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HALAL-FRIENDLY ATTRIBUTES AND TOURIST SATISFACTION: EXPLORING THE ROLE OF PERCEIVED VALUE AS MEDIATOR

Abstrak

Pariwisata halal merupakan fenomena baru yang terus berkembang dan menarik perhatian banyak kalangan. Bagi wisatawan muslim, ketersediaan atribut ramah halal merupakan faktor yang dapat menarik minat wisatawan muslim ke suatu destinasi. Penelitian ini bertujuan untuk mengungkap hubungan antara konstruk atribut halal-friendly, nilai yang dirasakan, dan kepuasan konsumen. Penelitian ini mengadopsi model S-O-R sebagai teori utama dalam menjelaskan keterkaitan konstruk. Data penelitian diperoleh dari 104 responden yang mengisi kuesioner dengan berani. Hasil penelitian menunjukkan bahwa atribut halal-friendly berpengaruh positif terhadap nilai yang dirasakan. nilai yang dirasakan berpengaruh positif terhadap kepuasan wisatawan. Penelitian ini menemukan bahwa atribut halal-friendly tidak berpengaruh signifikan terhadap kepuasan wisatawan. Penelitian ini juga menguji peran nilai yang dirasakan sebagai mediator antara atribut ramah halal dan kepuasan wisatawan. Penelitian ini memberikan kontribusi pada model S-O-R dalam konteks pariwisata halal. membekali mereka dengan alat yang diperlukan untuk berkembang dalam konteks global yang beraneka ragam dan saling terkait.

Kata Kunci: Atribut Ramah Halal, Nilai Yang Dirasakan, Kepuasan Wisatawan, Model S-O-R

Abstract

Halal tourism is a new phenomenon that continues to grow and attract the attention of many groups. for Muslim tourists, the availability of halal-friendly attributes is a factor that can attract Muslim tourists to destinations. This study aims to hide the relationship between constructs of halal-friendly attributes, perceived value, and consumer satisfaction. This study adopts the S-O-R model as the main theory in explaining construct linkages. The research data was obtained from 104 respondents who filled out the questionnaire boldly. the results of the study show that the halal-friendly attributes have a positive effect on perceived value. perceived value has a positive effect on tourist satisfaction. This study found that halal-friendly attributes have no significant effect on tourist satisfaction. This study also examines the role of perceived value as a mediator between halal-friendly attributes and tourist satisfaction. This research contributes to the S-O-R model in the context of halal tourism.

Key words: Halal-Friendly Attributes, Perceived Value, Tourist Satisfaction, S-O-R Model

INTRODUCTION

Halal issues are currently growing rapidly and have become a concern for the tourism industry. This can be seen from the emerging trends in the tourism industry to attract Muslim tourists to tourism activities through a halal perspective, known as halal tourism (Battour & Ismail, 2016). Halal tourism has become a promising tourism market segment and has the potential to experience growth and development in the future (El-Gohary, 2016; Vargas-Sánchez & Moral-Moral, 2019; Vargas-Sánchez & Perano, 2018). The development of halal tourism is also influenced by the increasing growth of Muslims around the world which are

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expected to grow twice as much as the entire population in the world between 2015 and 2060 (Zouiten, 2023). This is indicated by the estimated world population that will increase by 32% in the next few decades but the growth of the Muslim population is expected to increase to 70%, from 1.8 billion in 2015 to close to 3 billion in 2060 (Zouiten, 2023).

Halal tourism is a vital sector for tourism marketing activities (Vargas-Sánchez & Moral-Moral, 2019). Therefore, it is necessary to develop new halal-friendly marketing and retention strategies to increase business volume in supporting Muslim tourists in tourist destinations (Akhtar et al., 2019; Han et al., 2021; Kim et al., 2014). But, it is not easy to develop the halal tourism industry due to differences in demand and perceptions from tourists about the halal tourist destinations to be visited (Battour et al., 2018; Rahman et al., 2020). This is supported by an increasing number of Muslim population has changed the behavioral interest of tourists towards halal tourism which wants tourism service providers to make more efforts to meet the needs and perceptions of tourists (Rahman et al., 2019; Rahman et al., 2018; Rasul, 2019). Based on this, a destination needs to provide halal-friendly attributes that are adapted to the requirements of Islamic practices in supporting the needs of Muslim tourists and enhancing a positive image in traveling to destinations (Han et al., 2019; A Mursid & Anoraga, 2022; Napu & Nurhidayat, 2019; Sodawan & Hsu, 2022; Zulvianti et al., 2022).

