



Article Type: Research Paper

The Impact of Halal Destination Attributes, Experience Quality, and Local Behaviour on Muslim Tourist Satisfaction in Lombok: Moderation Destination Image

Khadhiya Fahira*, Dafelia Qodhari and Jeihan Ali Azhar



AFFILIATION:

Master of Islamic Economics,
Faculty of Islamic Economics and
Business, Sunan Kalijaga State
Islamic University, Special Region
of Yogyakarta, Indonesia

***CORRESPONDENCE:**

khadhiyafahira00@gmail.com

THIS ARTICLE IS AVAILABLE IN:

<http://journal.umy.ac.id/index.php/jerss>

DOI: 10.18196/jerss.v9i1.24438

CITATION:

Fahira, K., Qodhari, D., & Azhar, J. A. (2025). The Impact of Halal Destination Attributes, Experience Quality, and Local Behaviour on Muslim Tourist Satisfaction in Lombok: Moderation Destination Image. *Journal of Economics Research and Social Sciences*, 9(1), 13-26.



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)

Abstract: The main issue in developing halal tourism destinations is the limited understanding of the factors significantly influencing Muslim tourist satisfaction. This is crucial, considering the vast potential of the halal tourism sector in Lombok as a premier destination. This study examines the influence of Halal Destination Attributes, Experience Quality, and Local Behavior on Muslim Tourist Satisfaction in Lombok, considering Destination Image as a moderating factor. The research employed a quantitative approach, using a questionnaire survey distributed to 300 Muslim tourists who had visited Lombok. Data were analyzed using Partial Least Square-Structural Equation Modelling (PLS-SEM). The results showed that Experience Quality and Local Behavior significantly positively affected Tourist Satisfaction. In contrast, Halal Destination Attributes did not show a significant influence. Moreover, Destination Image could not moderate the impact of Halal Destination Attributes, Experience Quality, and Local Behavior on Muslim Tourist Satisfaction. These findings imply that destination managers should prioritize enhancing tourist experiences and fostering positive interactions with local communities to boost satisfaction, particularly in halal tourism. Although the availability of halal facilities is essential, the study suggests that the quality of the overall tourist experience and the behavior of local residents are more critical in shaping satisfaction. This highlights the need for targeted training programs for local communities and service providers to ensure high-quality, memorable experiences for Muslim tourists. Furthermore, future marketing efforts should focus on the experiential aspects of tourism rather than solely relying on promoting halal attributes.

Keywords: Destination Image; Experience Quality; Halal Destination Attributes; Local Behavior; Lombok; Tourist Satisfaction

JEL Classification: C39; L83; M31; Z32

Introduction

One of the recent developments resulting from the expansion of the halal business is halal tourism. In addition to the tourism industry's growth, numerous Muslim and non-Muslim nations are gearing up to seize the Muslim tourist market by offering infrastructure, services, and products that cater to their needs (Jaelani, 2017; Samori et al., 2016; Vargas-Sánchez, A., & Moral-Moral, 2019). This is supported by various literature that explains that Muslim tourists pay attention to the consumption of

products and services in accordance with sharia when visiting tourist attractions so that the concept of halal tourism has been developed in several countries as a promising new market (Juliana et al., 2021). The increasing interest in halal tourism is partly due to the growth of the Muslim population worldwide (Battour & Ismail, 2016).

Indonesia, with the largest Muslim population in the world with a population of 231 million, has undoubtedly a great potential to develop the halal tourism sector (Juliana et al., 2022). Moreover, Indonesia was ranked first in the Top 20 Destinations for OIC countries in 2023, whereas previously, Indonesia also ranked first in 2019 (GMTI, 2023). In 2022, there were 110 million international Muslim visitors, or 12% of all international tourist arrivals. This growth is significant, equivalent to almost 68% of the previous level of the pandemic that occurred in 2019. It is estimated that Muslim tourist arrivals will increase to 140 million by 2023 (GMTI, 2023). Furthermore, the market share is predicted to rise to USD 274 billion in 2023 (National Committee for Sharia Finance, 2019). These two things are Indonesia's significant provisions in developing halal tourism (Moshin et al., 2020).

Indonesia has halal tourist destinations spread across various islands. Lombok is one of the islands with the most potential for halal tourism development. Lombok was named The World's Best Halal Tourism Destination at the World Halal Travel Awards in Abu Dhabi (GMTI, 2015). GMTI even scored 76 on the quality of communication services in Lombok in 2019 (GMTI, 2015). Then, in 2023, Lombok again received an award as the top Muslim-friendly tourism destination in the Indonesia Muslim Travel Index (National Committee for Sharia Finance, 2023).

