

# Artikel Buk Sri Rahayu

*by mistercanderafeb@gmail.com 1*

---

**Submission date:** 04-Feb-2023 05:38PM (UTC-0600)

**Submission ID:** 2006199977

**File name:** UPLOAD\_JURNAL\_BUK\_AYU\_MABIS\_turnitin\_5.docx (186.63K)

**Word count:** 4510

**Character count:** 24940



Article Type: Research Paper

## Tourist Loyalty to Halal Tourism in Indonesia: The Role of Experience Quality, Satisfaction, and Services Quality

Sri Rahayu, Mister Candra

**AFFILIATION:**

<sup>1</sup> Department of Management,  
Faculty of Economic & Business,  
Muhammadiyah University of  
Palembang, South Sumatra,  
Indonesia

<sup>2</sup> Department of Management,  
Faculty of Economic & Business,  
Muhammadiyah University of  
Palembang, South Sumatra,  
Indonesia

**\*CORRESPONDENCE:**

[sriahayufebump@gmail.com](mailto:sriahayufebump@gmail.com)

**THIS ARTICLE IS AVAILABLE IN:**

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

DOI: 10.18196/mb.xxxxxxxx

**CITATION:**

Name. (20xx). Title. *Jurnal  
Manajemen Bisnis*, xx(x), xx-xx.

**ARTICLE HISTORY****Received:****Revised:****Accepted:****Abstract**

**Research aims:** This study aims to develop an original model of halal tourism by considering the experience quality variables consisting of halal food, halal facilities & service, and people in destination and their impact on tourist loyalty with satisfaction as a mediator variable and service quality as a moderator variable.

**Design/Methodology/Approach:** This study adopts an empirical approach. The sample collection technique was carried out using purposive sampling. The sample was chosen with the consideration that they had visited halal destinations in Indonesia. Analysis of the data used is Structural Equation Modeling.

**Research findings:** Our study findings state that experience quality is one of the factors that has a positive and significant impact on tourist loyalty, both direct and indirect impacts. In addition, service quality is also able to strengthen this impact.

**Theoretical Contribution/Originality:** The study of halal tourism by considering experience quality on tourist satisfaction and its impact on tourist loyalty. Service quality can strengthen the relationship between experience quality and tourist satisfaction and loyalty.

**Practitioners/Policy Implications:** These findings can be used as a reference for halal tourism managers to develop strategies in relation to improving the quality of tourist experiences and improving service quality.

**Research Limitations/Implications:** This study used a very large sample, making it quite difficult to collect data quickly and in a timely manner.

**Keywords:** Halal Tourism, Tourist Satisfaction, Tourist Loyalty, Experience Quality, Service Quality

### Introduction

The study of halal tourism is still very interesting to study today. This proves that tourism studies are still not fully responding to various global challenges and problems, especially regarding halal tourism. Indonesia is one of the countries with a high Muslim population, trying to develop halal tourism that provides a sense of comfort and safety. Pamukcu & Sariisik (2021) explain that aspiring entrepreneurs can achieve significant profits by attracting the attention of investors in this market. So that halal tourism has enormous potential in encouraging the national economy. In theory, Battour & Ismail (2016) define that halal tourism is any tourism object or act that is permitted according to Islamic teachings to be used by Muslims in the tourism industry. Munirah & Ismail (2012) also stated that halal

tourism is a form of tourism where these tours are only for muslim tourists, whose implementation system is in accordance with sharia provisions. However, halal tourism is not limited based on whether religion. Muslims and non-Muslims can visit halal tourism. Halal is meant, such as providing halal food, not providing alcoholic beverages, inns or hotels not accepting male and female visitors in one room who are not married, not revealing genitalia, and so on. Surya et al. (2017) stated that for Muslim tourists, halal tourism is one part of da'wah. Meanwhile, for non-Muslim tourists, halal tourism is a health insurance. This is because halal tourism based on sharia will prioritize things that are good and useful, and eliminate things that can be detrimental.

Tourist loyalty is a very important part in efforts to develop halal tourism in Indonesia. This is because, through loyalty, it will create an increase in tourist visitors. Loyal visitors will certainly return to visit and recommend tourist attractions they have visited to other potential tourists. This is made clear by Cossio-Silva et al. (2019) which states that visitors who are loyal to tourism are visitors who feel the quality of service is in accordance with their expectations, have a positive image of the destination, and are satisfied with the tourist experience, who will recommend the tourism that has been visited prospective tourist, besides that the tourist intends to back visit.

