



Exploring Travelers Loyalty to Halal Tourism Destination in West Sumatera Through Trip Quality and Experience

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Abstract. Muslim friendly, Islamic, or Halal Tourism has an important role in halal industry ecosystem in Indonesia. West Sumatera is one of ten province halal tourism priority. This study purpose to measure the effect of traveler's trip quality and trip experience on traveler's loyalty to Halal tourism destination in West Sumatera. A total of 125 travelers who had visited West Sumatera were surveyed. The method used in this study is quantitative descriptive using Partial Least Squares Structural Equation Model which is processed by SMART PLS analysis tool to examine the proposed model. The findings showed that infrastructure and halal product have significantly impact on trip quality. Nevertheless, halal facilities have not significantly impact on it. The Islamic culture has a significant impact on trip experience. Furthermore, trip experience has a significant impact to travelers' satisfaction, but trip quality has not significant with it. Finally, this study reveals find satisfaction has significant effect on traveler's loyalty. This study provides new insight into halal tourism especially halal tourism development. The contribution of this study is useful for government, tourism operators, marketer and halal businessman to enhance and develop halal destination.

Keywords: halal tourism, loyalty, west Sumatera, trip quality, trip experience

1 Background

Nowadays, the development of the halal industry is growing consistently and globally. There are numerous factors that support it. The fact that Muslims are the world's second largest religion in the world demonstrates the need of their followers in industrial products and services that adhere to Sharia principles, such as halal food and beverage, cosmetics, fashion, entertainment, and tourism. According to the Global Muslim Travel Index, the number of Muslims in the world is expected to reach approximately 2 billion adherents in 2022, or 25% of the global population, and 2.3 billion adherents by 2030, or 27% of the global population. The opportunities and challenges presented by the huge Halal Industry market are not limited to Islamic countries or Muslim majority states. However, it is also being developed in nations with Muslim minorities, such as

There are several terms to defining halal tourism, some of them is Muslim-friendly tourism and Islamic tourism. Some experts said that halal tourism as Islamic tourism raises problems in the tourism sector. for the instances, in the 2019 case in North Sumatera, Indonesia, there was a rejection of the concept of Halal tourism in Lake Toba. The reason for the rejection was the local community's fear or concern that this concept would eliminate or erode existing local culture and wisdom and be replaced by Islamic principles. The same reason also occurs in Bali, where most people are Hindus. There is an assumption the concept will disrupt Balinese culture. Meanwhile, several non-Muslim-majority countries had understood that halal tourism is not Islamic tourism, which is trying to Islamize tourism, but proposing a tourism marketing strategy by providing additional facilities or extended Service which is needed by Muslim tourists when they travel because, for Muslims, Halal is a lifestyle, and they consider that Halal Tourism is a sector that has potential in the tourism industry. Furthermore, a study of tourist perceptions is a study of the experience of an object or event experienced by tourists from their tourism activities.

