# OPTIMIZING HALAL TOURISM IN INDONESIA: THE ROLE OF TOURIST SATISFACTION IN ADVANCING SHARIA TOURISM DEVELOPMENT

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|  | *Abstract* |
|---|---|
| **Keywords:** <br> Halal tourism development, service quality, infrastructure, tourist satisfaction, sharia economics | *This study explores the development of halal tourism in Indonesia by analyzing the impact of service quality and infrastructure, with tourist satisfaction as a moderating variable. Rooted in the sharia economics discipline, the research responds to Indonesia's untapped potential in halal tourism despite being home to the largest Muslim population. Employing a quantitative survey method, data were collected from 100 Muslim tourists who had visited halal destinations in Yogyakarta, Lombok, and Bali. Statistical analysis using SPSS and PLS-SEM confirms that infrastructure (path coefficient = 0.605) has the strongest influence on halal tourism development, followed by service quality (0.278), while tourist satisfaction has a moderate role (0.103). The findings indicate that infrastructure and service quality must be developed simultaneously to ensure sustainable growth in the halal tourism sector. The study contributes to the literature by emphasizing infrastructure's dominant role, while acknowledging satisfaction as an important performance indicator. The results underscore the need for integrated policies focusing on sharia-compliant facilities, human resource training, and inter-sectoral collaboration. In conclusion, strengthening both physical and service infrastructure is critical to position Indonesia as a leading global halal tourism destination.* |
|  | *Abstrak* |
| *Kata kunci:* <br> Pengembangan wisata halal, kualitas pelayanan, infrastruktur, kepuasan wisatawan, ekonomi syariah <br><br> *Diajukan : Maret 2025* <br><br> *Diterima : April 2025* | Penelitian ini mengkaji pengembangan wisata halal di Indonesia dengan menganalisis pengaruh kualitas pelayanan dan infrastruktur, serta peran kepuasan wisatawan sebagai variabel moderasi. Berakar pada disiplin ekonomi syariah, studi ini menanggapi potensi besar wisata halal yang belum tergarap optimal, meskipun Indonesia merupakan negara dengan populasi Muslim terbesar. Pendekatan kuantitatif digunakan melalui survei terhadap 100 wisatawan Muslim yang mengunjungi destinasi halal di Yogyakarta, Lombok, dan Bali. Analisis statistik menggunakan SPSS dan PLS-SEM menunjukkan bahwa infrastruktur memiliki pengaruh paling kuat terhadap pengembangan wisata halal (koefisien 0,605), diikuti oleh kualitas pelayanan (0,278), sementara kepuasan wisatawan memiliki pengaruh sedang (0,103). Hasil ini menunjukkan bahwa pengembangan infrastruktur dan pelayanan harus dilakukan secara bersamaan untuk mendorong pertumbuhan berkelanjutan. Penelitian ini memberikan kontribusi terhadap literatur dengan menyoroti peran dominan infrastruktur, namun tetap mengakui pentingnya kepuasan wisatawan sebagai indikator kinerja. Implikasi kebijakan mencakup penyediaan fasilitas sesuai syariah, pelatihan sumber daya manusia berbasis syariah, serta kolaborasi antara pemerintah, pelaku usaha, dan masyarakat. Kesimpulannya, penguatan infrastruktur |

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## BACKGROUND

Indonesia is renowned for its rich culture and natural diversity and is a popular tourist destination. In recent years, the country has developed a halal tourism industry that caters to the needs of Muslim travelers. Provinces across the country are developing their own halal tourism offerings to meet domestic and international demand (Bazin et al., 2024).

Development Indonesian tourism has been on a dynamic journey in recent years. As a country with extraordinary cultural and natural diversity, Indonesia is a magnet for local and international tourists. However, this journey has not always been smooth; challenges such as the COVID-19 pandemic have disrupted the growth of this sector. Nevertheless, the spirit to rise again and innovate remains, creating new hope for the future of Indonesian tourism.