There are several factors that can affect tourist loyalty, including tourist satisfaction (Hai et al., 2020; Hung et al., 2021; Khan et al., 2021; Ullah et al., 2022; Wang et al., 2016). According to previous studies, it was revealed that tourist visitor satisfaction has a very close relationship with visitor loyalty. Someone who feels happy with the tour visited will create a sense of loyalty and try to return to the tour. Matolo et al. (2021) stated that satisfaction is very important for a tourist to stay loyal to a destination. He further stated that it would be difficult or impossible for dissatisfied tourists to plan their intention to revisit or recommend to friends or relatives. In addition to satisfaction, the experience of tourists after visiting is also very closely related to tourist loyalty. Several researchers have proven that tourist experiences can create tourist loyalty such as (Suhartanto et al., 2020 and Suhartanto et al., 2020).

A good tourist experience will also create a sense of satisfaction with the tours visited. Conversely, if the experience received by tourists is not good, it will lead to disappointment or dissatisfaction. According to Matolo et al. (2021) tourists will feel satisfied if their post-visit experience exceeds expectations before traveling. Service quality has a close relationship with efforts to increase tourist loyalty and satisfaction. If the tour manager provides quality services to tourists who visit, it will create good memories for tourists. So this will lead to a sense of satisfaction and loyalty to the tour that has been visited.

The Research gap described above is one of the reasons this research needs to be studied in more depth, so that strategies for developing halal tourism in Indonesia can be understood and identified. Specifically, the aims of this study are: (1) to analyze the role of the service quality dimensions and the dimensions of the experience quality; (2) to analyze the role of the moderating variable, namely service quality on the influence of experience quality on tourist satisfaction and tourist loyalty; and (3) to analyze the role of the mediating variable, namely tourist satisfaction on the effect of the experience quality on tourist loyalty. This study will provide a clear picture of the factors that are closely related to increasing tourist loyalty to halal tourism. In addition, the results of this study will greatly assist halal tourism managers in determining the most appropriate strategy to

increase the number of visitors, both Muslim visitors and non-Muslim visitors. Indirectly also spread Islamic law to the general public through halal tourism.

## Literature Review and Hypotheses Development

### Loyalty to Halal Tourism

According to Oliver (1999) that loyalty is a commitment that is maintained from time to time with repeated purchases of a product or service. Tourist loyalty is the willingness to recommend tourist destinations to others and have the intention to revisit (Zhang et al., 2014 and Ekinici et al., 2013). When viewed from this understanding, it can be stated that tourist loyalty is a very important part in the growth and development of tourism. Liu et al. (2020) argues that business success is synonymous with customer loyalty, therefore, a very important marketing objective to understand is how a servant can create loyalty and maintain it.

Research on tourist loyalty is still very relevant to current developments. Given the more advanced and developing marketing media today. Research by Pahlevi & Suhartanto (2020) and Zhang et al. (2014) found that there are two approaches in testing loyalty, namely attitude loyalty and behavioral loyalty. Due to the limitations of the researcher, the approach used in this study is attitude loyalty. This was chosen because the attitude loyalty approach has developed when assessing the loyalty of Muslim tourists in various industries, one of which is tourism (Eid & El-Gohary, n.d.; Fajriyati et al., 2020; Malik et al., 2020; Suhartanto, Dean, et al., 2020). According to Hussein et al. (2018) that attitude loyalty includes the emotional expression of tourists related to tourism products and services, it is measured by the tendency of tourists to revisit and support tourism products or services. In addition, attitude loyalty was chosen because even though behavioral loyalty has the advantage of measuring past and present consumption behavior very accurately, behavioral loyalty is difficult to distinguish between loyal customers and people who consume for convenience (Zhang et al., 2014).