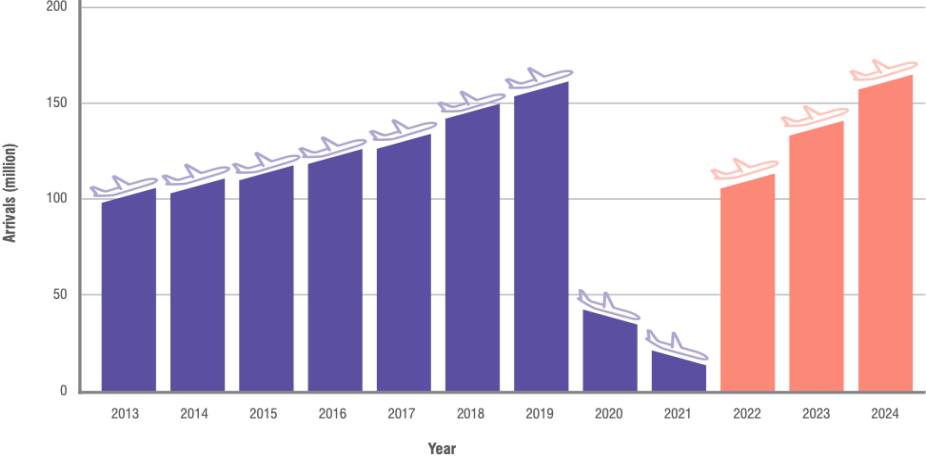


Fig.1. Global Muslim Travel Index 2023 Tourist arrival

Based on GMTI 2024 report, the number of Muslim international arrival has declined sharply in 2020 and 2024, which has not happened at previous years. At that period, covid make the number of Muslim international arrival under 50 million. However, there was a recovery of this number in 2020 until 2024. Where the number of Muslim international arrival increases gradually, in fact, by the end of 2024 this number reached 150 per year. Muslim travelers consider many aspects to travel another country. four main indicators becoming most important, there are access, communication, environment, and services (Crescent rating, 2023)

Table 1. Global Muslim Travel Index Rank

GMTI 2024 Rank	Change vs 2023	Destination	GMTI 2024 Scores	Change vs 2023
1	0	Indonesia	76	+3
1	0	Malaysia	76	+3
3	0	Saudi Arabia	74	+2
4	+1	Turkey	73	+3
5	-1	UEA	72	+1
6	0	Qatar	71	+1
7	0	Iran	67	+1
7	0	Jordan	67	+1
9	+6	Brunei	66	+4
9	+4	Oman	66	+3
9	+2	Singapore	66	+2
12	-3	Egypt	65	0
12	-1	Kuwait	65	+1
14	+9	Maldives	64	+7
14	-1	Uzbekistan	64	+1
14	+3	Marocco	64	+4
17	-8	Bahrain	63	-2
17	0	Pakistan	63	+2
19	-4	Tunisia	62	0
20	+5	Azerbaijan	61	+6

Based on the GMTI 2024 report, Indonesia and Malaysia are ranked first as the best halal destinations which has 76 points. As a majority, the number of Muslim in Indonesia reach more than 229 million in 2023 (BPS, 2023). This number makes Indonesia becoming the largest Muslim Country in the world. In the beginning of GMTI, Indonesia was in sixth position in 2015. The positive trend within one decade shows Indonesia has a huge potential to improve halal tourism.

Tourists or travelers typically travel to a destination with a certain aim in mind. For example, many travels abroad to spend their vacations in a different setting (Mohamed Battour, Mohd Nazari Ismail, 2011). Tourists want to have a good time while learning about the local history and culture. A traveler from any country has a variety of experiences, including social factors, cultural difficulties, traditions, gastronomy, and tourist attractions (Henderson, 2015). These experiences vary greatly depending on race, religion, and cultural standards. Furthermore, when visiting a new place, a travelers or tourists is likely to observe cultural norms and behaviors, historical and religious beliefs, religious activities, and exotic sites in the local population. Tourists are drawn to countries with diverse religious views, historical backgrounds, and pilgrimage options. As faith-based tourism has grown in popularity around the world, many Muslim countries have made significant efforts to build Muslim-friendly tourism businesses, encouraging Muslims to visit their countries from all over the world (Sultana, 2020)

Some study concerning Halal destination and traveler's perception has authored through the event of the Halal business, such as: (Aji et al., 2021), (M. K. Rahman et al., 2018), (Putriana, 2020), (M. Rahman et al., 2019), (M. K. Rahman, 2014), (M. Battour et al., 2018). The Study (Battour et al., 2018) conducted a study of non-Muslim tourists' perceptions of halal business in Asian country and Turkey. The results of the study found that there have been six main aspects, together with that non-Muslims thought of Halal business moderately positive, and most of them had a need-to-know Muslim culture. Then they will settle for Muslim rules. However, several of them assume negatively and provides underrated responses to restrictions on tourists' freedom to fancy their trip.