Chart 1. Tourist visits to Indonesia 2019-2023
Source: Central Statistics Agency
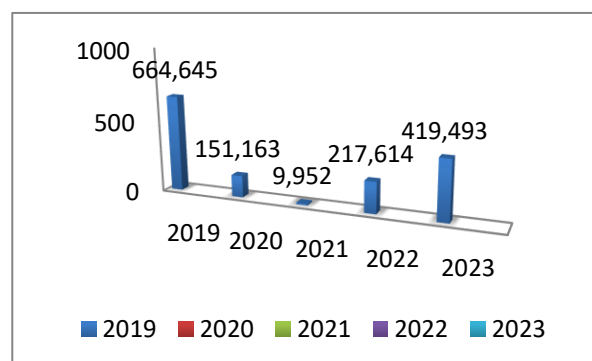


Based on the graph in Figure 1, it is explained that in 2019 tourist visits reached 664,645. Then the following year experienced a bad degradation so that there was a terrible decline with the number of tourist visitors reaching 151,163 in 2020. Then in 2021 there was another decline due to the lockdown of each country. But the following year in 2022 the situation began to be free from the lockdown so that the gradation of the increase in visitors increased to 217,614. Then in 2023 the situation returned to normal, access for visitors began to stabilize so that in that year the number of tourists recorded reached 419,493.

Next, focus on increasing halal tourism in Indonesia, considering the majority of the population. The largest Muslim population in the country, which creates opportunities for sustainable ecosystem transformation. Halal tourism is an activity supported by various facilities and services provided by the community,

entrepreneurs, government, and local governments that meet sharia requirements (Adinugroho et al., 2024). The research from Slamet et al. (2022), which also discusses halal tourism. He is of the opinion that Halal tourism is a part of the tourism industry that benefits both Muslim and non-Muslim countries; thus, it is a global business trend.

Indonesia has not been able to rank first as a halal destination country. This shows that halal tourism in Indonesia has not been seriously worked on by various parties, even though if it is worked on more seriously, the potential for developing halal tourism in Indonesia is very large. In Indonesia, sharia tourism is guaranteed by Law No. 10 of 2009 concerning Tourism, especially in the section on considering, as well as in articles 3, 5, 12, 25, and 26. This law is a guideline for entrepreneurs in the sharia economy so that halal tourism in Indonesia can maintain its existence (Sulistyo Budi Utomo et al., 2024)

The first factor that influences the development of halal tourism isquality of service.Service quality is a crucial aspect that can enhance the tourist experience and affect their satisfaction. Muslim tourists, just like tourists in general, expect good service and adequate facilities during their travel.(Fatimah, 2024). According to Hanafia et al.(2020), in his research that service is an action or behavior that is done by someone by providing a desire that makes someone feel satisfied or not. So,Friendly service, clean and comfortable facilities, and staff who are knowledgeable and responsive to the special needs of Muslim travelers, such as halal food and information about prayer times and places, will increase their interest and loyalty to the destination.

Then infrastructure, this can also be an important supporting factor in development.halal industry. Opinion Muh. Arafah, (2023) Infrastructure development is a form of government concern, the manifestation of this development model is the Rural Infrastructure Development Program (PPIP). (Hariyanto, 2021), Infrastructure as infrastructure. The availability of infrastructure is one of the important things in the context of developing economic development in a region. Infrastructure is also an important part in accelerating the process of national economic development (Intan Suswita et al., 2020)

According to the opinion of Liu et al. (2023), that Tourist satisfaction is part of tourist well-being, which is an extension of the field. In addition, tourists acquire new skills or knowledge in the process of the wellness tourism experience; those who identify with the destination or form positive memories usually have higher satisfaction and well-being. In tourism, the main goal of the customer amenities sector is tourist satisfaction. This sector plays a vital role in attracting customers, designing tactics for local growth, and promising tourism facilities in the market. In addition, satisfaction is essential for successful destination marketing and tourism service organizations (Hussain et al., 2023).

Previous research conducted by Surwandono et al. (2020), Rizqiany & Maria (2021), and Fadhlan & Subakti (2020), shows that the results of his research on Halal Tourism are an appropriate and proportional concept in representing Islamic tourism

and the development of halal tourism in Indonesia and the world has developed and will become a competitor in the tourism sector.

How can the quality of service and infrastructure affect the development of halal tourism, and to what extent does tourist satisfaction play a role in improving halal tourism destinations in Indonesia? Then the aim is to analyze the quality of service and infrastructure that affect halal tourism in Indonesia, and to assess the extent to which tourist satisfaction plays a role as a moderating factor. Thus, it is hoped that this study can provide insight into the challenges faced by Indonesia in developing halal tourism, as well as provide recommendations to improve the competitiveness of Indonesian halal tourism at the global level.

## RESEARCH METHOD

### Type of Research

This study employs a quantitative approach with a survey design. This approach was selected to analyze the influence of service quality and infrastructure on the development of halal tourism, while considering tourist satisfaction as a moderating variable. The quantitative model enables the researcher to obtain numerically measurable data and examine the relationships among variables using statistical analysis techniques.