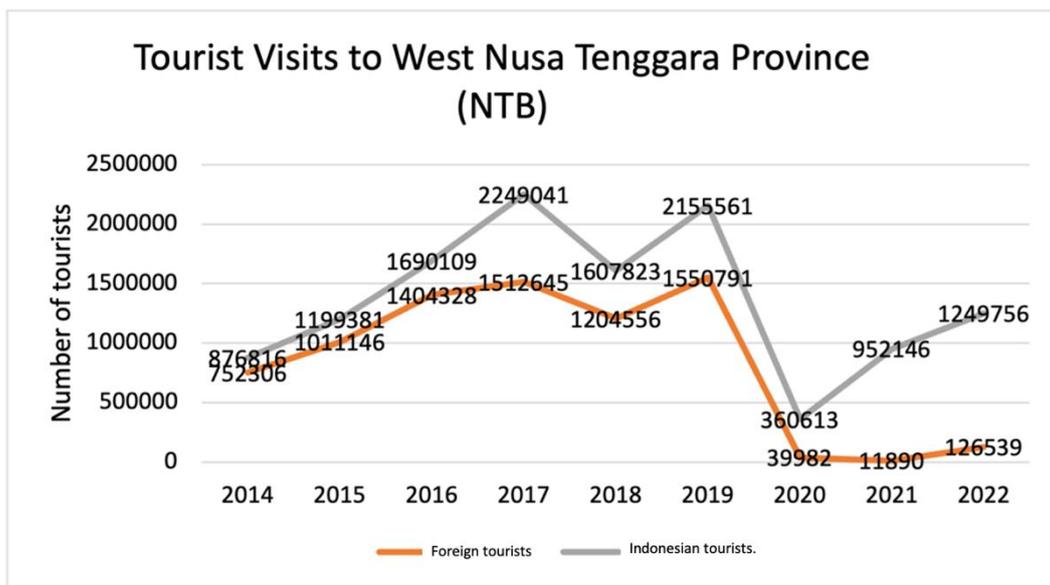


Figure 1 Number of Tourist Visits to West Nusa Tenggara Province (NTB)
Source: Tourism department Nusa Tenggara Barat (processed)

Lombok, as a promising tourism destination in Indonesia, has attracted the attention of international and domestic tourists. This can be seen in Figure 1, showing that tourist visits in Lombok (West Nusa Tenggara) fluctuate throughout the year, or in other words, sometimes increase. Still, in the following year, it decreases again. In the last 10 years, in 2020, tourist visits have significantly reduced, with only 39,982 foreign tourists and 360,613 domestic tourists. However, tourist arrivals again increased to 126,539 foreign tourists and 1,249,756 domestic tourists in 2022.

In recent years, **halal tourism** has garnered substantial attention due to the growing Muslim population and the increasing demand for travel destinations that cater to Islamic requirements. This development has its roots in **Islamic law (Sharia)**, which governs what is considered halal (permissible) in various aspects of life, including food, accommodations, and services (Jaelani, 2017). The essence of halal tourism lies in its adherence to these principles, allowing Muslim tourists to continue fulfilling their religious obligations while traveling (Battour & Ismail, 2016). This unique tourism segment is not only about providing halal food and services but also ensuring a complete travel experience that aligns with Muslim tourists' religious and ethical needs.

Halal Destination Attributes are central to the success of halal tourism. These attributes include the availability of halal food, worship facilities, and **Sharia-compliant accommodations** (Jeaheng et al., 2019). Prior studies have consistently emphasized the importance of these attributes in influencing **Muslim tourist satisfaction** (Rahmawati et al., 2021). However, focusing solely on HDA might not fully capture the broader elements that drive satisfaction. For Muslim travelers, the experience is often more than just about meeting religious requirements; it encompasses the overall quality of the experience, including emotional satisfaction and social interactions, which are increasingly recognized as crucial determinants of tourist satisfaction (Schlesinger et al., 2020).

Experience Quality refers to how well a destination meets or exceeds the expectations of its visitors. This aspect is typically measured through emotional responses such as enjoyment and relaxation, which significantly determine satisfaction (Wu et al., 2014). High-quality experiences often result in greater tourist satisfaction and loyalty, creating memorable and impactful interactions that resonate with travelers long after their trips (Otto & Ritchie, 1996). This notion holds true across **Muslim and non-Muslim tourism contexts**, where the quality of experience is a key factor in shaping positive travel outcomes (Chang & Horng, 2010).