The study (M. Rahman et al., 2020) involved non-Muslim tourists as research subjects. This study concluded that non-Muslim travelers' opinions of halal tourism products and services influence travel quality, trip value, satisfaction, and word-of-mouth promotion. These four dimensions have a considerable impact. The author investigated if the impression of halal tourist sites influenced non-Muslim travelers' word-of-mouth (WOM). The study find that trip quality had a considerably greater impact on satisfaction and trip value. Perceptions of halal tourist sites appear to have a substantial impact on satisfaction and trip value. Travel value is strongly linked to satisfaction but not to word-of-mouth (WOM). tourism satisfaction has a tremendous impact on word-of-mouth marketing towards tourism locations. It is recommended to review previous studies on traveler loyalty in halal tourism in other countries or regions because the research findings cannot be generalized to all countries or regions, and to include additional variables that will influence travelers' loyalty to the destination halal tourism.

In this research, the author took the case of West Sumatra Province because this area is one of the ten priority regions for Halal destination in Indonesia. Apart from that, another reason is that based on the Indonesia Muslim Travel Index (IMTI), it places this are in third place for the best halal tourism in Indonesia after Aceh and West Nusa Tenggara and includes Islamic culture variables in this research. Thus, the author developed and combined previous research models that had been carried out (M. Rahman et al., 2020) and (M. K. Rahman et al., 2022) to evaluate and analyze tourists' perceptions of traveler loyalty to halal tourism in West Sumatra. Therefore, the author developed the research model as follows:



Fig.2. Research Model

2 Literature Review

2.1 Halal Facilities

According to (Stevianus, 2014) "the ease of access to facilities that support tourists' needs is one of the factors that influences satisfaction." To achieve this level of satisfaction, the availability of facilities in tourism will influence the quality and travel experience of tourists. Within sectors of halal tourism, tourists want the availability of facilities that meet their religious needs while carrying out tourist activities, including mosques or prayer places, ablution places, swimming pools that separate men and women, sharia hotels or accommodations, and Muslim- friendly services. (Wilson; 2012), (Wilson 2014) Therefore, the availability of good and comfortable halal facilities is considered to provide an assessment of the quality of the travel experience. Therefore, it is formulated as follows:

H1: Halal Tourism Facilities has a significant impact on trip quality

2.2 Halal Product

The term of halal has the same definition as permissible. The word Halal in the Al-Quran is mentioned in various fragments, mentioned 19 times in 29-word formations and formations and 55 times in 48 verses. One of the verses in Q.S. Al-Baqarah: 168 means "O people, eat some (food) on earth that is halal and good and do not follow the steps of Satan. Indeed, he is a real enemy for you." One important part of tourism is culinary. When tourists visit a destination, they often look for typical food or culinary delights from that destination. When traveling, a Muslim tourist needs to ensure that the food or culinary delights they consume are guaranteed to be halal. Having halal certification for food and culinary products will eliminate the fear of certain food products. Meanwhile, non-Muslim tourists may consider food safety, price, and cleanliness (Aziz & Chok, 2013). Based on this statement, it is formulated as follows: Therefore, the availability of halal food or culinary delights will affect the quality and experience of the trip.

H2: Halal product has a significant impact on trip quality

2.3 Transportation Infrastructure

Transportation has an important role in halal tourism; without transportation, halal tourism will be difficult to access. Infrastructure development is important to connect one region with another, especially in tourist areas, because it will affect tourist accommodation, the supply chain of raw materials and finished materials, and the production of halal goods and services (Huda et al 2019). Easy access to tourist attractions is also a main strategy for marketing halal tourism (Hermawan, 2019). The middle-income traveler will consider the cheapest. The West Sumatra government also supports increasing tourism through infrastructure development, according to the Ministry of transportation. The government is promoting projects related to transportation that are aimed at supporting tourism, especially in West Sumatra. Some examples of projects being carried out include the reconstruction of the Minangkabau national-international airport, the operation of several inter-regional trains, increasing the number of buses, and other forms of support. Based on this statement formulated below:

H3: Transportation infrastructure has a significant impact on trip quality.

