STUDY OF THE STRUCTURAL RELATIONSHIP OF HALAL-FRIENDLY DESTINATION ATTRIBUTE, PERCEIVED VALUE AND DESTINATION LOYALTY: AN INTEGRATED APPROACH

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Abstract
The tourism sector has an important role as a source of foreign exchange earnings and can encourage national economic growth. Therefore, special attention needs to be paid to destination loyalty, which is the intention of tourists to revisit a destination and their willingness to recommend it. The aim of this research is to determine: the influence of halal-friendly destination attributes on perceived value, the influence of perceived value on destination loyalty and (3) the influence of halal-friendly destination attributes on destination loyalty which is mediated by perceived value. The population in this study were domestic tourists who visited halal tourist destinations in Padang City. The confirmatory factor analysis was utilized to test the construct validity and reliability of the model. The number of samples for this research was 150 respondents. The data analysis technique used in testing this research hypothesis was the use of the Partial Least Square (PLS) program to assess the hypotheses developed. The research results show that the Halal-friendly Destination Attribute has a significant effect on Perceived Value, Perceived Value has a significant effect on Destination Loyalty and the Halal-friendly Destination Attribute has a significant effect on Destination Loyalty which is mediated by Perceived Value.

Keywords: *Halal-friendly destination attribute, Perceived Value and Destination Loyalty*

INTRODUCTION

The tourism industry has the potential to become a country's main economic driver, especially for developing countries like Indonesia. Based on the 2018 Ministry of Tourism Performance Report, the tourism sector's contribution to the economy is still single digit. In 2018, tourism's share of Gross Domestic Income (GDP) was only 5.25 percent, it would take three years to increase its contribution by 1 percent, namely from 4.25 percent in 2015. The opportunity for the tourism sector to develop in Indonesia is still large. However, the number of foreign tourists coming to Indonesia is still relatively small compared to other countries. The Indonesian government is trying to improve the performance of the tourism sector. One of them is by creating 10 superior tourism destinations, including Lake Toba, Labuan Bajo and Borobudur Temple. However, those efforts stumbled at the start of the year after the coronavirus outbreak broke out. Given its economic potential, the Indonesian government consistently provides support and incentives to the local tourism industry. This includes assisting the tourism sector in exploring new and untapped areas, to create an attractive value

proposition for Indonesia as a tourist destination, especially West Sumatra. One of them is Halal tourism which targets Muslim tourists from all over the world.

Halal tourism provides an option for Muslim tourists who prefer to travel without having to worry about Sharia violations compared to conventional tourism. As a Muslim-majority country, Indonesia is well positioned to provide attractive destinations for Muslim tourists, without them having to abandon their religious requirements or traditions. As a Muslim-majority country, West Sumatra is well positioned to provide an attractive destination for Muslim tourists, without them having to abandon their religious requirements or traditions.

Islamic attributes are one of the crucial factors in reaching the needs of Muslim tourists who travel to tourist attractions (Jia and Chaozhi, 2020). Furthermore, in Islam, Islamic tourists must visit various locations to praise the beauty, greatness and creation of Allah SWT according to the guidelines for practicing the Koran, Islamic tourists must be friendly and generous towards tourists (Oktadiana et al., 2016). On the other hand, Najmaei et al. (2017) explained that Islamic attributes are factors that include Muslim needs such as providing halal food and drinks, complete worship facilities and other supporting facilities.

Several studies have focused on Muslims' perceptions that halal-friendly attributes of destinations influence Muslims' perceptions and their evaluations of destinations [Al-Ansi, A. and Han, H. (2019), Mohamed, N, et al (2020)]. Jeaheng et al (2019) found that halal-friendly destination attributes can motivate positive perceptions of hotel halal attributes and strengthen behavioral outcomes. Muslims will not travel if the destination does not have facilities that support it, such as halal products and services (Jia, 2020). A number of studies have reported that perceived value positively influences tourists' intention to visit [(De Toni, D, et al, 2018); (See, 2019)]. In addition, Cheng et al (2019) found that perceived value mediated the relationship between tour guide interpretation services and visit intention. However, their empirical investigation focuses on the significant impact of perceived value. According to Battour and Ismail (2016) and Syafaei (2017), halal tourism has become an interesting topic in recent research. In other words, Indonesia as a Muslim-majority country has the same opportunity to develop a better Halal tourism sector. El-Gohary (2016) stated that not much is known about research on this topic. In fact, Indonesia as a country with a majority Muslim population has the opportunity to develop this research.

