The Contribution of Islamic Attributes in Influencing The Formation of Destination Image and Destination Loyalty: Domestic Tourists' Perspectives on Halal Tourism

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Abstract.

One of Muslim tourists' consideration when traveling is the ease of fulfilling their religious obligations and choosing the type of tourism that suits their values. They must ensure the availability of Islamic attributes, the attributes that serve the needs of Muslim tourists. This research aims to examine how these Islamic attributes influence the formation of destination image and how it effects Muslim tourists' loyalty toward the destination. The research conducted through a survey method with an online questionnaire to 150 Indonesian Muslim tourists as the sample for this study. The result of the study revealed that the Islamic attributes significantly and positively influence the formation of destination image, and in turn, the destination image also found significantly impact the tourists' loyalty, both behavioral and attitudinal. These results can also provide the managerial implications for the tourism related parties regarding what needs to be maintained and improved in order to increase the tourist visitation.

Keywords: *Halal tourism; Islamic attributes; destination image; tourist loyalty and tourism sustainability.*

I.   INTRODUCTION

In recent decades, tourism has evolved into one of the largest and swiftly expanding economic industries globally, consistently expanding and diversifying over time. Tourism is also said to be the key in economic sector in many advanced and emerging economies. The growth of tourism has been fueled by the rise of the middle class, rapid urbanization in developing countries, affordable travel options, easier visa processes, and technological innovations along with new business models.However, the tourism industry faced significant challenges due to the Covid-19 pandemic. Restrictive policies in various countries to control the spread of the Covid-19 virus have caused a sharp decline on tourist visits. For Indonesia itself, the pandemic caused a significant decrease on both domestic and international tourists arrival. As an example, the graph below showed the fluctuation of domestic tourist trips from January 2019 to December 2022 (BPS, 2023). It can be seen from the data how the domestic tourist visits decreased after Covid-19 and next, the post-pandemic recovery process (orange-graph). During the pandemic, domestic travel fell to 23.9 million trips in April 2020. In 2022, Indonesia's domestic tourism sector consistently recovered along with the decreasing trend of COVID-19. This is indicated by the growth in the number of domestic tourist trips by 19.82 percent compared to the previous year. There were 734.86 million domestic tourist trips recorded during the 2022 period (BPS, 2023).
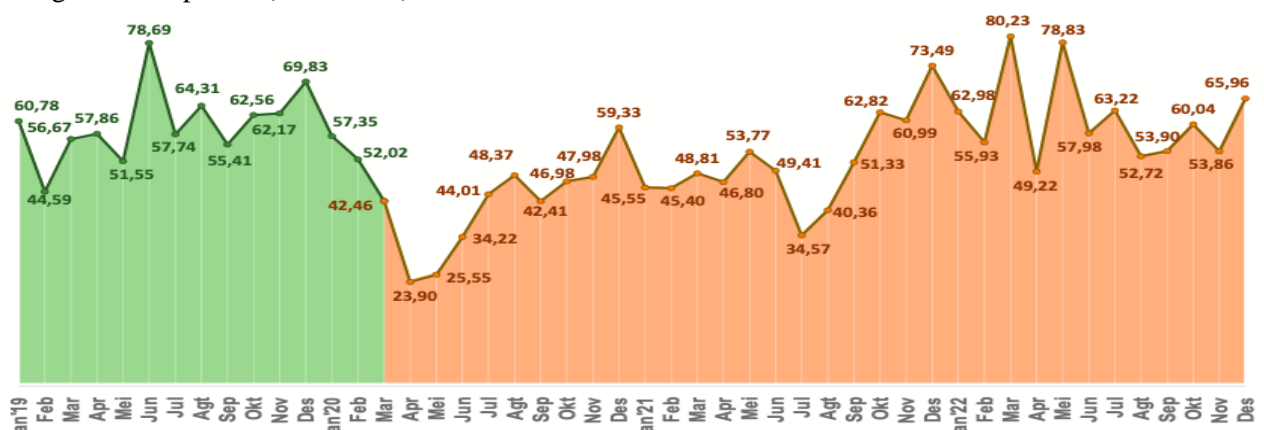
Fig 1. The number of domestic tourist trips from January 2019 to December 2022, in million (BPS, 2023).