Alongside experience quality, **Local Behavior** also plays a unique and influential role in shaping the tourist experience, especially in **Muslim-friendly destinations**. How tourists interact with local communities can significantly influence their perceptions of a destination (Jeaheng et al., 2020). Studies have shown that local residents' friendly, welcoming, and respectful attitudes toward Muslim tourists positively affect satisfaction (Hanafiah et al., 2021). When local behavior aligns with Islamic values, such as providing halal services, the tourist experience is further enriched (Al-Ansi & Han, 2019). These interpersonal dynamics contribute to a more meaningful travel experience, creating a favorable environment that enhances the tourist's satisfaction.

Despite the growing body of research on halal tourism, there are still gaps in understanding how **halal destination attributes, experience quality, and local behavior** influence overall tourist satisfaction. Moreover, the role of **Destination Image** in moderating these relationships remains underexplored. **Destination Image** refers to tourists' perceptions of a location and its attributes, which significantly shape their expectations and satisfaction (Amalia & Gunawan, 2022). A positive image of a destination can amplify tourists' satisfaction and increase their likelihood of revisiting the place (Han et al., 2019). However, while the direct effects of the destination image are well-documented, its moderating influence on the relationship between halal destination attributes, experience quality, local behavior, and tourist satisfaction is less understood.

Numerous studies have independently examined these variables. For instance, Battour and Ismail (2016) investigated how halal food and worship facilities affect satisfaction. Meanwhile, Wu et al. (2014) focused on how **experience quality** drives satisfaction and loyalty. Hanafiah et al. (2021) highlighted the impact of local behavior on enhancing the tourist experience. However, few studies have explored how these factors work together and how **destination image** might strengthen or weaken their effects on overall satisfaction.

This research aims to fill these gaps by comprehensively analyzing the interaction between **halal destination attributes, experience quality, local behavior, and Muslim tourist satisfaction** in Lombok. By including **destination image** as a moderating factor, this study offers novel insights into how the perceived image of Lombok as a Muslim-friendly destination influences the relationships between these variables. As Lombok continues to grow as a prominent halal destination, understanding the key drivers of satisfaction becomes essential for enhancing tourist experiences and maintaining its competitive edge in the global halal tourism market.

This study is critical in guiding **destination managers** and **policymakers** on improving service quality, engaging local communities, and enriching tourist experiences to ensure Lombok remains a preferred choice for Muslim tourists globally. This research contributes to the broader literature on halal tourism by addressing these interconnected factors. It offers practical solutions for strengthening the **Muslim-friendly tourism experience**.

Research Method

This study employed a quantitative approach to analyze the factors influencing Muslim tourist satisfaction in Lombok. The research was conducted in several stages, starting with a comprehensive literature review to identify key variables related to halal destination attributes, experience quality, local behavior, and destination image. This literature review also helped build the theoretical framework and formulate the hypotheses tested in the study.

The primary instrument used in this research was a structured questionnaire. The questionnaire was chosen due to its effectiveness in collecting quantitative data from a

large population. This instrument was developed based on scales used in previous studies, such as those proposed by Battour and Ismail (2016) and Rahmawati et al. (2021). The questionnaire contained items designed to measure halal destination attributes, experience quality, local behavior, destination image, and Muslim tourist satisfaction. Before being distributed to the respondents, the questionnaire was pilot-tested with 30 Muslim tourists. The pilot test aimed to ensure the clarity of the questions and to measure the reliability and validity of the instrument. The instrument's reliability was tested using Cronbach's Alpha, with an alpha value of 0.80 considered adequate. At the same time, the validity was assessed through expert reviews and field testing. This questionnaire was developed by adopting from several previous studies, as summarized in Table 1.

Table 1 Items and Measurement Sources

Variable	Indicator	Reference
Halal Destination Attributes	Attractions	(Battour et al., 2022)
	Accessibility	
	Amenities	
	Ancillary Services	
Experience Quality	Hedonics	(Schlesinger et al., 2020)
	Peace of mind	
	Involvement	(Rahmawati et al., 2021)
	Recognition	
Local Behavior	Local Community Acceptance of Tourism	(Hanafiah et al., 2021)
	Friendliness and Openness of the Local Community	
	Society in the Development of Halal Products and Services	
Tourism Satisfaction	Dissatisfier	(Fajriyati et al., 2020)
	Hybrid	
	Satisfier	
Destination Image	Sensuality	(Al-Ansi & Han, 2019)
	Intimacy	

In total, there are 21 questions for five variables. The questionnaire was written in Indonesian, under the respondents' native language. This study uses a 5-point Likert scale, where point 1 represents strongly disagree, point 2 represents disagree, point 3 represents neutral, point 4 means agree, and point 5 means strongly agree (Sekaran & Bougie, 2016).