In the tourism sector, Shafaei and Mohamed (2015) explained that Islamic destination attributes are presented as factors that can attract Muslim tourists to destinations and elements that can increase destination value. In addition, Muslim tourist satisfaction can be achieved when destination marketers provide halal-friendly attributes that suit the needs of tourists but do not conflict with their religious needs and this is a factor that can influence tourist visits (Battour, 2018; Lari et al., 2019; Putra et al., 2016). For example, for Muslim tourists traveling abroad, the availability of halal-friendly attributes plays an important role in their consideration before traveling (Fajriyati et al., 2020; Sudigdo et al., 2019). This is in line with the results of research from Bazazo et al. (2017) which explains that attributes related to halal goods and services play an important role for Muslim tourists. However, if the destination does not provide supporting facilities such as halal products and services, it will affect Muslim tourists' decisions not to travel (Jia & Chaozhi, 2020).

Numerous previous studies on the context of halal tourism show that Muslim tourists will assess halal antecedents in their attitudes or perceptions and also in the decision-making process (Battour, 2018; Bazazo et al., 2017; Jia & Chaozhi, 2020; Lari et al., 2019; Sudigdo et al., 2019; Suhartanto et al., 2020). In this case, the halal-friendly attribute will be tested as an antecedent that can affect the perceived value and tourist satisfaction. According to Oriade and Schofield (2019), value can be interpreted as an exchange process for consumers in receiving the many benefits and sacrifices that must be made to obtain or consume a product. In the context of tourism, research in various tourist spots shows the important role of perceived value in outcome variables, such as bicycle tourist satisfaction (Han et al., 2017). In addition, Suhartanto et al. (2020) states that tourists will feel a value if what they spend is following the tourism products or services obtained and this value is by Islamic principles when traveling on halal tourism.

One of the key outcome variables in increasing the number of tourist visits to halal tourism is tourist satisfaction. It is a determining factor for victory for all tourism sectors, including halal tourism (Abror et al., 2019). According to Rahman et al. (2020), satisfaction is a form of pleasure that tourists want, experience, feel, expect, or need from products, services, and places. Tourists will assess their satisfaction based on their experience during the traveling (Suhartanto et al., 2020). Tourists satisfaction will occur when the product or service along with its attributes and pleasures can exceed expectations, conversely when the experience is felt to be lower than expectations then tourists will tend to feel dissatisfied (Brien et al., 2022; Han et al., 2017; Mwesiumo et al., 2022). Tourists' satisfaction with halal tourism attributes will encourage them to provide recommendations to others (Abror et al., 2019).

Several studies report that perceived value has a positive effect on satisfaction (Suhartanto et al., 2020, 2021) in the context of halal tourism. Meanwhile, previous research revealed that customers' perceived value is a major factor in achieving customer satisfaction in tourism services (Wu & Mursid, 2020). In addition, Oriade and Schofield (2019) found that perceived

value partially mediates the relationship between attraction performance attributes and visitor satisfaction. Considering the importance of tourist satisfaction, its triggers and consequences have been well-researched in the tourism industry in general, however, there is still little discussion about tourist satisfaction in the context of halal tourism (Brien et al., 2022). Empirical investigations into the role of Muslim perceived value in the relationship between halal-friendly attributes and tourist satisfaction are still lacking. Sodawan and Hsu (2022) provides suggestions for future research to focus on the mediating role of perceived value and test the outcome variables for visitor tourists such as tourist satisfaction and then test the relationship with halal-friendly attributes.

In this case, experts have not paid much attention to halal-friendly attributes in a halal tourist destination using the stimulus-organism-response (SOR) model. This model is considered the best for predicting customer behavior or understanding customer decision-making and responses (Mehrabian & Russell, 1974). Thus, this study adopts the SOR model to examine the effect of halal-friendly attributes on perceived value and tourist satisfaction, in the case of halal tourism in Indonesia. According to the SOR model, the halal-friendly attribute refers to a "stimulus" which is then transferred to tourist satisfaction as a "response". In addition, perceived value acts as an "organism" that refers to individual internal processes, in this study that will intervene in halal-friendly attributes and tourist satisfaction.