Different from previous research, this research discusses three theoretical contributions. First, there is a connection between the halal-friendly destination attribute and perceived value. Second, examine the relationship between perceived value and destination loyalty. Third, investigate the mediating role of perceived value on the relationship between halal-friendly destination attribute and destination loyalty. Thus, this research has managerial implications. Apart from that, providing input to managers/owners to increase perceived value and destination loyalty through halal-friendly destination attributes.

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Several studies have defined the conceptual meaning of halal tourism, its practices and various aspects in the hotel and tourism industry. Jafari and Scott (2014) explain certain Islamic facts that provide important insights into the rapid rise of the halal tourism market. For example, Muslim travelers are required to continue practicing their religion as part of daily life in both Muslim and non-Muslim countries. Ryan (2016) discusses competitiveness and increasing awareness among international destinations about understanding the needs of Muslim tourists and developing strategic plans to attract this market segment. An empirical

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study by Olya and Al-ansi (2018) articulates the concepts of halal and haram in a tourism context and shows that Muslim tourists perceive different types of risks related to the consumption of halal products and services that are related to their post-purchase behavior. Thus, the following hypothesis are proposed H1: Halal-friendly destination attribute significantly influences perceived value.

Perceived value is different from customer satisfaction. The former provides value to customers, while the latter is concerned with meeting customer needs. Perceived value can occur at various stages of the purchasing process, including pre- and post-purchase (Woodruff, 1997). He is a subjective construct. Customer perceived value consists of the emotional reactions of customers which will vary according to cultural differences and the context in which they are located (Sweeney and Soutar, 2001; Prebensen et al., 2013). It includes several attributes such as perceived quality, price elasticity and consumer satisfaction (Al-Sabbahy et al., 2004). Regarding Islamic tourism, Eid and El-Gohary (2015a) developed a new measurement scale to evaluate the perceived value for Muslim tourists. They call it Muslim Tourist Perceived Value (MTPV) and it represents the level of consumer experience assessment after using products and services (i.e. reflection of the experience).

The researchers proposed that there are six MTPV variables, namely quality and price (i.e. cognitive values), emotional and social (i.e. affective values) and physical and nonphysical attributes (i.e. Islamic values). Cognitive value refers to the rational and economic judgments made by tourists regarding the price and quality of the products and services consumed by them. Sweeny and Soutar (2001) define price as the utility derived from products and services due to perceived short-term and long-term cost reductions. Price variables play an important role in influencing the level of customer satisfaction (Bolton and Lemon, 1999; Parasuraman and Grewal, 2000; Varki and Colgate, 2001). Sweeny and Soutar (2001) define quality as utility derived from the perceived quality and expected performance of the product. In relation to customer satisfaction, the concepts of relationship quality, product quality, service quality and customer value have become the main drivers of satisfaction in business (Anderson and Mittal, 2000; Lam et al., 2004; Cooil et al., 2007). In this study, indicators of cognitive value and affective value were used. Meanwhile, physical and non-physical attributes are construct variables for halal-friendly destination performances.

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Affective value involves an individual's feelings and emotions resulting from the use of products and services. Social variables refer to the perceived utility derived from the ability of products and services to improve self-image and become a well-known product and service provider (Sweeney and Soutar, 2001; Cengiz and Kirkbir, 2007). The variable of emotion means the utility that comes from the feelings or affective states produced by a product and is a fundamental factor in increasing tourist satisfaction; Therefore, factors such as relaxation, family togetherness, joy, pleasure and security are important (Sweeney and Soutar, 2001; Yoon and Uysal, 2005). Thus, the hypothesis for this relationship is H2: Perceived value significantly influences destination loyalty.