### Time and Location of the Research

The research was conducted from January to March 2025. The study locations were focused on three major tourist cities in Indonesia: Yogyakarta, Lombok, and Bali. These cities were selected due to their significant potential in developing halal tourism and their popularity as primary destinations for both domestic and international Muslim tourists.

### Research Target and Objectives

The target population of this study is Muslim tourists who have visited halal tourism destinations in the three aforementioned cities within the past two years. This study aims to reach individuals who have firsthand experience with halal tourism services and infrastructure at these destinations.

### Research Subjects (Population and Sample)

The population in this study includes all Muslim tourists who have visited halal tourism destinations in Yogyakarta, Lombok, and Bali. A sample of 100 respondents was selected using purposive sampling. The criteria for respondent selection include direct involvement in halal tourism activities, experience in utilizing

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halal facilities, and an understanding of the quality of services and infrastructure at the destinations.

**Research Procedure**

The study began with the development of a questionnaire aligned with the research variables. The questionnaire was then pilot-tested to assess its clarity and measurement consistency. After revisions were made, it was distributed to respondents who met the selection criteria. Data collection was conducted both in-person and online, depending on the accessibility of respondents in each city.

**Research Instrument**

The research instrument used was a structured questionnaire comprising closed-ended questions with a five-point Likert scale. The questionnaire was designed to measure respondents' perceptions regarding service quality, infrastructure, tourist satisfaction, and their views on the development of halal tourism.

**Data Analysis Technique**

The collected data were analyzed using SPSS software. The initial step involved conducting classical assumption tests to ensure that the data met the requirements for regression analysis, including tests for normality, multicollinearity, and heteroscedasticity. Subsequently, multiple linear regression analysis was conducted to examine the direct influence of independent variables on the dependent variable. To assess the moderating role of tourist satisfaction, moderated regression analysis (MRA) was applied to determine whether satisfaction strengthens or weakens the relationship between service quality and infrastructure and the development of halal tourism.

**RESEARCH FINDINGS AND DISCUSSION**

**Researh Findings**

Based on Table 1, it is explained that the majority of respondents in this study were female, namely 64 respondents (55.7%) and the rest were male, namely 51 respondents (44.3%). Furthermore, based on age, the majority of respondents were 18-24 years old, namely 83 people (72.2%), 21 people (18.3%) aged 25-34 years, 35-44 years old, 8 people (7%), 2 people (11.7%) aged 45-54 years, and >55 years old only 1 person (0.9%). In addition, based on domicile, the majority in this study came from Java Island as many as 69 people (59.3%), then from Sumatra as many as 9 people (7.8%), from Kalimantan 12 (10.4%), Sulawesi as many as 18 people (15.7%) came from Bali 3 people (2.6%), NTB 3 people (2.7%) while only 1 person came from Jakarta (0.9%). Based on education level, the majority had a Bachelor's degree as many as 58 people (80.4%), diploma as many as 10 people (8.7%), and high school / junior high school as many as

42 people (36.5%), and Masters as many as 4 people (3.5%), and from S3 there was only 1 person (0.9%). Furthermore, based on the city or tourist destination visited, the majority were in the city of Yogyakarta as many as 75 people (65.2%) then those who visited the Bali city destination as many as 31 people (27%) and the Lombok city destination as many as 9 (7.8%). In addition, the types of halal tourism visited were mostly natural tourism with 65 people (56.5%), religious tourism with 26 people (22.6%), culinary tourism with 16 people (13.9) and then only 8 people (7%) visited shopping tourism

Table 1. Respondent Demographic Data

| | Parameters | N | % |
|---|---|---|---|
| Gender | Woman | 64 | 55.7 |
| | Man | 51 | 44.3 |
| | 18-24 | 83 | 72.2 |
| | 25-34 | 21 | 18.3 |
| Age | 35-44 | 8 | 7 |
| | 45-54 | 2 | 1.7 |
| | >55 Years | 1 | 0.9 |
| | Sumatra | 9 | 7.8 |
| | Java | 69 | 59.3 |
| Domicile | Kalimantan | 12 | 10.4 |
| | Sulawesi | 18 | 15.7 |
| | Bali | 3 | 2.6 |
| | Jakarta | 1 | 0.9 |
| | NTB | 3 | 2.7 |
| | High School/Junior High School | 42 | 36.5 |
| | Diploma | 10 | 8.7 |
| Last education | S1 | 58 | 80.4 |
| | S2 | 4 | 3.5 |
| | S3 | 1 | 0.9 |
| | Yogyakarta | 75 | 65.2 |
| | | 31 | 27 |
| Cities or halal tourist destinations visited | Bali | | |
| | Lombok | 9 | 7.8 |

| Types of halal tourism visited | Natural tourism | 65 | 56.5 |
| | Religious Tourism | 26 | 22.6 |
| | Culinary tour | 16 | 13.9 |
| | Shopping Tour | 8 | 7 |