The tourism sector continues to be boosted, especially after the Covid-19 pandemic. The government, still making various efforts to increase the number of international tourist visits, including targeting Halal tourism. In this research, the researcher focuses on the topic of Halal tourism. Halal tourism encompasses any tourism object or activities that is permitted by Islamic principles, aimed at catering to the needs of Muslim travelers and fostering environments that are welcoming to them (Battour *et al*, 2021). Halal tourism is also a type of tourism that can contribute to implementing sustainable development goals (SDG), a concept that is currently being planned and implemented by various parties for a better life for all. Sustainable tourism is fundamentally driven by three interconnected sectors: environmental, economic, and social sustainability (Battour *et al*, 2021).The Qur'an contains numerous verses that outline fundamental principles for the conservation of natural resources, reflecting the Islamic commitment to environmental sustainability. In the context of tourism, Islam advocates for Muslim tourist to live harmoniously alongside all living beings, emphasizing that any form of harm—including environmental destruction, industrial pollution, and the overuse of natural resources—is displeasing to Allah SWT. From the economic aspect, the Holy Qur'an also mentions that humans are leaders on earth and manage what Allah has bestowed in the form of resources and blessings.

Regarding Halal Tourism in the context of a sustainable economy, it is anticipated to achieve this goal by strategically investing in suitable opportunities, generating additional employment, and enhancing the national economy (Battour *et al*, 2021). Related to the social sustainability, the Islamic framework regarded as a comprehensive approach that draws from the teachings of the Qur'an and the Sunnah of Prophet Muhammad PBUH, offers valuable guidance for organizations in fulfilling their business and social responsibilities, such as the principle of charity (Dusuki, 2008).The choice of Halal tourism as a research context also based on several considerations. First, the contribution of Halal tourism to a country's economy cannot be ignored. This can be seen in the contribution of Muslim tourism to Gross Domestic Product (GDP) and its contribution to the employment. The Global Muslim Travel Index (2018) reported that the Muslim travel market is experiencing significant growth, with projections indicating it will hit USD 220 billion by 2020 and rise by an additional USD 80 billion to reach USD 300 billion by 2026. Apart from contributing to GDP, Halal tourism also helps absorb labor in fields related to tourism services such as restaurants, hotels, cultural attractions, travel agencies, airlines, local transportation, and retailers. From the data, it is known that this type of tourism accommodates close to 2 million jobs throughout the world. As in Figure 1.2, Asia is the largest labor supported from this tourism, almost a million jobs and followed by Middle East.
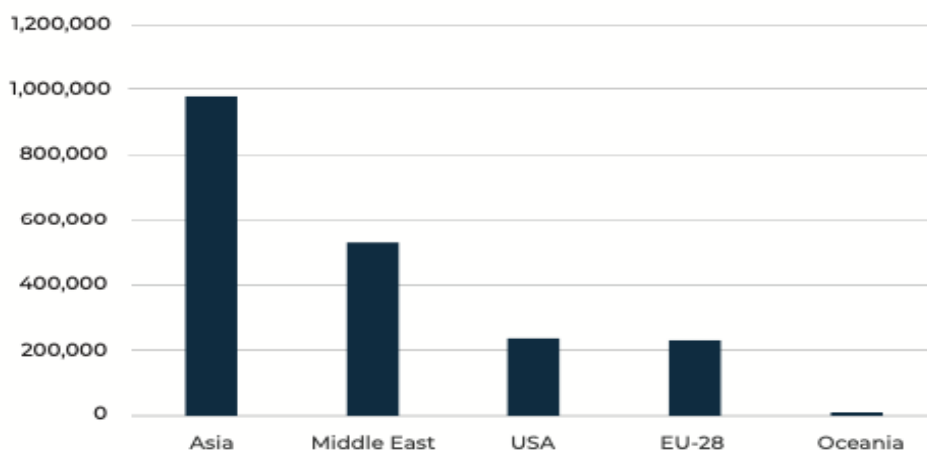
Fig 2. Direct employment of Muslim tourism, 2017 (in persons) (Salam Standard, 2018)

Second, considering Halal tourism as the most promising and fastest growing segment of tourism. It can be seen from the Muslim consumer segment which is growing rapidly so it cannot be ignored by tourism marketers (Battour & Ismail 2015). Total Muslim population in 2022 is recorded around 2 billion or 25% of the world's total population. This is expected to grow to reach 2.3 billion in 2030 or around 27% of the world's total population (Mastercard-CrescentRating, 2023).Along with the growth of the Muslim segment, awareness of products and services that offer compliance with shari'a principles is becoming an option that

is increasingly being considered by Muslim consumers. Muslim tourists have unique needs that different from tourists in general, for example compliance with Muslim obligations which include pray five times a day, how to dress, how to interact with non-mahrams and consuming halal food (The World Halal Travel Summit, 2015). The importance of studying destination attributes comprehensively (not only general attributes but also Islamic attributes) is essential for destination marketers, as it enables them to offer products and services tailored to the needs of Muslim tourists, ultimately boosting visitor numbers and contributing to economic growth (Battour, Ismail & Battor, 2010) also in turn to contribute to a tourism sustainability.