### Experience Quality to Halal Tourism

Customer experience was first coined by (Pine & Gilmore, 1998, p. 98), in their statement, they said that the experiences experienced by tourists were created by the company by using services and goods, this was done so that visitors could be directly involved so as to create events that customers would not be able to forget. Meanwhile, Hussein et al. (2018) states that experience is the result of someone participating directly in tourism activities. Furthermore, Suhartanto, Brien, et al. (2020) states that experience is a rational and emotional response to attraction impulses that can influence tourists' future behavioral intentions. In connection with this study, the dimension of experience quality used is based on the study of Suhartanto et al. (2020) consists of halal accommodation, halal facilities and services, as well as people in tourist destinations.

Several researchers have found that experience quality is associated with satisfaction (Chen & Chen, 2010; Hernandez-Mogollon et al., 2020; Moon & Han, 2019). Good halal tourism facilities will lead to tourist satisfaction (Abror et al., 2019). Experience quality also has a close relationship with tourist loyalty, this has been proven by Suhartanto et al., (2020); Sukaris et al., (2019) and Suhartanto, Brien, et al. (2020) that the tourist experience has a significant influence in increasing tourist loyalty. Sukaris et al. (2019) also states that a tourist who feels happy and comfortable in visiting will cause tourists to visit

again, encourage others to travel, and will tell good things about the tourism he visited. Based on theoretical studies and the results of previous studies, the following hypotheses can be formulated.

- H<sub>1</sub>** : Tourist satisfaction is positively influenced by the quality experience  
**H<sub>2</sub>** : Tourist loyalty is positively influenced by the quality experience

### **Satisfaction to Halal Tourism**

Satisfaction can be defined as a customer's feeling after comparing their expectation with the reality that is directly felt by the customer (Kotler et al., 1999). In addition, satisfaction according to Kotler (2002) is a person's feelings of pleasure or displeasure after comparing expectations with reality. Based on this understanding, it can be said that tourist satisfaction is a tourist's feeling of pleasure towards the tour he visits because his perception is the same or even more than his expectations.

Tourist satisfaction is very important to fulfill, this will have an impact on the development of halal tourism. This is stated by Abror et al. (2019) that satisfying employees is a very important factor in achieving the success of halal tourism. In line with this statement, Susetyarini & Mashjoer (2018) also stated that tourist satisfaction can also be used as a benchmark for the success of tourism development. Tourist satisfaction is an important key in increasing the number of tourist visits, both first-time visitors and frequent tourists (Masjhoer & Dzulkifli, 2019).

A tourist who feels satisfied, expectations in accordance with reality during the trip will create a feeling of being able to return to visit. Durmaz et al., (2022) stated that consumer satisfaction will affect consumer behavior. Tourists who are happy with the tours they visit will affect the future behavior of these tourists. Whether to tell good things, or even less good things. Valle et al. (2006) stated that a high level of tourist satisfaction is closely related to the willingness of these tourists to recommend to others. Chen & Chen (2010) and Li et al. (2015) also stated that satisfied customers generally show commitment and perform loyalty behavior. This is also confirmed by Cossio-Silva et al. (2019) states that loyal tourist are tourists who really hope to be served in a quality manner, perceive high service, the destination has a positive image, a satisfying travel experience, invites and promotes to potential visitors, and intends to return to tourism they have visited.

Several previous studies have proven that tourist satisfaction will significantly increase tourist loyalty (Al-ansi & Han, 2020; Hernandez-Mogollon et al., 2020; Khan et al., 2021). Fajriyati et al. (2020) stated that the consequences of satisfaction have a significant influence on increasing tourist behavior and attitude loyalty. Study Results Parra-Lopez et al. (2018); Ali et al. (2019); Alrawadieh et al., (2019) found that there is a positive and significant relationship between satisfaction and loyalty. Based on theoretical studies and the results of previous studies, the following hypotheses can be formulated.

- H<sub>3</sub>** : Tourist loyalty is positively influenced by the satisfaction  
**H<sub>4</sub>** : Tourist satisfaction is able to mediate the effect of experience quality on tourist loyalty

### **Services Quality in Halal Tourism**

Service quality is one of the most important factors in achieving company goals. Tourists who feel served well will create a sense of comfort and fun, on the other hand, if the



service provided is not good, it will cause an unpleasant feeling. Service quality must be based on expectations so that tourists are satisfied with the products or services provided (Spyridou, 2017). Elisabeth et al. (2019) also states that good service will also provide good benefits for the company. On the other hand, when tourists are not satisfied with the service, they will not buy the product or use the services offered a second time. As an independent variable, service quality has a significant effect on customer satisfaction (Ferreira et al., 2021). Based on theoretical studies and the results of previous studies, the following hypotheses can be formulated.