This study has several objectives. First, to add to the literature review related to halal tourism by using the SOR model which focuses on halal-friendly attributes. Second, to examine the role of perceived value as a mediating variable in the context of halal tourism, especially in this study tested the relationship between halal-friendly attributes and tourist satisfaction. In addition, this study proposes an empirical model that examines the causal relationship of its constructs, so that the test is carried out using AMOS-SEM.

This study adopts the S-O-R model based on outcome variables for tourist visitors in the context of halal tourism. Halal-friendly attributes as a stimulus (environmental factor) play an important role in influencing perceived value as an organism and tourist satisfaction as a response. A study conducted by Sodawan and Hsu (2022) found that the halal-friendly attributes perceived by Muslim tourists significantly affect perceived value. This is in line with the results of Mursid and Wu (2022) research which stated that halal destination attributes trigger the value felt by Muslim tourists and also used the S-O-R model. Mursid and Anoraga (2022) also found that the halal destination attribute has a positive and significant influence on the perceived value of Muslims. Meanwhile, a number of previous studies have also found that generic attributes and Islamic destination attributes significantly and positively affect tourist satisfaction (Bazazo et al., 2017; Fajriyati et al., 2022; Ozturk & Gogtas, 2016; Rahman, 2014).

The perceived value by tourists is the result of an individual judgment of the benefits and costs offered for tourism products or services (Chen & Chen, 2010). The value felt by individuals does not only come from economic and physical factors but also from psychological factors (Suhartanto et al., 2021). Muslim bidders when traveling do not only try to meet the need for recreation but also maintain the need for products and services associated with religion (Rodrigo & Turnbull, 2019). This can have an impact on consumers' assessment of their satisfaction when doing halal tourism for the products and services experienced and compared to expectations before they visit (Wardi et al., 2018). Gallarza and Saura (2006) study explains that value is the best antecedent for satisfaction. Empirical studies result show that perceived value has a significant effect on satisfaction and has also been tested in the context of halal tourism (Oriade & Schofield, 2019; Rahman et al., 2020; Suhartanto et al., 2020, 2021).

Many studies (Gordon & McDougall, 2000; Uzir et al., 2020) found that perceived value is a significant driving factor for customer satisfaction. Results of a study by Han et al. (2017), argued that perceived value fully mediating the relationship between product attributes and satisfaction, in the bicycle tourism context. This study is in line with the results of Sodawan and Hsu (2022) in the halal tourism context, which found that perceived value fully mediating the effect between halal-friendly attributes and visiting intention. Meanwhile, Oriade and Schofield (2019) found that there was a partial mediating effect between the performance of attraction attributes and visitor satisfaction, in the attraction context.

Figure 1. Conceptual Model

Source: Researchers, 2023

Figure 1 shows that conceptual model for this research. First, halal-friendly attributes positively influence perceived value. Second, halal-friendly attributes positively influence tourist satisfaction. Third, perceived value positively influence tourist satisfaction. Fourth, perceived value mediates the relationship between halal-friendly attributes and tourist satisfaction.

METHOD

Questionnaire Design

This study has a theoretical framework which consists of three variables. Each framework is measured with various items. The questionnaire consists of four parts. The first part of the questionnaire collects demographic information from respondents, consisting of gender, age, and tourist destination. The second part examines the halal-friendly attributes (nine items) with the measurement construct adopted from Mastercard and Crescentrating (2018). The third part determines the perceived value (five items) adopted from Eid and El-Gohary (2015) and Jeaheng et al. (2019). The fourth section assesses tourist satisfaction (four items) with measurements adopted from Han et al. (2019), Hussein et al. (2018) and Rahman et al. (2020). All items were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data Collection

Data collection in this study through questionnaires distributed online. The sample size in this study was determined based on the subjectivity of using the Structural Equation Modeling (SEM) analysis tool. This study has a total of 3 constructs, where a sample size of 100 is considered sufficient for SEM for a total of 5 or fewer constructs (Hair et al., 2014). The sample size using SEM in this study ranged from 100 to 200 and was considered to be in the relative category (Hulland et al., 1996). The questionnaires were distributed boldly and a total of 104 questionnaires were obtained which could be processed with an online return response rate of 97.2% and considered free from non-response bias.