Indonesia, together with Malaysia rank at the top of the Global Muslim Travel Index in 2023. This indicates that Indonesia has high scores in providing Halal services and facilities at the destination. Apart from that, Indonesia has a large potential to boost this Halal tourism. First, Indonesia has sustainable of natural and human resources. Based on the census, Indonesia had the largest number of Muslims, that is 209 million or about 13% of the world's Muslim population as of 2010 (Pew Research Center, 2015) and according to Muslim Pro (2024) it already reached 231 million Muslims. Second, the growing awareness of tourism related parties to increasingly strive to provide services and facilities related to Halal tourism. It can be noticed from several recognitions that Indonesia has achieved from external parties regarding the provision of Halal tourism (Indonesian Ministry of National Development Planning, 2019). Discussing tourism in Indonesia, the number of domestic tourist trips reached 825.797.301 in 2023. Meanwhile, the number of foreign tourist arrivals was recorded at 11,677,825 visits. This indicates that domestic tourists are a dominant and important market for Indonesian tourism (bps.go.id, 2024), so, this research will focus on Muslim domestic tourists' perspectives. Muslim tourists are increasingly careful in deciding which destination they will visit. Destination marketers need to build an image that can reflect the conditions of the place being offered. Destination marketers who offer Halal tourism concepts must be able to reflect this in the image they build.

 The more Islamic attributes available at a destination, the more it will create a positive image in the minds of Muslim tourists. The positive destination image that has been developed will bring benefits to the destination, including Muslim tourist tend to generate an intention to experience and revisit Halal destination. Moreover, a positive image will also influence other loyalty indicators such as their willingness to recommend the destination and tell positive things to other people, willingness to visit the destination more often and prioritize this destination over others, which is part of behavioral and attitudinal loyalty.The novelty of research focusing on the influence of destinations' Islamic attributes on destination image and tourist loyalty lies in the exploration of how these unique characteristics can shape perceptions and behavior in the tourism sector. This study introduces a fresh perspective by analyzing the intersection of religious principles and tourism dynamics. By examining factors such as hospitality rooted in Islamic teachings, halal services, and the representation of Islamic heritage, the research aims to reveal if these elements contribute to a positive destination image and foster loyalty among Muslim travelers.Drawing from the research background outlined earlier, this study primarily aims to investigate the effect of Islamic attributes in influencing destination image and examine how the destination image influence behavioral and attitudinal loyalty in the realm of Halal tourism specifically from the viewpoint of domestic tourists.

Halal tourism concept

Halal means "permissible" or "lawful". This term serves as the primary foundation for the concept of Halal, which extends beyond just food or food products to encompass all aspects of a Muslim's life, regardless of gender. The Halal concept includes any products that comply with Islamic Shari'a, beginning with food and beverages and expanding to areas such as banking and finance, tourism, cosmetics, employment, travel, and transportation services, among others. In this context, the Halal concept is centered on the necessity for Muslims to access products that are religiously acceptable, permissible, and allowed (El-Gohary, 2016).Halal tourism itself can be defined as a tourism sector aimed at upholding the core principles of Islam. Halal tourism refers to any tourist attraction or action that is permitted according to Islamic teachings to meet the needs of Muslim tourists and achieve Muslim friendliness in the destination (Battour, 2021).

Islamic Attributes of Destination

Muslim travelers have specific requirements during their travels, many of which pertain to adherence to Islamic principles. Global Muslim Travel Indexed published by Mastercard and Crescentrating (2018) found there are six primary faith-related needs for Muslim tourists. These include halal food, prayer facilities, washrooms suitable for water use, services during Ramadan, restrictions on non-halal activities, and recreational options that ensure privacy.Additionally, a study by Eid and El-Gohary in 2015 categorized Islamic attributes into two distinct groups: physical and non-physical attributes. Physical attributes include aspects like facilities for prayer, halal dining options, the availability of the Quran, and restrooms designed for Muslim users. On the other hand, non-physical or intangible attributes consist of services that are gender-segregated, the presence of Sharia-compliant television channels, entertainment aligned with Sharia principles, and art forms that avoid the representation of human figures.