**H<sub>5</sub>** : Service quality can moderate the effect of experience quality on tourist satisfaction

**H<sub>6</sub>** : Service quality can moderate the effect of experience quality on tourist loyalty

Based on the theoretical studies and previous studies that have been described above, the empirical model can be described as follows.

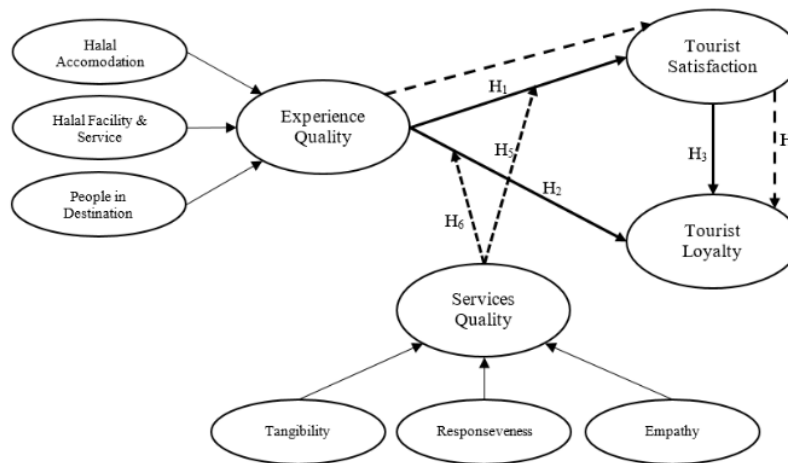


Figure 1. Empirical Model Research

## Research Methods

Research on tourist satisfaction and loyalty to halal tourism has been carried out by many researchers such as Abror et al. (2019) and Han et al. (2019). However, the studies that have been carried out previously are still not fully comprehensive. In this study, respondents were selected based on age, gender, education, and travel experience. The number of respondents who became the object of research were 446 tourists, collected using purposive sampling technique.

This Study uses primary data, which was collected using a questionnaire. The questionnaire was arranged based on the objectives to be achieved, using a Likert scale (strongly agree on point 5; agree on point 4; neutral on point 3; disagree on point 2; and strongly disagree on point 1). The data analysis used in this research is Structural Equation Modeling (SEM).

The analysis model can be reflected as follows.

#### Path Analysis Models

$$t_{Satis} = \beta_1 Exp\_Qty + e$$

$$t_{Loyal} = \beta_1 Exp\_Qty + e$$

$$t_{Loyal} = \beta_1 Satis + e$$

$$t_{Loyal} = \beta_1 Exp\_Qty + \beta_2 Satis + e$$

#### Model Moderated Regression Analysis (MRA)

$$t_{satis} = \beta_1 Exp\_Qty + \beta_2 Serv\_Qty + \beta_3 Exp\_Qty * Serv\_Qty + e$$

$$t_{Loyal} = \beta_1 Exp\_Qty + \beta_2 Serv\_Qty + \beta_3 Exp\_Qty * Serv\_Qty + e$$

## Results and Discussion

### Respondent Characteristics

Characteristics of respondents in this study can be illustrated in the following table.

Table 1. Selected characteristics of the survey respondent

Respondent Characteristics		Frequency	Percentage
Age	Under 25 years old	175	39%
	25 years to 45 years old	184	41%
	over 45 years old	87	20%
Gender	Male	203	46%
	Female	243	54%
Education	Up to High School	157	35%
	Bachelor Degree	191	43%
	Postgraduate	98	22%

Based on the table above, the respondents in this study can be grouped into several groups, namely based on age, gender, and based on education. Based on age, halal tourism is dominated by visitors aged between 25 and 45 years. In terms of gender, halal tourism is dominated by women. Meanwhile, when viewed from the level of education, halal tourism is dominated by visitors with a Strata 1 education level. In the age range of 25 years to 45 years is the working age, where at those ages the demands for responsibility become more. So that it can dominate halal tourism for refreshing. More female tourists visit halal tourism, this of course can happen considering that halal tourism is tourism that ensures comfort and safety, especially for women.