**Uji Outer Model**

1. **Outer Model Test**

This study uses the PLS-SEM technique to evaluate the proposed model. This methodology is well suited to testing or extending theoretical propositions.(Asyhari et al., 2018). Before testing the hypothesis, the researcher first tests the external model. The use of this measurement model serves to strengthen and guarantee the validity and reliability of the research instrument used to measure concepts or theories. Validity assessment is carried out through the application of convergent validity and discriminant validity techniques, while for data reliability testing the researcher chooses the CA and CR tests.(Cheah et al., 2018).

2. **Convergent Validity**

Convergent validity is intended to verify whether each indicator item is grouped appropriately in the specified construct. This validity is assessed through the loading factor value, considered adequate if it exceeds 0.7, and the Average Variance Extracted (AVE) value exceeds 0.05.(Risher & Hair Jr, 2017). In this study, convergent validity was assessed by examining the loading factor value, which showed an aggregate exceeding 0.7. This indicates that each indicator effectively measures its respective construct, meeting the required criteria.(Risher & Hair Jr, 2017). Furthermore, the average variance extraction (AVE) value ranges from 0.582 to 0.595 (> 0.50), exceeding the threshold of 0.50, thus ensuring the validity of the measurement model)(Gorai et al., 2024). This shows that the questions formulated and developed can effectively measure the concepts or theories being studied.(Risher & Hair Jr, 2017).

3. **Reliability Test**

In the context of using the PLS SEM model, the reliability of a construct can be ascertained through the Cronbach's Alpha value (a) and the resulting Composite Reliability (CR) are considered reliable if the CA and CR exceed 0.7.(Risher & Hair Jr, 2017). Cronbach's Alpha value (a) ranged from 0.821 to 0.773, while CR ranged from 0.827 to 0.786, indicating that all constructs had values exceeding 0.70. This indicates the reliability and consistency of the

instruments used, indicating that the instruments can produce consistent scores or values across periods, locations, and conditions. These findings indicate convergent validity between reflective constructs.

Table 2.Validity and Reliability Test Results

| Construction | Code | Factor Loading | CA | CR | AVE |
|---|---|---|---|---|---|
| Quality of Service | KL.1 | 0.776 | 0.821 | 0.827 | 0.582 |
| | KL.2 | 0.736 | | | |
| | KL.3 | 0.732 | | | |
| | KL.4 | 0.810 | | | |
| | KL.5 | 0.758 | | | |
| Infrastructure | I.1 | 0.860 | 0.869 | 0.877 | 0.656 |
| | I.2 | 0.832 | | | |
| | I.3 | 0.831 | | | |
| | I.4 | 0.760 | | | |
| | I.5 | 0.761 | | | |
| Tourist Satisfaction | KW.1 | 0.878 | 0.854 | 0.857 | 0.633 |
| | KW.2 | 0.831 | | | |
| | KW.3 | 0.758 | | | |
| | KW.4 | 0.757 | | | |
| | KW.5 | 0.747 | | | |
| Halal Tourism Development | PWH.1 | 0.765 | 0.773 | 0.786 | 0.595 |
| | PWH.2 | 0.790 | | | |
| | PWH.3 | 0.885 | | | |
| | PWH.4 | 0.894 | | | |

## 4. Hypothesis Testing

In empirical hypothesis testing, this investigation conducted a rigorous assessment of the level of significance by applying the bootstrap methodology involving 5,000 iterations of resampling. The results of the direct effect analysis showed that Infrastructure has the most significant influence on Halal Tourism Development with a path coefficient of 0.605, making it the main factor in supporting halal tourism development. In addition, Service Quality also contributes positively with a path coefficient of 0.278, indicating that quality services significantly support halal tourism development. On the other hand, the influence of Tourist Satisfaction on halal tourism development is recorded as quite small with a coefficient of 0.103, although it still has relevance. The relationship between Service Quality and Tourist Satisfaction is also significant, with a coefficient of 0.278, indicating that good service can positively increase tourist satisfaction. However, the relationship between Infrastructure and