Tourist attitudes and behavioral aspects are the main components of loyalty (Oliver, 1999). These two elements have sufficient ability to create a comprehensive explanation of tourists' future desires for destination loyalty (Oppermann, 2000). Repeat behavior, recommendation intention, and willingness to revisit are important indicators for interpreting destination loyalty (Jani & Han, 2014; Niininen, Szivas, & Riley, 2004). A large number of hospitality and tourism studies cover the effectiveness of loyalty in a variety of settings, including airlines, hotels, restaurants, and destinations (Han & Kim, 2009; Jang & Namkung, 2009;Kim, Chua, Lee, Boo, & Han, 2016;Moon & Han, 2019; Ryu, Lee, & Gon Kim, 2012; Yuksel, Yuksel, & Bilim, 2010). Achieving the loyalty of Muslim tourists will be a key goal for DMOs to strengthen their global competitiveness. A number of scholars describe halal tourism practices that lead to predicting loyalty of Muslim tourists/travelers by qualifying the performance of destination products and services (Battour, 2014; Henderson, 2016; Ryan, 2016).

Only a few empirical studies have investigated Muslims' future attitudes towards halal tourism development in international destinations. Little effort has been made to examine tourist loyalty using advanced and complex research models to expand understanding of its role in hospitality and tourism, which includes the concept of halal (Han et al., 2019; Olya & Akhshik, 2019; Olya & Al-ansi, 2018). Moreover, Al-Ansi et al. (2018) revealed that a Muslim man is more willing to recommend halal food products and services provided in international destinations than a Muslim woman, which creates a significant argument with respect to different behavior among Muslims' sociodemographic characteristics and particularly cultural backgrounds, such as the East. Middle. and Asians. Understanding the future behavior of Muslim tourists has become a necessity for many destinations marketing

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organization DMOs to improve their future development planning tools and strategies. Therefore, this research focuses on destination loyalty predicted by halal tourism attributes developed in halal tourism destination areas to provide a knowledge base for this developing market. Then the purposed hypothesis is as follows H3: Halal-friendly destination attribute significantly influences destination loyalty mediating by perceived value.