2.4 Islamic Culture

Bali is an area that has developed tourism with local culture. As a tourist area where the majority is Hindu. Balinese religious and cultural rituals have become an attraction with their own uniqueness as branding for tourism products that provide unique tourist experiences. memorable for tourists so that they visit Bali on several occasions. Therefore, local society and culture are determining factors in the tourism industry. Society and culture are an inseparable part of tourism branding that wants to be sold to tourists (Saleh & Anisah, 2016)

Bali conditions are like those in other areas, such as Nanggroe Aceh Darussalam and West Sumatra. These two provinces have strong roots in Islam and culture. Minang people, as the majority population in West Sumatra, have the philosophy of “Adat Basandi Syara Syara Basandi Kitabullah, Syara’ Mangato Adat Mamakai” This philosophy means that Minang society is a religious society, where in daily life the existence of customs and culture in society must be in line with Islamic principles that are based on the Book of Allah. (Amelia et al., 2022).

Behavior that is considered to violate religious morals will generally be rejected by society, such as sunbathing activities on the beach carried out by tourists, as happened in Bali. Such existence tends to be rejected by indigenous communities. Halal tourism is considered a tourism industry that is suitable for the people of West Sumatra. Therefore, the implementation of sharia in West Sumatra is often considered to hinder the development of the tourism industry, but it is suitable for halal tourism and can be a special attraction and differentiator from tourism in other regions and countries. Based on the statement above, the following hypothesis is formulated:

H4 : Islamic culture has an impact on trip quality.

2.5 Trip Quality

Trip quality, according to Ferns and Walls (2012), is the general impression that visitors have of a place based on how well their expectations for the entire trip are met. High travel quality occurs when the capabilities of the goods and services surpass the expectations of each traveler. On the other hand, travel quality will be lower when goods and services fall short of travelers' total expectations (Bigné et al., 2001). Accordingly, some researchers claim that better travel quality reflects positive behavioral goals and ensures higher pleasure (Lee et al., 2005). As a result, evaluating the quality of trip is a crucial topic in destination marketing. Accordingly, some researchers claim that better trip quality reflects positive behavioral goals and ensures higher satisfaction. Thus, it is stated as follows:

H5: Trip quality has a significant impact on satisfaction.

2.6 Trip Experience

A trip experience is something that tourists feel while carrying out their activities, whether regarding products or services. One of the goals of traveling or touring for tourists is to seek a memorable experience from the trip or tourist destination. So, one of the things needed is an impressive trip experience (Pitana dan Diarta, 2009). Meanwhile, (Walter et al. 2010) describe trip experience as direct or indirect knowledge received about the service process, firm, facilities, and how a consumer interacts with the company and other customers. Finally, it will elicit cognitive, emotional, and consumer behavioral responses, leaving consumers with recollections of their experiences while and after visiting the tourist site. As a result, the more valuable the trip experience, the more satisfied the tourists will be. Based on these arguments, it is presented as follows:

H6: trip experience has a significant impact on satisfaction.

2.7 Satisfaction

According to Oliver (1997), satisfaction is a conscious or cognitive appraisal of how well or poorly a product performs, or whether the product is acceptable for usage. Meanwhile, (Jiewanto et al., 2012) define satisfaction as an emotional response to experiences associated with specific products or services acquired. According to (Kotler: 2002) loyalty is a repeat purchase made by customers because of a commitment to a product or brand from a particular company. If interpreted in terms of tourism, it means the commitment and desire of tourists to revisit the tourist destination. Loyal tourists can become marketers who can recommend them to those closest to them and other people who need information. In the halal tourism sector, this research will look at tourists' desire to revisit halal tourist destinations and their desire to recommend these halal tourist destinations. According to (Hapsari et al., 2017) contentment has a substantial association with loyalty. Furthermore, Wu (2016) investigated global tourism destination loyalty modeling and found that one factor contributing to tourist loyalty is visitor satisfaction destinations. Thus, satisfaction and loyalty are defined as follows:

H7: Satisfaction has a significant impact on travelers' loyalty

3 Methodology

3.1 Data Collection

This study is research with quantitative methods using primary data. Data was obtained through a questionnaire distributed online using a Likert scale of 1 to 5 for each question. Data collection uses techniques purposive sampling, defining samples by considering the age range of respondents. Furthermore, this research uses the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis method in processing data using Smart PLS software. PLS-SEM was chosen as an analytical tool considering the complex and continuous nature of the influence between variables, which cannot be analyzed using regression alone. This PLS- SEM method is also used in research (Al-ansi et al., 2018), (Dhyayi Warapsari1, 2021). Hence, authors considered using this method to defining relationship between variables, in order to figuring out the relationship path in the research model.