### Goodness of Fit Model

The results of the SEM model suitability test using Smart-PLS are as shown in the table below

Table 2. Fit Model Result

Fit Model	Saturated model	Estimated model
Standardized root mean square residual (SRMR)	0.032	0.031
d_ULS	0.080	0.076
d_G	0.217	0.207
Chi-square	505.906	467.695
Normed-Fit Index (NFI)	0.925	0.931

Based on the fit model test above, it can be seen that the Standardized Root Mean Square Residual (SRMR) value is  $0.031 < 0.10$  and the Normed-Fit Index (NFI) value is  $0.930 > 0.900$ . So it can be concluded that the model fits the data and can be continued as an analysis of Structural Equation Modeling.

#### Loadings Factor

The results of the outer loading test are presented in the table below.

Table 3. Outer Loading Result

Indicator / Dimention	Experience Quality	Services Quality	Tourist Loyalty	Tourist Satisfaction
Halal Accommodation	0.900			
Halal Facilities & Service	0.884			
People in the Destination	0.949			
Tourism on offer				0.965
Marketing Strategy				0.929
Ease of access				0.964
Faithfulness			0.928	
Resistance			0.959	
Referring			0.954	
Tangibility		0.961		
Responsiveness		0.952		
Assurances		0.970		

Based on the table above, the outer loading value of all indicators for each variable has a value greater than 0.5. So it can be concluded that all indicators are significant, this means that all indicators are convergently valid based on the bootstrapping assessment of the outer loading.

#### Effect of Variables

To be able to understand the direct impact and indirect impact of experience quality on tourist loyalty with the tourist satisfaction variable as a mediator, it presented in the table below.

Table 4. The testing hypotheses path result

Hypothesis	Direct Effect	Original sample	T statistics	P values	Supported
H <sub>1</sub>	Experience Quality -> Satisfaction	0.362	6.734	0.000	H <sub>1</sub> is supported
H <sub>2</sub>	Experience Quality -> Loyalty	0.187	4.524	0.000	H <sub>2</sub> is supported
H <sub>3</sub>	Satisfaction -> Loyalty	0.491	8.349	0.000	H <sub>3</sub> is supported
Hypothesis	Indirect Effect	Original sample	T statistics	P values	Supported
H <sub>4</sub>	Experience Quality -> Loyalty	0.178	5.085	0.000	H <sub>4</sub> is supported



Table 5 above shows that the t-statistics experience quality value on tourist satisfaction is 6.734 greater than the t-table value of 1.650 and the p-value of 0.000 is smaller than the alpha value of 0.05, thus accepting H1<sub>which</sub> means that experience quality has a positive impact. and significant to the satisfaction of halal tourism tourists in Indonesia. The t-statistics experience quality value on tourist loyalty is 4.524 which is greater than the t-table value of 1.650 and the p-value of 0.000 is smaller than the alpha value of 0.05, thus accepting H2<sub>which</sub> means that experience quality has a positive and significant impact on tourist loyalty. halal in Indonesia. Meanwhile, indirectly, the t-statistics experience quality value on tourist satisfaction through satisfaction is 5.085 which is greater than the t-table value of 1.650 and the p-value of 0.000 is smaller than the alpha value of 0.05, thus accepting H3<sub>which</sub> means that experience quality indirectly has positive and significant impact on tourist loyalty through the satisfaction of halal tourism tourists in Indonesia.

Based on table 5, it can also be illustrated in the following equation model.

$$t_{Satis} = 0,362Exp\_Qty + e$$

$$t_{Loyal} = 0,187Exp\_Qty + e$$

$$t_{Loyal} = 0,491Satis + e$$

$$t_{Loyal} = 0,362Exp\_Qty + 0,491Satis + e$$

To understand the moderating role of service quality variables on the effect of experience quality on tourist satisfaction the effect of experience quality on tourist loyalty, it can be illustrated in table 6 below.