The sample in this study consisted of 300 Muslim tourists who had visited Lombok within the past year. The sampling was conducted using a purposive sampling technique, meaning that respondents were selected based on specific criteria, namely that they had traveled to Lombok and met the qualifications of being Muslim tourists. This sampling method allowed the researcher to focus on respondents relevant to the study's objectives. The demographic characteristics of the respondents varied, with an age range of 18 to 60 years, and the majority were from Indonesia, Malaysia, and Singapore. The gender distribution of the sample was relatively balanced, with 55% female and 45% male respondents.

Data was collected over one month, from January to February 2024. The questionnaire was distributed both online and offline. The online questionnaire was shared through

social media platforms popular among Muslim tourists. In contrast, the offline questionnaire was distributed at various tourist locations in Lombok, such as hotels, airports, and major tourist attractions. Participants were assured of their anonymity, and each respondent was required to consent before participating in the survey to ensure that they understood the purpose of the study and their rights as participants.

Data analysis was performed using the **Partial Least Squares Structural Equation Modeling (PLS-SEM)** method. This method was chosen for its ability to analyze complex structural models with small to medium sample sizes. Data processing was conducted using **SmartPLS** software, which is widely used for structural model analysis. The hypotheses were tested through path coefficients and t-statistics generated by the PLS algorithm. The significance of the relationships between variables was assessed based on p-values, with $p < 0.05$ considered statistically significant.

Result and Discussion

Respondent Demographics

After distributing the questionnaire survey, 346 responses were obtained. Demographic characteristics are summarized in Table 1. Most respondents were female (59.5%), while male respondents accounted for 40.5%. This profile aligns with previous findings, such as those of Gomes and Montenegro (2016), which emphasize the growing importance of women in the global travel market (Saville & Mahbubi, 2021). The majority of respondents were students (72.1%), followed by private employees (10.9%), self-employed individuals (8%), teachers/lecturers (5.2%), and civil servants (3.7%). Regarding the highest level of education, 52% of respondents had a D3/D4/S1 degree, followed by SMK/SMA (44%) and S2 (4%).

Table 2 Demographic Profile

Characteristic	Category	Presentation
Gender	Woman	59,5%
	Man	40,5%
Recent Education	SMA/SMK	44%
	D3/D4/S1	52%
	S2	4%
Work	Student	72,1%
	Teacher / Lecturer	5,2%
	PNS/ASN	3,7%
	Private Officers	10,9%
	Self-employed/ Businessman	8%

Source: SmarT-PLS (processed)

Measurement Model Assessment

Using the SEM model, the term loading factor is known to see the stability of the value of convergent variable validity. Convergent Validity is assessed by item reliability (validity

indicator) indicated by the loading factor value. Loading factor is a value that describes the relationship between the question item's value and the construct indicator's value used to quantify the construct. The loading factor is valid if it has a value of > 0.7.

Table 3 Loading Factor Values

Construct Variables	Indicator	Loading Factor
Halal Destination Attributes	HDA1	0.747
	HDA2	0.754
	HDA3	0.788
	HDA4	0.826
	HDA5	0.802
	HDA6	0.810
Experience Quality	EQ1	0.809
	EQ2	0.855
	EQ3	0.900
	EQ4	0.823
	EQ5	0.797
Local Behavior	LB1	0.914
	LB2	0.911
	LB3	0.833
Tourist Satisfaction	TS1	0.827
	TS2	0.835
	TS3	0.849
	TS4	0.856
	TS5	0.879
Destination Image	D1	0.938
	D2	0.934

Source: SmarT-PLS (processed)

However, according to Khan et al. (2019), the initial diagnosis of the loading factor matrix, namely > 0.3, is considered to have met the minimum level. It is considered better for a loading factor > 0.4 and a loading factor > 0.5; generally, it can be regarded as significant. In this study, the loading factor used was 0.7. The loading factor value of each indicator can be displayed as shown in Table 3 with data management using Smart PLS.

