travel to Bali in order to keep their religious orders. The findings of this study are also reinforced by previous research conducted by (Amalia & Gunawan, 2022; Henderson, 2016; Hernández, 2022) which shows that in non-Muslim majority countries such as Japan still provide halal tourism attributes in order to attract Muslim tourists to visit their country (Ahmed & Akbaba, 2018). Other findings conducted by (Han et al., 2019) shows that in South Korea, where the majority of the population is non-Muslim, halal tourism is also developed by providing halal tourism attributes in attracting foreign Muslim tourists to travel in South Korea. Literature studies and previous research findings emphasize that the development of halal tourism is not only for Muslim-majority countries but can be applied in countries/tourist locations where the majority of the population is non-Muslim. These findings are very interesting so that stakeholders can pay attention to halal tourism attributes in developing sustainable halal tourism in the future.

The next finding shows that visiting behavior has a significant effect on tourist satisfaction and revisit intention of Muslim tourists to Bali. Visiting behavior shows the behavior that tourists do when visiting a tourist destination (Albarq, 2013; Hahm & Severt, 2018). Visiting behavior halal destination refers to the visiting pattern of tourists who seek services and facilities in accordance with Islamic principles (Sudigdo & Khalifa, 2020). Halal-friendly destinations offer sharia-compliant accommodation, food and activities, such as halal food, places of worship and environments that support Islamic values. These visitation patterns are influenced by Muslim travelers' preferences for

spiritual and physical comfort, safety, as well as local cultural attractions that are in line with their beliefs. Understanding visiting behavior in halal destinations is important for the tourism industry to develop inclusive services and increase competitiveness in the global tourism market. The experience during a visit to a tourist destination will give a positive or negative impression according to the experience that tourists feel when visiting (Han et al., 2019). A memorable and positive experience will make tourists feel satisfied and encourage revisit intention. Research conducted by (Suhartanto, Gan, et al., 2021) shows that visiting behavior affects tourist satisfaction. Other research conducted by (Rehman et al., 2022) shows that visiting behavior affects revisit intention. The findings of this study confirm the importance of providing a memorable experience for tourists, because from this memorable experience it will make tourists feel satisfied and encourage revisit intention.

The next finding shows that tourist satisfaction has a significant effect on the revisit intention of Muslim tourists to Bali. Tourist satisfaction is one of the key factors that determine whether a tourist will return to visit a destination (Dabphet, 2021). Various studies have shown that there is a significant relationship between tourist satisfaction and revisit intention. Research by (Wang & Li, 2023) asserts that when travelers are satisfied with their experience, their likelihood of returning to the destination increases. In addition, the quality of the experience also plays an important role in shaping travelers' satisfaction (Nazir et al., 2022). Travelers who have a positive experience during their visit tend to have a high level of satisfaction, which in turn increases their desire to return (Abror, 2019). Based on the results of this study, it can be concluded that halal tourism destination managers need to focus on providing halal tourism attributes so as to provide tourist satisfaction in visiting and ultimately attract more visitors to return in the future.

The last finding shows that tourist satisfaction and revisit intention have a significant effect on tourist loyalty of Muslim tourists to Bali. This finding further confirms that if tourism can be managed properly, it will give a positive and deep impression for visitors to a tourist destination (Chi & Qu, 2008). Tourist satisfaction and revisit intention are strong indications that tourists will be loyal to a tourist destination (Al-Ansi & Han, 2019). Tourist loyalty shows the satisfaction obtained by tourists when visiting tourist destinations and is a strong indication of the emergence of tourist loyalty (Sudigdo & Khalifa, 2020). On the other hand, revisit intention is the tendency of tourists to revisit a tourist destination in the future in response to a pleasant and memorable experience during a previous visit (Mursid & Anoraga, 2021). A number of previous studies have emphasized that tourist satisfaction and revisit intention are two strong indications that tourists will be loyal to a tourist destination. The study conducted by (Wang & Li, 2023) shows that tourist satisfaction is a strong factor influencing tourist loyalty. In a study conducted by (Papadopoulou et al., 2023) shows that revisit intention has a strong influence on tourist loyalty.

CONCLUSION

The findings of this study indicate that halal tourism attributes have a significant effect on the visiting behavior of Muslim tourists to Bali and ultimately able to create tourist loyalty. The findings of this study prove that the development of halal tourism can not only be developed in tourist sites with a majority Muslim population, but also can be developed in tourist sites with a majority non-Muslim population such as Bali. The research findings emphasize that Bali as a tourist destination with a majority non-Muslim population is able to present halal tourism attributes (halal food and beverage, halal friendly facilities, halal friendly local and staff, halal friendly social environment, halal friendly services). The findings of this study prove that halal tourism can be applied in various locations/destinations/countries where the majority of the population is Muslim or non-Muslim.

RECOMMENDATIONS

Researchers realize that this research is still imperfect in examining research phenomena related to halal tourism, especially on the antecedents that shape halal tourism visiting behavior. This study

only uses antecedents of halal tourism attributes in shaping halal tourism visiting behavior. Future research can add and modify this research model by adding aspects of halal destination image that have not been studied in this study which can also be an important factor in shaping visiting behavior and ultimately creating tourist loyalty. Furthermore, future research should be conducted in tourist locations where the majority of the population is non-Muslim, this aims to complement studies related to halal tourism in tourist locations where the majority of the population is non-Muslim, which until now is relatively limited.

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