Tourist Satisfaction is very weak with a coefficient of only 0.029, indicating that infrastructure is not the main factor that directly affects tourist satisfaction. Overall, the results of this hypothesis test confirm the importance of infrastructure development and improving service quality as key factors in supporting halal tourism development, while tourist satisfaction plays a smaller role but remains relevant to support the sustainability of the halal tourism sector.As a result, hypotheses H1, H2, H3, are supported in this study, while H4not strongly supported in this study because the relationship between infrastructure and tourist satisfaction is not significant enough to form a relevant mediation path.
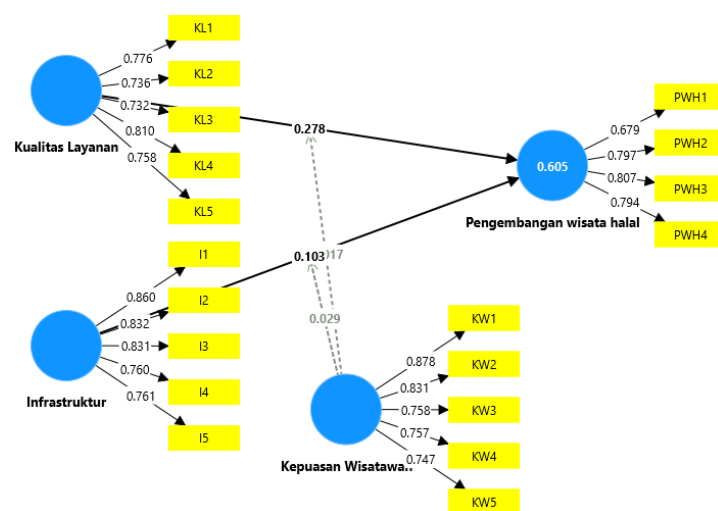


Figure 2. Bootstraping Value

| Construction | Code | Factor Loading | CA | CR | AVE |
|---|---|---|---|---|---|
| Kualitas Pelayanan | KL.1 | 0.776 | 0.821 | 0.827 | 0.582 |
| | KL.2 | 0.736 | | | |
| | KL.3 | 0.732 | | | |
| | KL.4 | 0.810 | | | |
| | KL.5 | 0.758 | | | |
| Infrastruktur | I.1 | 0.860 | 0.869 | 0.877 | 0.656 |
| | I.2 | 0.832 | | | |
| | I.3 | 0.831 | | | |
| | I.4 | 0.760 | | | |
| | I.5 | 0.761 | | | |
| Kepuasan wisatawan | KW.1 | 0.878 | 0.854 | 0.857 | 0.633 |
| | KW.2 | 0.831 | | | |
| | KW.3 | 0.758 | | | |
| | KW.4 | 0.757 | | | |

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| Construction | Code | Factor Loading | CA | CR | AVE |
|---|---|---|---|---|---|
| | KW.5 | 0.747 | | | |
| Pengembangangan wisata halal | PWH.1 | 0.765 | 0.773 | 0.786 | 0.595 |
| | PWH.2 | 0.790 | | | |
| | PWH.3 | 0.885 | | | |
| | PWH.4 | 0.894 | | | |

## Discussion

Based on the SEM analysis, it is evident that both service quality and infrastructure quality play a vital role in supporting the development of halal tourism. These two factors complement and interact with one another to create an optimal tourist experience, ultimately accelerating the growth of the halal tourism sector. Service quality, with a path coefficient of 0.278, significantly contributes to positive tourist experiences through friendly, responsive, and reliable services, such as halal food provision and prayer facility information. However, infrastructure exerts a stronger influence (path coefficient = 0.605), indicating the importance of accessibility, Sharia-compliant public facilities, and suitable accommodations in sustaining halal destinations. Despite the importance of service quality, its impact on tourist satisfaction becomes suboptimal without adequate infrastructure. Tourist satisfaction shows a smaller yet relevant role (path coefficient = 0.103) as an indicator of success, though not the primary driver. These findings suggest that simultaneous development of both service and infrastructure is essential. Policy implications include strengthening human resources through Sharia-based service training, improving Sharia-compliant facilities, and fostering multi-stakeholder collaboration to build an inclusive and sustainable halal tourism ecosystem.

## Conclusion

The study concludes that service quality and infrastructure quality are key contributors to halal tourism development in Indonesia. While infrastructure has a stronger impact, both dimensions are interdependent and should be developed in parallel. Tourist satisfaction, although not a dominant factor, remains a crucial indicator for sustaining quality and long-term growth.

## Recommendation for Future Research

Future studies are encouraged to explore additional factors such as government policy, local cultural preferences, marketing strategies, and digital innovation. Expanding the research scope to cross-national comparisons or integrating behavioral

insights may also provide a more comprehensive understanding of effective halal tourism development practices.

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