In Table 3, 6 indicators explain the variable Halal Destination Attributes. At the same time, the one with the most considerable contribution is HAD 4, which states, 'Muslim tourists easily find worship facilities in tourist attractions in Lombok.' This shows that respondents show the willingness of halal tourism attributes to affect tourist satisfaction. In the Experience Quality variable, there are 5 indicators, and the one that significantly influences contributing is EiQ3 with the statement 'I really enjoy halal travel in Lombok.' This explains that the quality of the experience is felt when tourists enjoy halal travel. For the Local Behavior variable, there are 3 statement indicators, with LB1 as the indicator that contributes the most with the statement item 'Local communities in Lombok receive Muslim tourists well.' This shows that one of the strong influences on Muslim tourist satisfaction is the acceptance of local people. Then TS5, as an indicator that explains the variable Tourist Satisfaction, dramatically contributes to the statement 'I feel satisfied during a tourist trip in Lombok.' This means that tourists are satisfied with tourism in Lombok. Furthermore, the Destination Image variable has 2 indicators that explain it, with

DI1 as the most influential indicator with the statement item 'My overall image of Lombok as a positive halal tourism destination.' This shows that respondents who travel make Lombok a halal tourism destination.

Furthermore, a reliability test was carried out in this study by looking at the value of Cronbach's Alpha and the value of composite reliability. The requirements for meeting the reliability value are recommended composite reliability values of more than 0.60 to 0.70 and Cronbach's Alpha value of more than 0.50. Results of the Reliability Test in Table.

Table 4 Reliability Test

Variable	Composite Reliability	Average Variance Extracted (AVE)
Halal Destination Attributes	0.908	0.621
Experience Quality	0.922	0.702
Local Behavior	0.917	0.786
Destination Image	0.934	0.876
Tourist Satisfaction	0.928	0.722
HDA*DI	0.863	0.370
EP*DI	0.961	0.714
LB*DI	0.944	0.739

Source: SmarT-PLS (processed)

Table 4 shows that all variables meet reliability standards because the composite reliability value is all >0.07, and the AVE value is (0.5).

Table 5 Assessment of Construct Discriminant Validity

Variable	DI	EQ	HDA	LB	ME1	ME2	ME3	TS
Destination Image	0.936							
Experience Quality	0.671	0.838						
Halal Destination Attributes	0.587	0.647	0.788					
Local Behavior	0.688	0.689	0.632	0.887				
Moderating Effect 1	-0.205	-0.151	-0.111	-0.238	0.608			
Moderating Effect 2	-0.237	-0.196	0.057	-0.144	0.468	0.845		
Moderating Effect 3	-0.194	-0.155	-0.036	-0.199	0.594	0.694	0.859	
Tourist Satisfaction	0.751	0.763	0.586	0.684	-0.152	-0.195	-0.119	0.850

Source: SmarT-PLS (processed)

Furthermore, Table 5 shows that each square root construct of Average Variance Extracted (AVE) exceeds the correlation coefficient with other constructs. This finding signifies that each construct and corresponding measurement item is mostly larger in its own construct than any other construct in the model. As a result, the structural equation modeling (SEM) framework used in this study shows good discriminant validity.

The R Square value measures the degree of variation of the independent variable change to the dependent variable. The value of R Square is in the range of 0 to 1. The higher the value of R Square or close to the value of 1, the stronger the influence of the independent variable on the dependent variable and vice versa (Hair, 2009).

Table 6 Value of R-square

Variable	R- Square	R- Square Adjusted
Tourist Satisfaction	0.700	0.694

Source: SmarT-PLS (processed)

It can be seen in Table 6 that the value of the R Square dependent variable, i.e., Tourist Satisfaction, is 0.700. Therefore, the addition of Halal Destination Attributes, Experience Quality, and Local Behavior causes an explanation for the high proportion of variance in the Tourist Satisfaction construct variable.

Hypothesis Testing

Table 7 Hypothesis Testing

Variable	Beta	T Statistics	P Values	Notes
H1: Halal Destination Attributes -> Tourist Satisfaction	0.029	0.504	0.615	Rejected
H2: Experience Quality -> Tourist Satisfaction	0.395	6.814	0.000	Accepted
H3: Local Behavior -> Tourist Satisfaction	0.151	2.139	0.033	Accepted
H4: Destination Image -> Tourist Satisfaction	0.365	5.249	0.000	Accepted
H5: Halal Destination Attributes X Destination Image -> Tourist Satisfaction	-	0.007	0.994	Rejected
H6: Experience Quality X Destination Image -> Tourist Satisfaction	-	1.171	0.242	Rejected
H7: Local Behavior X Destination Image -> Tourist Satisfaction	0.082	1.192	0.234	Rejected

Source: SmarT-PLS (processed)

Discussion

This research provides deeper insights into the factors influencing Muslim tourist satisfaction in Lombok, explicitly focusing on **Experience Quality, Local Behavior, Halal Destination Attributes, and Destination Image** as a moderating factor. The findings, which show the vital role of Experience Quality and Local Behavior and the insignificant influence of Halal Destination Attributes, offer a new perspective on managing halal destinations.