Data Analysis

Data analysis in this study used several tests such as convergent validity, discriminant validity, and composite reliability. Convergent validity must comply with the rule of thumb factor loading greater than 0,50 and AVE greater than 0,70 (Hair et al., 2017). Meanwhile, discriminant validity is obtained from the results of a comparison between the value of the AVE square root and the correlation value between constructs (Hair et al., 2017). Then, composite reliability (CR) must be greater than 0,70 (Hair et al., 2017).

Model testing in this study used SPSS AMOS version 23. Several criteria were evaluated on fit indices including chi-square, probability, TLI, CMIN/DF, CFI, AGFI, GFI, NFI, and RMSEA (Hair et al., 2010; Civelek, 2018). Each fit indices have a good fit values criteria such as chi-square expected to be small, probability is greater than 0,05, GFI and AGFI is greater than 0,90, CMIN/DF is less than 2, CFI, NFI and TLI is greater than 0,95, and RMSEA is less than 0,05 (Hair et al., 2010; Civelek, 2018). Meanwhile, hypothesis testing uses a Critical Ratio (CR) value of greater than 1.96 (Hair et al. 2010).

RESULTS AND DISCUSSIONS

Respondent Characteristics

This study obtained an online questionnaire from 104 respondents. The characteristics of respondents in this study consisted of gender, age and tourism destination. Based on table 1 shows that respondents were dominated by woman as much as 58.7% and man by 41,3%. Most of the respondents in this study were aged 19-24 years old reaching 42.3%. Respondents aged 25-30 years old and 31-35 years old accounted for 18.3%, while respondents aged over 35 years old reached for 17.3% and respondents aged 13-18 years old totaled for 3.8%. Domination in the selection of tourist destinations that have been visited while in Yogyakarta, namely Malioboro by 33.7% and the beach by 22.1%. Respondents also chose several other destinations such as the Keraton at 8.7%, Prambanan Temple at 7.7%, Taman Sari at 6.7%, Vredeburg fort at

4.8%, Heha Ocean View at 3.8%, Obelix Hills at 2.9%, Alun-alun at 1.9% and Taman Pintar at 1%. More complete characteristics of respondents can be seen in Table 1.

Table 1. Respondent Characteristics

Attributes	Details	Frequency	Percentage (%)
Gender	Man	43	41,3
	Woman	61	58,7
Age	13-18	4	3,8
	19-24	44	42,3
	25-30	19	18,3
	31-35	19	18,3
	>35	18	17,3
Tourism Destination	Malioboro	35	33,7
	Benteng Vredeburg	5	4,8
	Taman Pintar	1	1,0
	Taman Sari	7	6,7
	Keraton	9	8,7
	Alun-Alun	2	1,9
	Beach	23	22,1
	Heha Ocean Views	4	3,8
	Obelix Hills	3	2,9
	Candi Prambanan	8	7,7
	Candi Brorobudur	5	4,8
	Merapi	2	1,9

Source: Primary Data from the Database of Researcher, 2023

Validity and Reliability Testing

The results of the convergent validity and the composite reliability (CR) test can be seen in Table 2. Based on the results of the convergence validity test in Table 2 it is known that all items are declared valid with a factor loading greater than 0,50. Furthermore, the results of the composite reliability test in Table 2 also show that the construct as a whole has greater than 0,70. Based on Table 2, convergent validity is indicated by an average variance extracted (AVE) value of more than 0.05 for all constructs. In other words, factor loading, convergent validity and composite reliability are acceptable.

Table 2. Convergent Validity and Composite Reliability Testing

Construct	Item	Latent Variables	Factor Loading	CR	AVE
Halal-friendly Attributes	HFA1	Access to tourist destinations	0,590	0,920	0,561
	HFA2	Road infrastructure	0,796		
	HFA3	Travel guide	0,771		
	HFA4	The tour guide has language skills	0,753		
	HFA5	Information is available through digital marketing media	0,809		
	HFA6	Internet/Wi-Fi access	0,712		
	HFA7	Halal food	0,736		
	HFA8	Prayer room	0,818		
	HFA9	Sharia hotel	0,733		
Perceived Value	PV1	Quality is maintained	0,926	0,935	0,743
	PV2	Quality is acceptable	0,906		