A study conducted by Battour et al. (2013) identified four categories of Islamic attributes at tourist destinations: worship facilities, halal offerings, a prohibition on alcohol and gambling, and adherence to Islamic morality. The first one, worship facilities enable destination marketers to provide Muslim tourist with access to their religious obligation. Availability of prayer rooms in public venues such as airports, shopping centers, tourist attractions, hotels, and parks can encourage them to visit specific destinations (Battour et al, 2013). Second, halalness. This dimension related to the ease of finding halal foods in public areas, the presence of segregated halal kitchens in restaurants and hotels. Morover, halalness also include the provision of designated areas for women at beaches, swimming pools, and gyms.The third category emphasizes a destination's commitment to being free from alcohol and gambling, reflecting efforts to eliminate alcoholic beverages in public areas and prohibit gambling activities by local authorities. Then, Islamic morality regarding dress code which is in accordance with Islamic teachings, the visibility of Islamic attire (such as the hijab) in public spaces, and the prohibition of prostitution and impolite behavior in public places (Battour et al, 2013).

Destination Image

Destination image refers to the way individual perceive different attributes of a place, including its cultural, physical, and social elements, along with their emotional responses through the image components (Gorji *et al,* 2023). Govers and Go (2003) propose that destination image should be viewed through a multi-attribute lens. These attributes encompass aspects of the destination that draw in tourists, such as visible attractions, the perceived environment, and memorable experiences. Kotler *et al.,* (1993:141) stated the meaning of place images as follows "*We define a place's image as the sum of beliefs, ideas, and impressions that a people have of a place*". Cronch (2011) said that identifying destination image is crucial to increasing tourism competitiveness. Destination image is regarded as one of a key factor in attracting more tourists to a destination, playing a crucial role as it impacts destination selection, electronic word-of-mouth (eWOM), tourist satisfaction, tourist loyalty, visit intentions, and individual tourist decisions (Hunt, 1975).

Additionally, destination image significantly affects customer behavior in two main ways: it guides the selection of a destination and shapes post-decision behaviors, including experiences on-site, evaluations of satisfaction and future behavioral intentions or intention to revisit (Lee *et al,* 2005).In Halal tourism context, the image of a destination can be improved by better availability of Islamic attributes. The previous studies found that the better the availability of Islamic attributes in a destination, the better image of the destination will be developed. Riyanto et al (2022) found that Islamic attributes have a positive and significant impact on the image of Halal destinations. Sudigdo, Khalifa and Abuelhassan (2019) also found that all dimensions of Islamic attributes positively influenced tourism destination image.

H1: Islamic attributes have a positive influence on destination image

Behavioral and attitudinal loyalty

One variable that often studied in tourism research is revisit intention, since it reflects whether a destination has succeeded in satisfying tourists and generate intention to revisit the destination. In this research, researchers will not only examine the revisit intention, but also examine a more broadly concept, overall tourist loyalty which is divided into behavioral and attitudinal loyalty. By including the overall loyalty as a post-purchase behavior, this research provides a more comprehensive view. As Chang, Wang

and Yang (2009) mentioned that loyalty can be measure by attitude and behavior and integrated into the attitudinal and behavioral approach. Revisit intention is an indicator of behavioral loyalty, which is complemented by several other indicators of loyalty, such as long-term commitment to using a brand and not switching to competitors.

Meanwhile, attitudinal loyalty includes consumers' willingness to recommend products/brands to others, willingness to pay premium prices and willingness to refuse for competitors' offers (Chi & Qu, 2008, Yoon& Uysal, 2005). Research examined the influence of destination image on revisit intention has been conducted in the tourism sector, like Sudigdo, Khalifa and Abuelhassan (2019) while the impact of destination image on loyalty has been carried out such as study by Riyanto *et al* (2022). This research is more specific in testing loyalty by dividing it into behavioral and attitudinal loyalty because the nature of the tourism sector is different from other fields. In tourism, even though a destination has a positive image in the minds of tourists and has succeeded in satisfying them, however, tourists may switch to another destination on their next visit, for reasons of novelty seeking (Rahman, 2014; Al-Refaie et al., 2014). Previous research that confirms the positive influence of destination image on destination loyalty includes Riyanto et al (2022).