One of the key findings is that **Experience Quality** consistently contributes significantly to **Muslim Tourist Satisfaction**. This indicates that Muslim tourists are not only looking for physical comforts like halal facilities but are also seeking more meaningful and fulfilling experiences in terms of services, comfort, and the overall journey. Tourists expect experiences that provide emotional value, such as enjoyment when interacting with local cultures or feeling valued as guests at the destination. As noted by Wu et al. (2018),

experience quality plays a critical role in creating tourist loyalty, and these findings further reinforce the argument that high-quality experiences are key to building long-term relationships with Muslim tourists. Chang and Horng (2010) also found that experience quality is crucial in shaping tourist satisfaction, particularly in cultural and religious tourism contexts. This supports the idea that emotional engagement plays a significant role in forming positive tourist experiences.

Local Behavior is also a crucial factor in creating satisfaction. Muslim tourists tend to appreciate positive interactions with local residents who display friendliness, respect Islamic values, and are willing to assist tourists in meeting their needs. This finding is consistent with previous studies, such as Hanafiah et al. (2021) and Al-Ansi and Han (2019), which show that Muslim tourists feel more satisfied when treated with respect and warmly welcomed by the local community. In the context of Lombok, where Islamic values are deeply embedded in the local community, the behavior of the locals toward Muslim tourists becomes a key determinant of the destination's success in providing a satisfying tourist experience. Therefore, training local residents to better support and interact with Muslim tourists is a vital step to improving the overall quality of the tourist experience.

However, interestingly, **Halal Destination Attributes**, such as the availability of halal food, prayer facilities, and Sharia-compliant accommodations, were not found to significantly influence **Muslim Tourist Satisfaction** in Lombok. This contradicts previous studies that emphasize the importance of halal attributes in increasing Muslim tourist satisfaction (Battour & Ismail, 2016; Juliana et al., 2022). Henderson (2010) also notes that in destinations with well-established halal facilities, tourists might take their availability for granted and instead focus more on the broader experience. This difference may be due to tourists' pre-existing expectations. Lombok is already well-known as a leading halal tourism destination. As such, tourists may already consider the availability of halal facilities as a given rather than a differentiating factor. Therefore, their focus shifts to broader aspects of the experience, such as social interactions and cultural experiences.

The study also highlights that **Destination Image** does not mediate the relationship between Halal Destination Attributes, Experience Quality, and Local Behavior with Tourist Satisfaction. This result is surprising, as a favorable destination image is usually expected to strengthen the relationship between these variables and tourist satisfaction (Han et al., 2019). Although Lombok is known as a Muslim-friendly destination, this image is not strong enough to moderate the influence of other factors on satisfaction. Prayag et al. (2016) also emphasize that while destination image can attract tourists, the direct experiences during the stay, such as the quality of services and interactions with the local community, have a more substantial impact on tourists' perceptions and satisfaction than merely the image built through promotion or reputation. This indicates that while Lombok's positive image as a halal tourism destination helps attract tourists, the image alone is not enough to enhance the actual experiences tourists feel.

Furthermore, these findings offer important implications for destination managers in Lombok and other halal destinations. Destination management strategies should not only

focus on providing halal facilities but also on enhancing the overall quality of the tourist experience and involving the local community in providing friendly services to Muslim tourists. This can be achieved through local community training, improving the quality of public facilities, and promoting the unique experiences that tourists can gain in Lombok. This more holistic approach will increase tourist satisfaction and improve Lombok's competitiveness among other halal destinations worldwide.

Conclusion

This study successfully identified that Experience Quality and Local Behavior significantly positively influence Muslim Tourist Satisfaction in Lombok. This indicates that tourists' quality of interactions and experiences during their stay at halal destinations is crucial in determining their satisfaction. However, the study also found that Halal Destination Attributes, such as the availability of halal food, prayer facilities, and accommodations that adhere to Islamic principles, did not significantly impact tourist satisfaction. This suggests that although these attributes are essential, they are not always the main factors in creating tourist satisfaction.