Construct	Item	Latent Variables	Factor Loading	CR	AVE
	PV3	Cheap appropriate	0,843		
	PV4	Economical	0,824		
	PV5	Feel relaxed	0,804		
Tourist Satisfaction	TS1	Satisfied with the travel experience	0,875	0,927	0,759
	TS2	Revisit in the future	0,913		
	TS3	Be the first choice	0,831		
	TS4	Recommend to others	0,865		

Source: Primary Data from the Database of Researcher, 2023

Structural Model Analysis and Hypothesis Testing

Structural model analysis is focused on combining measurement models for exogenous and endogenous variables. The results of this merger are referred to as the generated model. The results of the generated model do not directly have a p-value of more than 0.05. Therefore, it is necessary to carry out modification indices (MI) so that the p-value can reach more than 0.05. In this study, the modification indices are shown in Figure 2. Based on Figure 2, it can be explained that modification indices are carried out 37 times with a p-value of 0.888 more than 0.05 and have the majority of goodness of fit values in the good category.

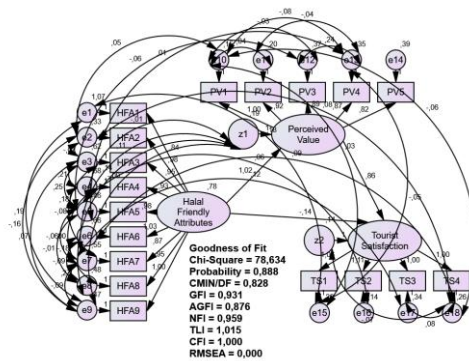


Figure 2. Full Model of the Structural Equation Model

Source: Researcher, 2023

The model in this study was tested using SEM-AMOS. Based on the estimation results, this research model is in the goodness of fit values category (Civelek, 2018). According to the data in Table 3 show that eight criteria has goodness of fit values (Chi-Square = 78,634; p = 0,888; CMIN/DF = 0,828; GFI = 0,931; NFI = 0,959; TLI = 1,015; CFI = 1,000; RMSEA = 0,000) and one criteria has acceptable fit value (AGFI = 0,876).

Table 3. Goodness of Fit Index

No	Criteria	Cut-off Value	Generated Model	Conclusion
1	Chi-Square	expected to be small	78,634	Good
2	Probability (p)	≥ 0,05	0,888	Good
3	CMIN/DF	≤ 2	0,828	Good
4	GFI	≥ 0,90	0,931	Good
5	AGFI	≥ 0,90	0,876	Fit
6	NFI	≥ 0,95	0,959	Good
7	TLI	≥ 0,95	1,015	Good
8	CFI	≥ 0,95	1,000	Good
9	RMSEA	≤ 0,05	0,000	Good

Source: Primary Data from the Database of Researcher, 2023

Table 4. Hypothesis Testing Results

Hypothesis	Variable	CR = t	Direction	Supported
H1	Halal-friendly attributes → Perceived value	8,364	Appropriate, positive	Yes
H2	Halal-friendly attributes → Tourist satisfaction	-0,905	Not appropriate, negative	No
H3	Perceived value → Tourist satisfaction	5,649	Appropriate, positive	Yes

Source: Primary Data from the Database of Researcher, 2023

Hypothesis testing in this study refers to the critical ratio (CR) which has a significance level greater than 1.96. The complete hypothesis testing results are presented in Table 4. Based on the results of hypothesis testing in Table 4, shows that two hypotheses of direct influence are supported, while one hypothesis of direct influence is not significant. The findings show that the halal-friendly attribute has a direct impact on perceived value (H1). This study found that perceived value has a direct impact on tourist satisfaction (H3). However, the results of the halal-friendly attribute show no significant effect on tourist satisfaction (H2).

The Mediating Role of Perceived Value

Mediation test in this study refers to the procedure of Baron and Kenny (1986) and Sobel (1982) statistics. Mediation testing was carried out for H4 - the effect of halal-friendly attributes on tourist satisfaction is mediated by perceived value. The effect of mediation is assessed based on the use of the Baron and Kenny (1986) procedure as follows: (1) the independent variable has a significant effect on the mediation, (2) the independent variable has a significant effect on the dependent variable, and (3) the mediating variable affects the dependent variable when the independent variable and the mediator in models. According to Chua (2023), mediating effects can occur based on the following effects: (1) if the direct effect is not significant and the direct effect is significant then a full mediation effect occurs, (2) if the direct effect and indirect effect are significant then a partial mediating effect occurs, (3) when at least one of the pathways connected to the mediator is insignificant then there is no mediating effect.