H2 : Destination Image has a positive influence on behavioral loyalty

H3: Destination image has a positive influence on attitudinal loyalty

II.   METHODS
Sample and data collection

The population in this study are Indonesian Muslim tourists and the samples are Indonesian Muslim tourists who had traveled domestically (within Indonesia). This sample selection was based on several considerations. First, the number of domestic tourist trips in Indonesia reached 825.797.301 trips in 2023. Meanwhile, the number of foreign tourist arrivals was recorded at 11,677,825 visits. This indicates that domestic tourists are a dominant and important market for Indonesian tourism (bps.go.id, 2024). Second, Indonesia is a country with a majority Muslim population, thereby increasing the percentage of research samples that require the sample to be Muslim tourists.Samples are also required to be 18 years or older based on maturity considerations (the ability to make their own decisions) and may visit destinations either for tourism, business or business+tourism purposes (bleisure). Data analysis will be conducted using structural equation modeling (SEM) with Lisrel and SPSS software for supporting software. According to general guidelines for utilizing SEM, the minimum acceptable sample size is 150 (Anderson and Gerbing, 1988, Hair et al. 2013, Muthén and Muthén, 2002) This research conducted by online survey using Google Form. Respondents were given a link that direct them to a previously prepared online questionnaire. The search and selection of respondents was conducted through traveling groups and direct searches on the Instagram social media platform using hashtags such as #visitindonesia #indonesiatouristdestination #wisataindonesia which showed photos/videos of them when visit the destination.

Questionnaire development

The questionnaire was created following a review of relevant literature and adjusted based on feedback from a pretest conducted on 30 research samples. The pretest results will correct and refine the questionnaire that will be used in the main research.The final version of the questionnaire for the main research consist of three sections. The first section includes screening questions aimed at confirming that the selected participants meet the necessary criteria. The questions regarding which destinations in Indonesia the respondent visited in the past year, religion, age and purpose of visit. After completing the first section, respondents will move on to the second part of the questionnaire, which includes questions that assess the research variables. Respondents answer 15 questions regarding Islamic attributes developed from previous research (Battour et al., 2014; Eid & El-Gohary, 2015; Nassar et al., 2015; Stephenson, 2014), nine questions regarding destination image (Sadeh *et al.,* 2012, Fesenmaier *et al.,* 2006, Kadhi, 2009,) and 12 questions regarding attitudinal and behavioral loyalty (Al-Refaie et al., 2014; Hsu et al., 2014; Kaur & Soch, 2012; Suhartanto et al., 2016; Yolal et al., 2017). The last part includes questions about respondents' data.

Table 1. Operationalization of Variables

Islamic attributes - Worship Facilities (WF)
Availability of Mosque
Availability of prayer facilities at public places
Azan to indicate prayer times
Qibla direction
Holy Quran
Availability of water supply in toilets
Islamic attributes - Halalness (HL)
Availability of halal foods and drinks
Segregated halal kitchen in hotels/ restaurants
Segregated public areas for men and women
Islamic attributes - Alcohol and gambling free destination (AGF)
Alcohol-free destination
Gambling-free destination
Islamic attributes - Islamic moralty (IM)
Islamic dress code by hotel and restaurant staff
Prevalence of Islamic dress code (e.g., hijab) in public places
Banning of prostitution
Banning of inappropriate behavior in public places
Destination image (DI)
Knowledge about the destination influenced consideration of coming
The pleasant image of the destination made tourists decide to come
The destination has a positive image
The belief that tourists will have a pleasant experience when visiting the destination
The idea to visit the destination arose because of its good image
The good impressions that tourists have form the image of the destination in their minds
The experience of visiting the destination is not easily forgotten
Tourist attractions in destinations have a good image
The local people are friendly
Behavioral Loyalty (BL)
Intend to revisit the destination in the future
Willingness to pay more to visit the destination in the future
Willingness to come to the destination more often
Willingness to visit the destination more often than other destinations
Reduce the search for other destinations
Willingness to consider the destination first when planning to go on another vacation
Attitudinal Loyalty (AL)
Willingness to recommend the destination to others
Willingness to encourage friends and family to visit the destination
The feeling that visit the destination is a good thing
Feel loyal to the destination
The destination is tourists' favorite place
Willingness to say positive things about the destination to others

III.   RESULT AND DISCUSSION
Respondent Characteristics

The descriptive analysis provides an overview of the respondents' characteristics. The result showed all respondents were Muslim (100%) as required in this research. The top four most visited cities in Indonesia were Jakarta, Surabaya, Malang and Yogyakarta. This result indicates the most visited destinations are big cities located in Java. The possible explanation because they are easier to reach by many modes of transportation such as planes and trains that operate to these destinations and also these destinations have many tourist attractions that can be tourists' consideration to visit. This finding also in line with the Indonesian official statistic news, that most (75,49%) of total domestic tourist trips are in the Java Island (Badan Pusat Statistik, 2023). In terms of age, most respondents are between the age of 18 to 24 years old (53.3%). This represented the youth now travelling more, one of the reasons is the ease of searching for information. Most types of visit were for leisure (76%), for business (8%), and the rest for business+ leisure