Moreover, the study revealed that Lombok's Destination Image does not mediate the relationship between Halal Destination Attributes, Experience Quality, and Local Behavior with Tourist Satisfaction. This means that although Lombok has a positive image as a halal tourism destination, this image is not strong enough to significantly influence how these destination attributes, experiences, or local behavior affect tourist satisfaction.

Based on these findings, several policy implications need to be considered. First, enhancing the quality of tourist experiences should be a top priority. Destination managers in Lombok must ensure that the facilities and services provided can create enjoyable and memorable experiences for Muslim tourists. Second, the role of local communities is also critical. Locals should be empowered and educated on how friendly and open attitudes toward tourists can enhance their satisfaction. This can be achieved through educational programs and training for those directly involved in the tourism industry.

Additionally, while Halal Destination Attributes did not significantly impact this study, it remains essential to ensure that halal facilities are available and meet standards. This is important to guarantee that Muslim tourists feel comfortable engaging in activities that align with their religious values. Finally, even though Destination Image did not moderate the relationship between the main variables, it is still crucial for Lombok to continue promoting a positive image as a halal tourism destination through targeted and strategic marketing, especially to attract more Muslim tourists worldwide.

Despite these insights, the study has certain limitations that should be acknowledged. The research focused solely on Lombok, meaning the findings may not be generalizable to other halal destinations. Moreover, the study relied on cross-sectional data, which may not capture changes in tourist satisfaction over time. Future research could expand the

scope to include comparative studies across different halal destinations and utilize longitudinal data to assess satisfaction trends.

References

- Al-Ansi, A., & Han, H. (2019). Role of halal-friendly destination performances, value, satisfaction, and trust in generating destination image and loyalty. *Journal of Destination Marketing & Management*, 13, 51–60. <https://doi.org/10.1016/j.jdmm.2019.05.007>
- Amalia, F. A., & Gunawan, A. I. (2022). Livening up Japan's halal tourism by captivating Indonesian potential Muslim tourists. *Journal of Islamic Marketing*, 14(9), 2235–2252. <https://doi.org/10.1108/jima-04-2022-0106>
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150–154. <https://doi.org/10.1016/j.tmp.2015.12.008>
- Battour, M., Noviyani, N. A., Ratnasari, R. T., Aboelmaged, M., & Eid, R. (2022). The Impact of HDA, Experience Quality, and Satisfaction on Behavioral Intention: Empirical Evidence from West Sumatra Province, Indonesia. *Sustainability*, 14(8), 4674. <https://doi.org/10.3390/su14084674>
- Chang, T.-Y., & Horng, S.-C. (2010). Conceptualizing and measuring experience quality: the customer's perspective. *The Service Industries Journal*, 30(14), 2401–2419. <https://doi.org/10.1080/02642060802629919>
- Fajriyati, I., Afiff, A. Z., Gayatri, G., & Hati, S. R. H. (2020). Generic and Islamic attributes for non-Muslim majority destinations: application of the three-factor theory of customer satisfaction. *Heliyon*, 6(6), e04324. <https://doi.org/10.1016/j.heliyon.2020.e04324>
- Global Muslim Tourism Index. (2023). Global Muslim Tourism Index 2023.
- Hair, J. (2009). Multivariate data analysis. Exploratory factor analysis.
- Han, H., Al-Ansi, A., Koseoglu, M. A., Lin, P. M. C., Park, J., Yu, J., & Kim, W. (2019). Halal tourism: travel motivators and customer retention. *Journal of Travel & Tourism Marketing*, 36(9), 1012–1024. <https://doi.org/10.1080/10548408.2019.1683483>
- Han, H., Al-Ansi, A., Olya, H. G. T., & Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination. *Tourism Management*, 71, 151–164. <https://doi.org/10.1016/j.tourman.2018.10.010>
- Hanafiah, M. H., Mack, A. A. A. A., & Zahari, M. S. M. (2021). Muslim tourist behaviour and intention to revisit non-Muslim countries: The role of Muslim-friendly tourism (MFT) attributes. *International Journal of Religious Tourism and Pilgrimage*, 9(1), 165-177.
- Henderson, J. C. (2010). Sharia-Compliant Hotels. *Tourism and Hospitality Research*, 10(3), 246–254. <https://doi.org/10.1057/thr.2010.3>
- Jaelani, A. (2017). Halal Tourism Industry in Indonesia: Potential and Prospects. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2899864>
- Jeaheng, Y., Al-Ansi, A., & Han, H. (2019). Halal-friendly hotels: impact of halal-friendly attributes on guest purchase behaviors in the Thailand hotel industry. *Journal of Travel & Tourism Marketing*, 36(6), 729–746. <https://doi.org/10.1080/10548408.2019.1631940>
- Jeaheng, Y., Al-Ansi, A., & Han, H. (2020). Impacts of Halal-friendly services, facilities, and food and Beverages on Muslim travelers' perceptions of service quality attributes,