3.2 Data Analysis Steps

SEM-PLS analysis was needed in a two-stage approach (Hair, J. F. Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, 2014). The initial step was to analyze the measurement model to ensure reliability and convergent validity. Cronbach's alpha (α) and composite reliability (CR) were used to determine dependability. The convergent validity test was performed by examining the outer loadings and the extracted average variance. The second stage is structural model analysis, which looks into aspects including structural model collinearity, relationship importance and relevance, and coefficient of determination (R^2) (Becker, 2015).

4 Result and Discussion

4.1 Profile of Respondent

The Profile of this study data was obtained through a series of questions loaded on a Google form and then distributed online. The total number of responses collected from distributing the questionnaire was 125. Then the data was filtered by removing responses that did not match the research criteria, where the criteria for respondents in this research were those who had made a tourist visit to West Sumatra. Through this filter process, 105 respondents were obtained who met the criteria. Hair et al (2011) recommended a minimum sample size of between 100 and 150. Meanwhile, Chin (2001) stated that in PLS- SEM analysis, the minimum sample size used is 30–100 sample.

Based on the data collected, most respondents (73.9%) were between the ages of 21 and 30. In contrast, the smallest percentage of respondents 1.4% were between the ages of 41 and 50. The percentage of people under the age of twenty is 9.2%. In contrast, 7.2% of people were over 60, while 4.3% of people were between the ages of 31 and

40. In terms of the gender distribution of the research participants, 58% of them were men, while 42% were women. The responders are divided between two religions: Buddhism (1.4%) and Islam (98.6%).

4.2 Measurement test

- *Cronbach α Test*

Measurement Test of Cronbach α test Reliability testing aims to measure the stability and consistency of the research object, namely respondents, in answering questions related to research and in the form of a questionnaire (Sujarweni, 2012), Reliability testing can use several methods, but the most widely used is the Cronbach Alpha method (Priyatno, 2010) The Cronbach α reliability test is said to be reliable if it has a reliability coefficient or alpha of 0.70 or more. The following are the results of the Cronbach alpha calculation for all variables that have been processed via SMART PLS 4:

Table 2. Cronbach Alpha Test

Variables	Alpha (α)
Islamic Culture	0.836
Halal Facility	0.834
Infrastructure	0.866
Satisfaction	0.922
loyalty	0.844
Halal Product	0.857
Trip Experience	0.926
Trip Quality	0.874

It is possible to conclude that all the variables have a high degree of reliability because each research variable is shown to have a Cronbach alpha value more than 0.7 in the above table.

- *Composite Reliability of Construct Test*

Test of Composite Reliability of Construct Reliability testing is like the Composite Reliability of Construct Test, namely testing the reliability and consistency of the data. Data is considered to meet the criteria if the composite reliability of the construct value is more than 0.7.

Table 2. Composite Reliability of Construct

Variables	Composite Reliability of Construct
Islamic Culture	0.839
Halal Facility	0.850
Infrastructure	0.884
Satisfaction	0.924
loyalty	0.852
Halal Product	0.860
Trip Experience	0.930
Trip Quality	0.881

The table results indicates that all research variables have composite reliability values better than 0.7. Consequently, these findings indicate that every variable has a high degree of reliability.

4.3 Average Variance Extracted Test (AVE)

Average Variance Extracted (AVE) Testing is used to determine whether the questionnaire being researched is valid or not. A questionnaire is considered valid if both the questions and statements can represent anything that will be measured by the questionnaire creator. (Ghozali, 2016). Meanwhile, the validity test employs the average variance extracted test (AVE), a confirmatory test that examines the average variance extracted between indicators of a latent variable. A value is considered valid if it fits the standards and the AVE exceeds 0.5.