(16%). The result indicated that respondents visited the destinations mostly because the purpose of having the leisure time (go for vacations). Details of these data are presented in the table below:

Table 2. Respondent Characteristics

	Percentage
Religion:	
- Islam	100%
Age:	
- 18-24 years old	53.3%
- 25-34 years old	12.7%
- 35-44 years old	17.3%
- 45-54 years old	8.7%
- 55-64 years old	6.7%
- >=65 years old	1.3%
Type of visit:	
- Leisure	76.0%
- Business	8.0%
- Business+ Leisure	16.0%
Top four city destination:	
- Jakarta	11.3%
- Surabaya	11.3%
- Malang	10.0%
- Yogyakarta	7.3%

Data Analysis using Structural Equation Modeling (SEM)

SEM analysis of the research model used the two steps approach from Anderson and Gerbing (Wijanto, 2015):

1. Measurement Model Analysis. This assessment will examine the validity and reliability of the measurement model within the research framework.
2. Structural Model Analysis. This assessment will analyze the significance of the relationships between the latent variables in the research framework.

Validity and Reliability Test

The steps taken at this stage is first to test the overall model fit. The comparison between the estimated goodness of fit indices (GOFI) with the criteria for a good fit, which are: RMSEA = $\leq.08$; NNFI = $\geq.90$; CFI = $\geq.90$; IFI = $\geq.90$; RFI$\geq.90$; SRMR$\leq.08**$; GFI$\geq.90$; NCS≤2.Next, performed the validity test. The validity of the measurement model was assessed using Confirmatory Factor Analysis (CFA), by analyzing the t-values (factor loadings) and standardized factor loadings (SFL) of the observed variables within the model. If the t-value (factor loading) reaches >=1.96 and the standardize factor loading of the observed variables in the model is greater or equal to 0.70 or according to Igbaria et al(1997) the SFL is greater or equal to 0.50 (Wijayanto, 2015) then the measurement is considered valid.To assess reliability, one can analyze the values of Construct Reliability (CR) and Variance Extracted (VE). A construct is considered to have good reliability when the CR value is >= 0.70 and the VE value is >= 0.50 (Hair, Anderson, Tatham, & Black, 1998).After running the tests, the SFL showed the valid indicators for related latent variables (>-0.50). When the first test, there was an indicator from Islamic attributes (HL3) had SFL 0.45 that considered invalid. So, the indicator dropped from measurement model. After re-specification all indicators shows the SFL above 0,50 which means valid. Table 4.2 below showed the details of each SFL and also CR and VE value to indicate the reliability. CR values range between 0.90 to 0.96, so the value fulfilled the criteria (>- 70). Also for VE, all variables had value above the expected, ranging from 0.60 to 0.75. For overall model fit, most of GOFI showed a good fit. Therefore, it can be inferred that the measurement model demonstrates a good overall model fit.

Table 3. Confirmatory Factor Analysis of Four Variables

Variables	Indicator	Std Loading	Error	Std Factor^2	CR	VE
ISLAMIC ATTRIBUTES	WF1	0,85	0,27	0,72	0.95	0.61
	WF2	0,89	0,2	0,79		
	WF3	0,86	0,26	0,74		
	WF4	0,93	0,14	0,86		

	WF5	0,73	0,47	0,53		
	WF6	0,83	0,32	0,69		
	HL1	0,84	0,29	0,71		
	HL2	0,81	0,35	0,66		
	AG1	0,59	0,65	0,35		
	AG2	0,54	0,7	0,29		
	IM1	0,8	0,35	0,64		
	IM2	0,61	0,62	0,37		
	IM3	0,71	0,49	0,50		
	IM4	0,78	0,38	0,61		
DESTINATION IMAGE	DI1	0,78	0,39	0,61	**0.96**	**0.75**
	DI2	0,87	0,25	0,76		
	DI3	0,92	0,16	0,85		
	DI4	0,9	0,19	0,81		
	DI5	0,89	0,2	0,79		
	DI6	0,94	0,12	0,88		
	DI7	0,87	0,25	0,76		
	DI8	0,88	0,23	0,77		
	DI9	0,74	0,45	0,55		
BEHAVIORAL LOYALTY	BL1	0,79	0,38	0,62	**0.90**	**0.60**
	BL2	0,87	0,25	0,76		
	BL3	0,9	0,19	0,81		
	BL4	0,77	0,41	0,59		
	BL5	0,61	0,62	0,37		
	BL6	0,65	0,58	0,42		
ATTITUDINAL LOYALTY	AL1	0,9	0,19	0,81	**0.95**	**0.75**
	AL2	0,93	0,13	0,86		
	AL3	0,85	0,27	0,72		
	AL4	0,85	0,28	0,72		
	AL5	0,86	0,27	0,74		
	AL6	0,8	0,36	0,64		
GOFI: RMSEA= 0,00 ($\leq$ 0.08**); NNFI = 0,95$\geq$ 0.90**); CFI= 0,96($\geq$ 0.90**); IFI = 0,96 ($\geq$ 0.90**); RFI = 0,93($\geq$ 0.90**); SRMR = 0.073 ($\leq$ 0.05**); GFI = 0.61 ($\geq$ 0.90**); NCS = 0 ($\leq$ 2**)						