- perceived price, satisfaction, trust, and loyalty. *Journal of Hospitality Marketing & Management*, 29(7), 787–811. <https://doi.org/10.1080/19368623.2020.1715317>
- Juliana, J., Putri, F. F., Wulandari, N. S., Saripudin, U., & Marlina, R. (2021). Muslim tourist perceived value on revisit intention to Bandung city with customer satisfaction as intervening variables. *Journal of Islamic Marketing*, 13(1), 161–176. <https://doi.org/10.1108/jima-08-2020-0245>
- Juliana, J., W. Mahri, A. J., Salsabilla, A. R., Muhammad, M., & Nusannas, I. S. (2022). The determinants of Muslim millennials' visiting intention towards halal tourist attraction. *Journal of Islamic Accounting and Business Research*, 14(3), 473–488. <https://doi.org/10.1108/jiab-02-2021-0044>
- Khan, G. F., Sarstedt, M., Shiau, W.-L., Hair, J. F., Ringle, C. M., & Fritze, M. P. (2019). Methodological research on partial least squares structural equation modeling (PLS-SEM). *Internet Research*, 29(3), 407–429. <https://doi.org/10.1108/intr-12-2017-0509>
- Komite Nasional Keuangan Syariah. (2019). Masterplan Ekonomi Syariah Indonesia 2019-2024. https://kneks.go.id/storage/upload/1573459280-Masterplan%20Eksyar_Preview.pdf
- Moshin, A., Brochado, A., & Rodrigues, H. (2020). Halal tourism is traveling fast: Community perceptions and implications. *Journal of Destination Marketing & Management*, 18, 100503. <https://doi.org/10.1016/j.jdmm.2020.100503>
- Otto, J. E., & Ritchie, J. R. B. (1996). The service experience in tourism. *Tourism Management*, 17(3), 165–174. [https://doi.org/10.1016/0261-5177\(96\)00003-9](https://doi.org/10.1016/0261-5177(96)00003-9)
- Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2016). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, 56(1), 41–54. <https://doi.org/10.1177/0047287515620567>
- Rahmawati, R., Oktora, K., Ratnasari, S. L., Ramadania, R., & Darma, D. C. (2021). Is It True That Lombok Deserves to be a Halal Tourist Destination in The World? A Perception of Domestic Tourists. *GeoJournal of Tourism and Geosites*, 34(1), 94–101. <https://doi.org/10.30892/gtg.34113-624>
- Samori, Z., Md Salleh, N. Z., & Khalid, M. M. (2016). Current trends on Halal tourism: Cases on selected Asian countries. *Tourism Management Perspectives*, 19, 131–136. <https://doi.org/10.1016/j.tmp.2015.12.011>
- Saville, R., & Mahbubi, A. (2021). Assessing Muslim travellers' preferences regarding food in Japan using conjoint analysis: An exploratory study on the importance of prayer room availability and halalness. *Heliyon*, 7(5), e07073. <https://doi.org/10.1016/j.heliyon.2021.e07073>
- Schlesinger, W., Cervera-Taulet, A., & Pérez-Cabañero, C. (2020). Exploring the links between destination attributes, quality of service experience and loyalty in emerging Mediterranean destinations. *Tourism Management Perspectives*, 35, 100699. <https://doi.org/10.1016/j.tmp.2020.100699>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach* (7th ed.). Wiley.
- Vargas-Sánchez, A., & Moral-Moral, M. (2019). Halal tourism: state of the art. *Tourism Review*, 74(3), 385–399. <https://doi.org/10.1108/tr-01-2018-0015>
- Wu, G., & Liang, L. (2020). Examining the effect of potential tourists' wine product involvement on wine tourism destination image and travel intention. *Current Issues in Tourism*, 1–16. <https://doi.org/10.1080/13683500.2020.1828310>
- Wu, H.-C., Li, M.-Y., & Li, T. (2014). A Study of Experiential Quality, Experiential Value, Experiential Satisfaction, Theme Park Image, and Revisit Intention. *Journal of*

Fahira, Qodhari & Azhar

The Impact of Halal Destination Attributes, Experience Quality, and Local Behavior ...

Hospitality & Tourism Research, 42(1), 26–73.

<https://doi.org/10.1177/1096348014563396>