Table 3. Average Variance Extracted

Variable	AVE
Islamic Culture	0.553
Halal Facility	0.547
Infrastructure	0.651
Satisfaction	0.763
loyalty	0.687
Halal Product	0.637
Trip Experience	0.733
Trip Quality	0.614

All the variables are more than >0.5 , according to the Average Variance Extracted (AVE) number above. Therefore, it may be said that every variable is suitable for study.

4.4 Outer Loadings

Consequently, it can be stated that all variables are valid for study using outer loadings. In the outer loadings test, it shows that there are 3 indicators with outer loading values < 0.7 , namely 0.585, 0.659, and 0.667, but they are still in the tolerance range of 0.4–0.70, where all indicators have $AVE > 0.50$ and composite reliability > 0.7 (Hair et al., 2017). Therefore, these three indicators can still be maintained, and the model is declared to have convergent validity.

4.5 Structural Model Test

In testing the inner VIF (variance inflation factor) values between variables, there was a collinearity problem in the 5K indicator where $0.567 > 0.5$, so this indicator had to be removed so that the model could continue to carry out the analysis and hypothesis testing stages. The decision to accept or reject the hypothesis is based on the t-value (> 1.96) and p-value (< 0.05) of the path coefficient value, as well as considering the R^2 value (≥ 0.25).

4.6 Coefficient of Determination (R^2)

Table 4. Coefficient of Determination

Variables	R-Square	R-Square adjusted
Trip Quality	0.488	0.465
Trip Experience	0.563	0.557
Loyalty	0.477	0.469
Satisfaction	0.740	0.732

Coefficient of determination, or R Square, is Used to determine the model ability to explain variations in dependent variables. its value ranges from zero to one. A higher R^2 value indicates a higher proportion of the dependent variable caused by the independent variable, and a lower R^2 value indicates a poor association between the independent variable and the change in the independent variables (Ghozali, 2016). The ability of exogenous factors to explain endogenous variables in this research model is determined by the R-Square value. According to this table, 48.8% of the variation in trip quality in this research model can be accounted for by other factors not included in this study, with the remaining 61.2% coming from other factors. At 74%, the pleasure variable is the most easily explained, followed by the trip experience. 56.3%, 48.8%, and 47.7%, respectively, were attributed to trip quality and loyalty.

4.7 Path Coefficient

This analysis is aimed at testing the causal relationship model between variables. To test the relationship between variables, there are independent variables and dependent variables, which are called exogenous and endogenous variables, respectively. This

path method will show which path is the most appropriate and shortest for an exogenous variable (Sugiyono, 2010)

Table 5. Path Coefficient

Variabel	Original sample	Sample Mean	Standard Deviation	T-Statistic	P value
Budaya Islami -> Trip Experience	0.750	0.756	0.056	13.337	0.000
Fasilitas Halal -> Trip Quality	0.093	0.125	0.161	0.577	0.564
Infrastr -> Trip Quality	0.393	0.411	0.138	2.859	0.004
Kepuasan -> Loyalitas	0.690	0.697	0.073	9.415	0.000
Produk Halal -> Trip Quality	0.290	0.259	0.169	1.962	0.046
Trip Experience -> Kepuasan	0.743	0.739	0.110	6.749	0.000
Trip Quality -> Kepuasan	0.155	0.159	0.113	1.378	0.168

Based on the results of the hypothesis test, the impact of the facility variable on trip quality does not have a significant effect because the T-statistic value is $0.577 < 1.96$ and has a P-Value > 0.05 . Halal product have a positive and significant effect on trip quality, with a T-statistic of 1.962 and a P-value of 0.046. Then the availability of infrastructure has a significant effect, with a T-statistic of $2,859 > 1.96$ and a P-value of 0.004.