Structural Model Analysis and Hypothesis Testing

The structural model describes the relationships exist between latent variables and includes testing the significance of the estimated coefficients. After evaluating the structural model, the results revealed significant relationships between the latent variables, as demonstrated in the path diagram presented in Figure 3. Subsequently, the next step was to test the hypothesis, detailed in Table 4.
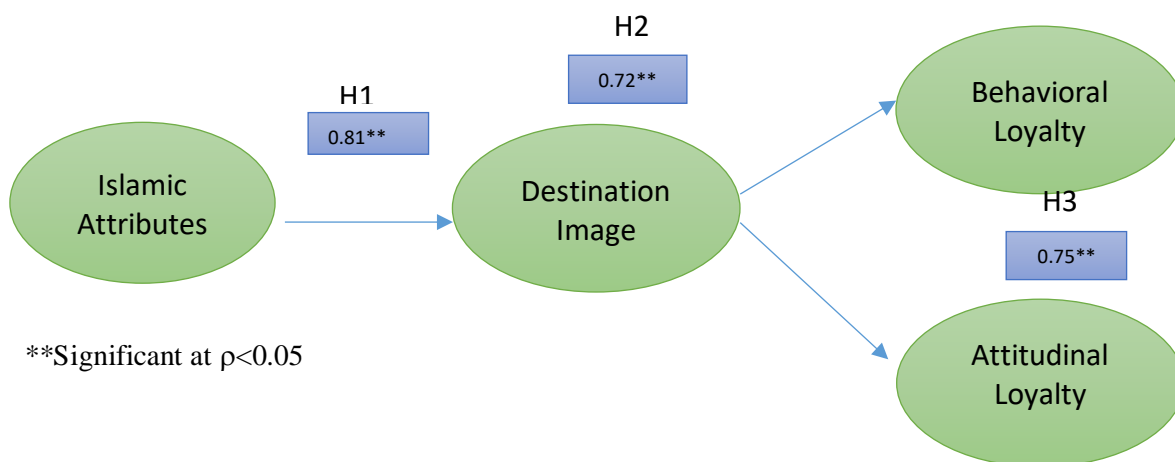
Fig 3. Structural Model Result

The empirical result indicated that Islamic attributes significantly and positively influence the destination image (the t-value was 9.24, so the proposed H1 was accepted. The next hypothesis examined the influence of destination image on behavioral loyalty. The result showed the hypothesis was accepted (H2)

with the t-value 7.92 that destination image significantly and positively influenced behavioral loyalty. Also for H3, the t-value was 9.36 which means the influence is significant and positive, and hypothesis was accepted. These finding supports the previous researches like Riyanto *et al* (2022) and Sudigdo, Khalifa and Abuelhassan (2019).

Table 4. The Result of Hypotheses Testing

Hypothesis	Structural Path	Coef	T-Values	Conclusion
H1	Attributes -> Image	0.81	9.24	Accepted
H2	Image -> Bahavior	0.72	7.92	Accepted
H3	Image -> Attitudinal	0.75	9.36	Accepted

Discussion

The first objective of this research is to test the impact of Islamic attributes on destination image. The empirical result showed the Islamic attributes positively and significantly influenced the destination image. This means the better the destinations can provide the Islamic attributes in the destinations, the better destination image will be formed in their minds. Indonesia is the country with the largest Muslim population in the world with total around 231 million Muslims (Muslim Pro, 2024). This certainly raises expectation for tourists that the country with the largest Muslim population can provide them well the Islamic attributes needed when visiting. All indicators in the Islamic attributes variable were valid and significantly influence the formation of destination image. Ease of finding worship facilities, no difficulty of finding halal food, prohibition of things that are not permitted in Islam and well-preserved Islamic morality will form a positive destination image. Easiness of finding worship facilities considered as something very important to Muslim tourists. As we know, Muslim tourist have unique requirements that set them apart from other tourists. They are obliged to perform five times daily prayers. Hereby, they will consider the ease of doing their worship, to find the facilities for doing that such as mosques, prayer rooms and supporting facilities including the availability of Qibla, azan (the call to prayer to indicate prayer times), the Holy Quran and the availability of toilets with sufficient water supply and also convenience to perform ablution (Fajriyati *et al,* 2022). The image of destinations can be increased if they are able to ensure the availability. Next, another important thing is halalness.