Table 5. Perceived Value Mediation Analysis

Hypothesis	Path	Sobel Test		Conclusion
		t-Stat	P-Value	
H4	Halal-friendly attributes → Perceived value → Tourist satisfaction	4,685	0,000	Significant

Source: Primary Data from the Database of Researcher, 2023

The indirect effect of halal-friendly attributes on tourist satisfaction through perceived value was tested using Sobel (1982) to find out explicitly the significance value of the mediation effect. Based on the results of the mediation test in Table 5, it shows that the mediation effect of perceived value on halal-friendly attributes and tourist satisfaction was significant (p-value=0,000; p <,001). As such, the findings of the mediation analysis support the full mediating effect between halal-friendly attributes and tourist satisfaction of perceived value.

This study explores the relationship between stimulus (halal-friendly attributes), organism (perceived value), and response (tourist satisfaction) in the context of halal tourism. H1 and H3 (see Table 4) are accepted, which illustrates results that are in line with previous studies (Mursid & Anoraga, 2022; Mursid & Wu, 2021; Oriade & Schofield, 2019; Rahman et al., 2020; Sodawan & Hsu, 2022; Suhartanto et al., 2021). In particular, the test results of the halal-friendly attribute as a stimulus are proven to be able to increase the perceived value of Muslims

rather than tourist satisfaction (rejected H2). The perceived value affects tourist satisfaction (accepted H3). Furthermore, the findings in this study reveal that perceived value can mediate between halal-friendly attributes and tourist satisfaction (accepted H4).

The following is an explanation of the results of hypothesis testing from Table 4 in detail. Firstly, the results of research on hypothesis 1 show that halal-friendly attributes have a positive effect on perceived value and have been proven (see Table 4). The results of the analysis show that the CR value is significant (CR=8,364). This figure shows that halal-friendly attributes have a positive influence on perceived value. That is, the more positive the halal-friendly attribute, the more perceived value it will have for tourists in making halal tourism visits. This study supports the findings of Sodawan and Hsu (2022) who found that Muslims' perception of halal-friendly attributes significantly affects the perceived value.

Secondly, the results of research on hypothesis 2 show that halal-friendly attributes had no significant effect on tourist satisfaction in the result of this study (see Table 4). Similar findings were reported by Saifudin (2021) who revealed that halal attributes such as halal food were not thought of by tourists and they considered that halal food in Demak was commonplace so there was no need for a different assessment. This result in line with Fuadi et al. (2021) who found that the attributes of halal tourism destinations did not have a significant impact on visitor satisfaction.

Thirdly, the results of research on hypothesis 3 show that perceived value has a positive effect on tourist satisfaction and has been proven (see Table 4). The results of the analysis show that the CR value is significant (CR=5,649). This figure shows that perceived value has a positive influence on tourist satisfaction. That is, the more positive the perceived value will increase tourist satisfaction when visiting halal tourism. The results of this study are in line with several previous studies which found that perceived value has a significant effect on satisfaction which has been tested in the context of halal tourism (Oriade & Schofield, 2019; Rahman et al., 2020; Suhartanto et al., 2020, 2021).

Fourthly, the results of research on hypothesis 4 show that perceived value significantly mediates between halal-friendly attributes and tourist satisfaction and has been proven (see Table 5). This present study found that an indirect relationship through perceived value was a mediator. This study supports the research of Han et al. (2017), in the context of bicycle tourism, found that perceived value fully mediates the relationship between product attributes and satisfaction.

CONCLUSIONS

This research has contributed to the development of halal tourism issues. This study focuses on halal-friendly attributes that can affect the value of tourists' perceptions. This study also focuses on the role of perceived value in mediating the relationship between halal-friendly attributes and tourist satisfaction. This present study is the first study that empirically makes perceived value a mediator in the relationship between halal-friendly attributes and tourist satisfaction. This study contributes to the development of a literature review on the S-O-R model. This study focuses on the role of perceived value as mediation and tourist satisfaction as outcome variables. Future research can include outcome variables that can measure tourist visits (revisit intention, tourist loyalty) and test halal-friendly attributes. The research model can also be developed to be more comprehensive.

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