Table 5. The testing hypothesis MRA result

Hypothesis	Moderated Effect	Original sample	T statistics	P values	Supported
H <sub>5</sub>	Service Quality x Experience Quality => Tourist Satisfaction	0.068	3.574	0.000	H <sub>5</sub> is supported
H <sub>6</sub>	Service Quality x Experience Quality => Tourist Loyalty	0.039	3.119	0.002	H <sub>6</sub> is supported

Table 6 above shows that the t-statistic value of service quality as a moderator of the effect of experience quality on tourist satisfaction is 3.574, while the t-table value is 1.650 and the p-value is 0.000 which is smaller than the alpha value of 0.05. So that it accepts H5<sub>which</sub> means that service quality can moderate positively and significantly the effect of experience quality on tourist satisfaction. The t-statistics value of service quality as a moderator of the effect of experience quality on tourist loyalty is 3.119 while the t-table value is 1.650 and the p-value of 0.000 is smaller than the alpha value of 0.05. So that it accepts H<sub>5</sub>, which means that service quality can moderate positively and significantly the effect of experience quality on tourist loyalty.

Based on table 6 above, it can also be illustrated in the following MRA model.

$$t_{satis} = 0,362Exp\_Qty + 0,518Serv\_Qty + 0,068Exp\_Qty * Serv\_Qty$$

$$t_{Loyal} = 0,187Exp\_Qty + 0,291Serv\_Qty + 0,039Exp\_Qty * Serv\_Qty$$

The full analysis model for the combination of path analysis and MRA can be seen in the following figure.

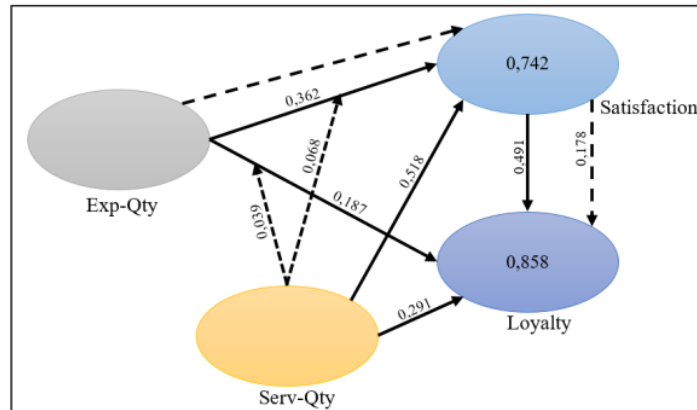


Figure 2. full structure equation modeling (SEM)  
moderation-mediation combination

#### Discussion and Theoretical Implication

This study aims to analyze what factors can influence tourist loyalty to halal tourism in Indonesia, using services quality and satisfaction as moderators and mediators. Research on halal tourism is still very relevant to the development of tourism in the world. Increasingly complex problems require continuous scientific development. Tourist loyalty is a very vital part in the effort to encourage the progress of halal tourism. Therefore, loyalty has always been an object of research that is always interesting to study.

Our study confirms that *first*, tourist satisfaction is positively and significantly influenced by experience quality. The findings show that the quality of tourist experience and satisfaction has a positive relationship. That is, if the tourism offered can be fulfilled and exceeds the expectations of tourists, the tourist experience that has been carried out by tourists will be good. Vice versa, the tourist experience will be bad if the tours offered are not in line with expectations. A good tourist experience, will satisfy and please tourists. This supports the findings of Cole & Scott (2004); and Haji et al. (2021) that the increase in customer satisfaction is significantly influenced by the quality of the experience. *Second*, tourist loyalty has a positive and significant direct effect on experience quality. Experience quality is reflected in three dimensions, namely halal accommodation, halal facilities, and people in destination, which has a significant outer loading. This finding shows the positive impact of experience quality on tourist loyalty. That is, tourists who have positive experiences after they visit halal tourism will increase tourist loyalty such as tourists will return to visit tourist attractions they have visited, and recommend halal tourism to other people, friends, or relatives. This supports the findings of Suhartanto et al. (2020) & Suhartanto, Brien, et al. (2020) which states that experience quality has a

positive and significant impact on tourist loyalty. Breiby & Slatten (2018) which emphasizes that the quality of experiences such as cleanliness and beauty has a direct effect on the intention to revisit. Stanovcic et al. (2021) in their findings stated that the intention to recommend tours that have been visited arises because tourists' experiences with tourism are positive. In addition, Sukaris et al. (2019) states that tourists who are happy and comfortable with the tours they visit will have an impact on returning these tourists, recommending them to other potential tourists, and telling other people good things about the tours they have visited. Usman & Roostika (2020) stated that the quality of the experience is an important determinant of tourist loyalty.