Furthermore, Islamic culture towards the trip experience shows that this hypothesis is accepted with a T-statistic value of $13,337 > t$ table value of 1.96. Supported by an original sample value of 0.750, which means it has a positive influence, and a P-value of $0.000 < 0.005$, which means it has a significant influence. In the results of this hypothesis test, trip quality has no significant effect on satisfaction, whereas trip experience has a positive and significant effect on satisfaction. Furthermore, the satisfaction variable has a positive and significant effect on travelers' loyalty, with a T-statistics value of 6.749 and a p value of $0.000 < 0.05$. from the results of the hypothesis test above, it can be concluded that of the seven hypotheses, there are two that are not significant, namely Halal Facilities on Trip Quality and Trip Quality on Satisfaction.

4.8 Discussion

H1: The Effect of Halal Facilities on Trip Quality

The results of the H1 test in the table above shows that the influence of facilities on trip quality is not significant or is not accepted or rejected. As shown by the results of the structural equation model calculation, partial least square is not significant for trip quality, with a T- statistic value of $0.577 < 1.96$ and a P-value > 0.05 . These results illustrate that the test results are not significant at the 5% significance level. The results of this research contradict research (IH Listyawati, 2020) which shows that facilities significantly influence the loyalty of tourists who conduct studies at the Borobudur temple

tourist attraction. So the results of this research indicate that there must be an evaluation of the provision of good and standardized facilities in West Sumatra halal tourism. The availability of places for ablution and worship that are not kept clean in tourist destinations is still a highlight that needs to be evaluated. The same thing also happens to swimming pool facilities that still mix men and women.

H2: The effect of halal product on trip quality

The results (H2) state that there is a significant influence between halal product service variables on tourist trip quality. This result is proven from the table above, which shows that the results of the structural equation model calculation partially indicate that trip quality has a T-statistic value of 1.962 and a P value of 0.046. The results of this test mean that H2 is significant at the 5% significance level. The research results are in line with research conducted by (M. Battour et al., 2020) which examined the perception of halal tourism products and services towards non-Muslim tourists. The results of his research showed a significant influence. Non-Muslim tourists discover new things. The high level of halal product services provides high quality for tourists, and the halal product services provide new experiences regarding Islamic culture.

H3: The effect of transportation infrastructure on trip quality

the results state that there is a significant influence of variables on trip quality. This is proven by the test table, which shows the T-statistic at 2.859 while the P-value is 0.004. The results of this test show that H3 has a significant effect at the 5% real level. The results of this study show the same results (Wiweka et al., 2021) transportation facilities have a significant influence on tourist attractions in the Seribu Islands. The feasibility of the Sunda Kelapa port infrastructure and the comfortable Sabuk Nusantara 66 ship transportation will be an attraction in themselves for tourists on holiday to the Seribu Islands.

H4 : The effect of Islamic culture on trip experience.

The result test shows that the Islamic culture variable has a considerable impact on the trip experience. The table above shows that the partial least squares significance for trip quality is equivalent to the T-Statistics value of 13,337 > the t table value, namely 1.96, with a p-value of $0.000 < 0.5$. This signal shows that the hypothesis is significant at the 5% level. This result is like to the study (battour: 2019), where Islamic cultural values give a high value to the quality of travel for non-Muslim tourists. For West Sumatra, which has a philosophy embedded in its society based on Adat Basandi Syara, Syara' Basandi Kitabullah, this philosophy is often interpreted as saying that social life in Minangkabau culture must be based on the teachings of Islamic law or not conflict with sharia principles, so that the development of the Halal Industry, one of which is in the form of tourism, is considered to be in harmony with the conditions of society and is one of the reasons why tourists make West Sumatra their choice of visiting destination.

H5: The effect of trip quality on satisfaction

Based on H5, which states that the influence of the trip quality variable on satisfaction is not significant, is proven by looking at the table above. Testing shows that the results of the Structural Equation Model calculation, partially least squares, are not significant for trip quality, with a T-statistic value of 1.378 and a P value of 0.168. These results indicate that the hypothesis in this study is not significant at the 5% level. If we look at the insignificant influence of trip quality on satisfaction in this research model, it is indicated that halal facilities are not significant on trip quality. This is contrary to research conducted by (Bigné et al., 2001) which shows that the greater the trip quality, the higher the travel satisfaction. The improvement in the quality of halal facilities must be a concern. In the questionnaire distributed, the majority were dissatisfied with the cleanliness of the worship facilities in the form of ablution places in tourist destinations.