There is a need for halal options, which includes access to halal food and beverages, as well as dedicated halal kitchens and separate areas for men and women in public spaces. Islam has clear rules about what is allowed and what cannot be consumed. This is one of the things that Muslim tourists anticipate when deciding to visit a destination. Destinations that can provide halal food and beverages well will provide sense of secure for Muslim tourists, especially if they have been certified by the authorized institution (in case of Indonesia, MUI). Designated public spaces for men and women, such as those found in places of worship, tourist sites or in hotels that offer separate swimming pools and beaches also become a consideration for Muslim tourists. These Islamic attributes in this study successfully created a good image of destinations in Indonesia.Related to alcohol and gambling free destinations, as well as maintaining good Islamic morality such as prohibitions against prostitution and inappropriate behavior in public places will give convenience for Muslim tourists if they can be implemented strictly. Another indicator, the acceptance of using Islamic dress codes such as the hijab in public places also played the same role. Battour, Ismail, and Battor (2010) in their study explained that one of the factors considered by Muslim tourists in choosing a tourist destination is the suitability between the way they dress and the local population, which can determine their sense of comfort when they are at that destination. The presence of these Islamic attributes will build the pleasant image of the destinations.

The second and third research objectives are to examine the influence of destination image on loyalty, both behavioral and attitudinal. Empirical results show that both hypotheses are accepted, destination image is proven to have a positive and significant influence on loyalty. It means the better the destination's image, the greater the possibility of gaining tourists' loyalty. This finding is in line with studies conducted by previous researchers such as Khan et al. (2013) and Zhang et al. (2014). Destination image strongly influences loyalty behavior to destination. Khan et al. (2013) mentioned that destination image can increase tourist loyalty behavior by making repeated visits (one of the characteristics of behavioral loyalty) and

recommending it to others (one of the characteristics of attitudinal loyalty). Tourists will recommend a destination if they experience beauty and positive feelings toward the destinations. This shows that the image of a destination has a strong influence on customer loyalty (Khuong & Phuong, 2017).The presence of tourist loyalty can create greater opportunities for achieving various forms of sustainability, such as economic sustainability. Fostering tourist loyalty to a destination encourages increased visits—both from returning tourists (revisit) and from first-time visitors who come based on recommendations from those who have previously visited. This influx of visitors will stimulate various economic sectors connected to Halal tourism, including food and beverage services, accommodations, and tour and travel operations, among others.

IV.   CONCLUSION

The result of this research verified that the Islamic attributes influence the destination image positively, while the destination image was found to have a positive image towards both types of loyalty, both behavior and attitudinal for Indonesian tourists' perspective.

Recommendations

Studies focused on destination attributes can assist marketers, governments, and relevant stakeholders in modifying products and services to cater to the preferences of Muslim tourists. This, in turn, can promote their return to the destination and encourage them to share favorable feedback and recommendations with others. The result of this study concluded that Muslim tourists considered the availability of Islamic attributes at the destinations. The related parties must pay special attention to the provision of these attributes. Since the better they are available, the more positive and pleasant image it will build in the minds of Muslim tourists, which in turn will ultimately attract more Muslim tourists to visit. The related parties may provide as many as possible the worship facilities, and access to halal foods and beverage, because this will strengthen the destination's image as the country with the largest Muslim population. Also, for attracting more Muslim tourists, the related party should be able to provide comfort and security, by maintaining Islamic morality and providing places that are free from alcohol and gambling, especially in destinations visited by Muslim tourists with families.

Future Study

This research was conducted by examining the perspective of domestic tourists. Future studies can incorporate samples from the perspectives of international tourists to gain a broader understanding of their experiences in Halal tourism. This approach is relevant not only in Indonesia but can also be applied to other countries. Other recommendation for future study, in this research, a quantitative approach was employed to examine hypotheses developed from existing theories and prior studies. Future research could explore a qualitative design to enhance the findings and capture a more in-depth insight. In addition to elaborating on how Halal tourism can create loyalty and attract tourists to visit, future studies can also provide further guidance on how Halal tourism can contribute more to building sustainable tourism. By integrating these elements, future research can provide a richer analysis of the study of Halal tourism.

V.   ACKNOWLEDGMENTS

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