*Third*, tourist loyalty is positively and significantly influenced by satisfaction. This finding shows the positive impact of satisfaction on tourist loyalty. This means that if tourists feel satisfied and happy with the tourists offered, then tourists will also be loyal to the tour. Such as the intention to want to return to visit, recommend tours to friends or relatives, and will tell interesting things to others. This supports the findings of Asmelash & Kumar (2020); Kim (2008); Rasoolimanesh et al. (2019); Ali et al. (2019); and Rahayu (2015) which states that tourist satisfaction has a close relationship with tourist loyalty. *Fourth*, satisfaction is able to mediate positively and significantly the effect experience quality on tourist loyalty. These findings indicate that tourist satisfaction can be a mediator in the effect of experience quality on tourist loyalty. That is, if the tourist experience is positive about the tour visited, then the tourist will feel happy and satisfied with the tour. If tourists are happy and satisfied, then the tourists will of course return to visit and can recommend tourist attractions that have been visited. This supports the findings of Breiby & Slatten (2018) that the quality of the experience consisting of scenery, harmony, and authenticity is positively and significantly related to tourist satisfaction. In addition, Breiby & Slatten (2018) also found that loyalty reflected as a whole in tourists having the intention to recommend the tourism visited to potential tourists, visiting again, and planning in the future to visit again is influenced by tourist satisfaction. Rahayu & Faulina (2022) and Usman & Roostika (2020) stated that satisfaction can be a significant mediator on the effect of digital customer experience on customer loyalty.

*Fifth*, service quality can moderate experience quality on tourist satisfaction. This finding shows the role of service quality as a moderator of the effect of experience quality on tourist satisfaction. Service quality can strengthen this influence, so that if the experience quality felt by tourists is good with good service quality, the loyalty of tourists will be higher. *Sixth*, service quality can moderate experience quality on tourist satisfaction. This finding shows the role of service quality as an indicator of customer satisfaction. moderator of the influence of experience quality on tourist loyalty. This means that if the experience quality felt by visitors is of good value, then tourists will be more loyal and tourist loyalty will be higher if the quality of services available at the tourist attractions are also of good value.

## Conclusion

This study deals with how the experience quality of tourists while traveling in halal destinations shows a positive contribution to tourist satisfaction and loyalty. These findings contribute to the literature, particularly on experience quality by providing insight into its relationship to tourist loyalty through satisfaction and the role of service quality as a moderator.

The results of the study clarify the contribution of experience quality that has been passed by tourists while traveling in halal destinations. Experience quality is a very important factor and must always be considered by tourism managers. Creating a good experience while traveling must be done in a sustainable manner and adapt to technological developments. This is so that tourists who have visited can return, can recommend to other potential tourists and can share good stories about the tours they visit. Recommendations from experienced tourists are the most appropriate marketing strategy in increasing the number of tourists, both foreign tourists and domestic tourists. The main limitation of this study is that the sampling is too broad, making it difficult for researchers to collect data and generalize the results. For further researchers to consider deeper research, especially regarding halal tourism and its relation to experience quality, service quality, satisfaction, and tourist loyalty.

# Artikel Buk Sri Rahayu

## ORIGINALITY REPORT

15%

SIMILARITY INDEX

9%

INTERNET SOURCES

9%

PUBLICATIONS

1%

STUDENT PAPERS

## PRIMARY SOURCES

- |   |  |    |
|---|--|----|
| 1 | Dwi Suhartanto, David Dean, Nono Wibisono, Yackob Astor, Muhammad Muflih, Ani Kartikasari, Rivan Sutrisno, Nugroho Hardiyanto. "Tourist experience in Halal tourism: what leads to loyalty?", Current Issues in Tourism, 2020<br>Publication | 2% |
| 2 | journal.adpebi.com<br>Internet Source  | 2% |
| 3 | journalppw.com<br>Internet Source  | 1% |
| 4 | www.ijsr.net<br>Internet Source  | 1% |
| 5 | Dwi Suhartanto, Michael D. Clemes, Nono Wibisono. "How Experiences With Cultural Attractions Affect Destination Image and Destination Loyalty", Tourism Culture & Communication, 2018<br>Publication   | 1% |
| 6 | ieomsociety.org<br>Internet Source   | 1% |