H6: The effect of Trip Experience on Satisfaction

According to H6, the trip experience variable has a significant impact on satisfaction. The partial least squares structural equation model analysis results show a T-statistic of 6.749 and a P value of $0.000 < 0.5$, indicating significance at the 5% real level. This findings are consistent with study by (Battour et al., 2013) and (M. Battour et al., 2020), which evaluated the travel experience of non-Muslim tourists to halal tourism locations and discovered a favorable and significant impact on their satisfaction.

H7: The effect of satisfaction on traveler loyalty

The table above demonstrates that satisfaction variables have a significant influence on tourist loyalty, with a T-statistic value of 6.749 and a p-value of $0.000 < 0.05$, supporting hypothesis H7. The test results indicate that the findings are significant at the 5% real level, implying that contentment has a considerable impact on tourist loyalty. As a result, we can conclude that H7 is acceptable. This demonstrates that tourist satisfaction has a positive influence on the process of developing visitor loyalty to return. In line with this research, several studies on Halal products and services (Brenc & Dmitrovic, 2006), (Mohamed Battour et al., 2017), (Shafaei, 2017) (Wardi et al., 2018) discovered a significant relationship between tourist satisfaction and their loyalty intentions to travel to halal destinations. These findings suggest that West Sumatra Halal Tourism Destinations are in high demand because they leave a positive impression and encourage travelers to return.

5 Conclusion

Halal industry develops in Indonesia, especially the halal tourism sector, which is marked by the increase in Indonesia's ranking on GMTI, stakeholders feel the need to understand what factors influence tourist satisfaction in returning to travel to areas they have visited, so that they can evaluate things that still exist. lacking, maintaining, and

improving what is already good. Therefore, this research is aimed at examining important factors that will influence Muslim tourists. By using the SEM method through measurement testing, then continuing with the structural model test using the coefficient of determination (R^2), and finally using path analysis, this shows that the questions and questionnaire data are free from problems and data, processed in accordance with scientific work procedures. The results of the analysis carried out in the research found that two of the seven hypotheses in this study were not significant, namely the influence of halal facilities on trip quality and the influence of trip quality on satisfaction. Facilities in the West Sumatra tourist area still need to be reviewed, which will simultaneously evaluate the trip quality of tourists. Overall, this research shows that halal tourist destinations in West Sumatra are tourist destinations that will be visited again, both by local and foreign tourists.

This study provides a quantitative description of tourists' perceptions of halal destinations in West Sumatra regarding their loyalty to tourist destinations in West Sumatra. However, this research has limitations by using only the variables of facilities, halal product services, infrastructure, Islamic culture, trip quality, trip experience, satisfaction, and loyalty in testing existing literature. Apart from that, this research only focuses on West Sumatra, so it cannot be generalized to other regions. Therefore, for further research, it is recommended to use other approaches and variables, which are important items in the halal tourism industry, and it is recommended for further study to carry out research that combines qualitative and quantitative methods in order to obtain more comprehensive results. It is also recommended to examine more varied respondents, not only local tourists but also international tourists.

As for recommendations for the government, it is hoped that the government will continue to support the growth and halal tourism development in Indonesia, especially in West Sumatra. Starting by issuing regulations that are integrated with tourism actors, and of course these regulations are made with clear objectives. This research also shows that the facility variable still does not significantly impact on trip quality; therefore, tourist attraction managers must improve facilities in tourism areas such as comfortable accommodation or hotels, as well as other facilities to pamper tourists so that tourists want to come back again. the tourist spot. People in tourism areas are also expected to behave well, be friendly, and do as much as possible to prevent criminal behavior, such as notifying tourists of fraud or other things, so that tourists both from within and outside the country feel safe and are interested in revisiting tourism in West Sumatera.

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