7	Meqbel M. Aliedan, Abu Elnasr E. Sobaih, Ibrahim A. Elshaer. "Influence of Cities-Based Entertainment on Tourist Satisfaction: Mediating Roles of Destination Image and Experience Quality", Sustainability, 2021 Publication	1 %
8	Yackob Astor, Dwi Suhartanto, Anthony Brien, Nono Wibisono, Wahyu Rafdinal, Syifaa Novianti. "Tourist Experience, Satisfaction, and Behavioural Intention during COVID-19 Outbreak A Lesson from Indonesian Creative Tourist Attractions", Journal of Quality Assurance in Hospitality & Tourism, 2022 Publication	1 %
9	Dwi Suhartanto, David Dean, Nono Wibisono, Carol Y. Lu, Hanudin Amin. "Millennial loyalty in Halal tourism: a destination-based analysis", Current Issues in Tourism, 2021 Publication	<1 %
10	Dwi Suhartanto, Anthony Brien, Ina Primiana, Nono Wibisono, Ni Nyoman Triyuni. "Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation", Current Issues in Tourism, 2019 Publication	<1 %
11	<a href="https://ojs.unm.ac.id">ojs.unm.ac.id</a> Internet Source	<1 %



12	Submitted to Kyungpook National University Student Paper	<1 %
13	strathprints.strath.ac.uk Internet Source	<1 %
14	Mohd Sadiq, Mohd Adil, Justin Paul. "Eco-friendly hotel stay and environmental attitude: A value-attitude-behaviour perspective", International Journal of Hospitality Management, 2022 Publication	<1 %
15	hdl.handle.net Internet Source	<1 %
16	ris.utwente.nl Internet Source	<1 %
17	Submitted to Politeknik Negeri Bandung Student Paper	<1 %
18	jurnal.stie-aas.ac.id Internet Source	<1 %
19	repository.stienobel-indonesia.ac.id Internet Source	<1 %
20	www.unud.ac.id Internet Source	<1 %
21	Yan Li, Xiaomei Zhou. "The Influence of Tourists' Experience Quality on Loyalty of Baotu Spring Scenic Spot on SPSS 24	<1 %

Software", 2021 International Conference on  
Management Science and Software  
Engineering (ICMSSE), 2021

Publication

22

[www.researchgate.net](http://www.researchgate.net)

Internet Source

<1 %

23

[repository.bakrie.ac.id](http://repository.bakrie.ac.id)

Internet Source

<1 %

24

D Suhartanto, L Kusdibyo, B Chen, D Dean, L Setiawati. "Predicting consumer behaviour in tourism industry: Comparing Structural Equation Modelling (SEM) and multiple regression", IOP Conference Series: Materials Science and Engineering, 2020

Publication

<1 %

25

Wenwen Lu, Yongjun Su, Sitan Su, Jie Zhao, Li Zhang. "Perceived Authenticity and Experience Quality in Intangible Cultural Heritage Tourism: The Case of Kunqu Opera in China", Sustainability, 2022

Publication

<1 %

26

[eprints.utar.edu.my](http://eprints.utar.edu.my)

Internet Source

<1 %

27

[link.springer.com](http://link.springer.com)

Internet Source

<1 %

28

[pdfs.semanticscholar.org](http://pdfs.semanticscholar.org)

Internet Source

<1 %

Exclude quotes

Off

Exclude bibliography

Off

Exclude matches

Off

# Artikel Buk Sri Rahayu

---

PAGE 1

---



**Sp.** This word is misspelled. Use a dictionary or spellchecker when you proofread your work.



**Prep.** You may be using the wrong preposition.



**Prep.** You may be using the wrong preposition.



**Article Error** You may need to use an article before this word. Consider using the article **the**.



**Wrong Article** You may have used the wrong article or pronoun. Proofread the sentence to make sure that the article or pronoun agrees with the word it describes.



**Sp.** This word is misspelled. Use a dictionary or spellchecker when you proofread your work.



**Sentence Cap.** Review the rules for capitalization.

PAGE 2

---

PAGE 3

---

PAGE 4

---

PAGE 5

---

PAGE 6

---

PAGE 7

---

PAGE 8

---

PAGE 9

---

PAGE 10

---

PAGE 11

---