RESEARCH METHODS

Population and Sample

The population in this study were domestic tourists who visited the halal tourist destination Padang City, West Sumatra. The sample is the research object or respondent, namely the one that is easiest to find or meets by chance who is considered representative domestic tourists who visit halal tourist destination areas in Padang City, where the respondents taken were 150 respondents. Figure 1 shows a conceptual drawing of the model:
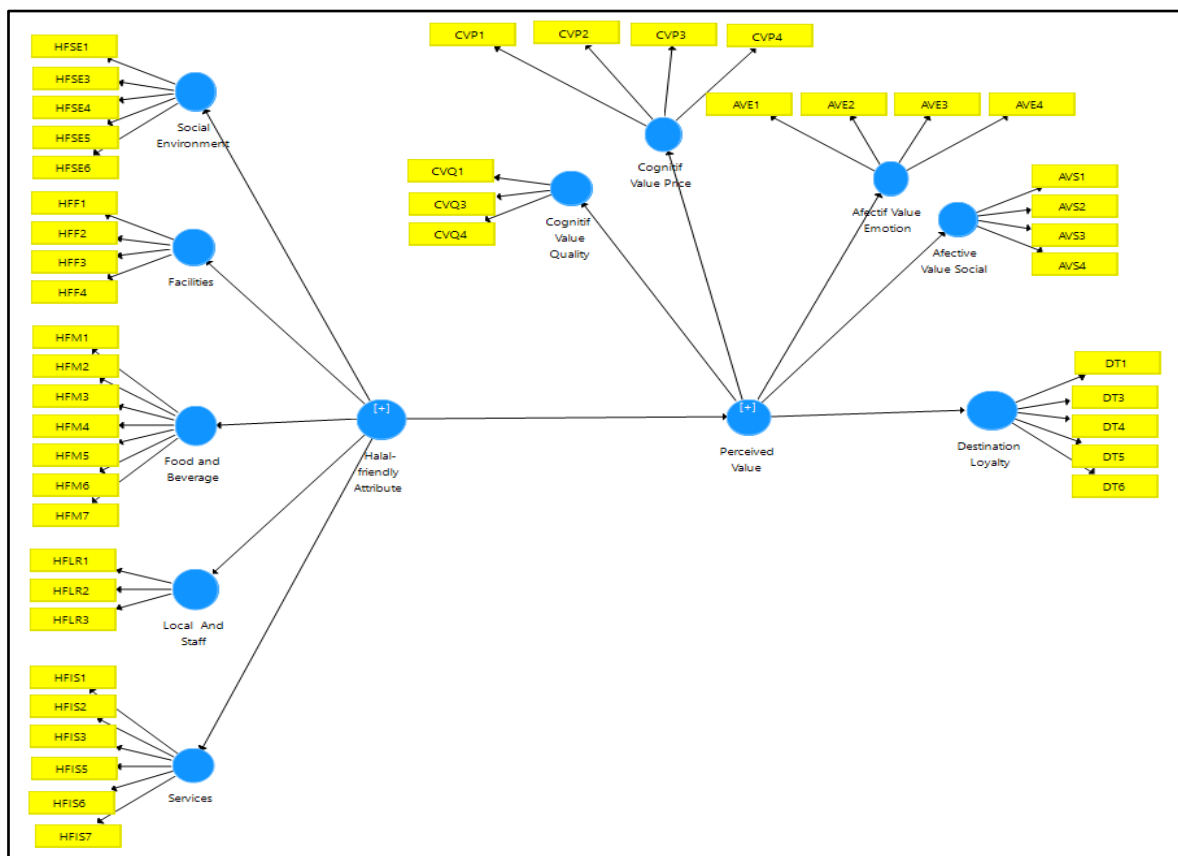

Figure 1. Conceptual Model

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To obtain the data needed in this research, accidental sampling was used. The data analysis technique used in testing this research hypothesis is SEM analysis using the Partial Least Square (PLS) program.

Measurement

The questionnaire was developed based on several previous studies. The questionnaire was translated using a back translation procedure (Sekaran & Bougie, 2013). A five-point Likert-type scale was used; strongly disagree (1) strongly agree (5) agree to measure the construct. This research has three constructs: halal-friendly destination attribute, perceived value, and destination loyalty. There are five dimensions of halal-friendly destination attributes based on Battour et al. (2014), social environment, facilities, food and beverage, local and staff and services. The Perceived Value measurement has been adopted from Sweeny and Soutar (2001).

RESULT AND DISCUSSION

Respondent Profile

The demographic profile of respondents was obtained from the results of descriptive statistics. Based on the results of distributing questionnaires to respondents, the total number of questionnaires that can be used for data analysis is 150 questionnaires. Forty-five percent of respondents (n = 68) were male respondents and fifty-five percent of respondents were female (n = 82). Fifty-four percent of respondents (n = 81) were aged 17-29 years, twenty-two percent of respondents (n = 33) were aged 30-39 years, nineteen percent of respondents (n = 29) were aged 40-49 years and as many as five percent of respondents (n = 7) aged ≥50 years. Then based on education, fifty-six percent (n=84) had a high school education. Eleven percent of respondents (n = 17) had Diploma III education, and thirty-one percent (n = 47) had undergraduate education and one percent (n = 2) had postgraduate education. Then based on occupation, twenty-eight percent (n = 42) are students. Twenty-nine percent (n = 44) were self-employed. Twenty percent of respondents (n = 30) were civil servants, and twenty-three percent were others (n = 34). Based on the frequency of visits, four percent (n = 6) visited once. Fifty-five percent (n = 83) visited 2x – 3x. Forty-one percent (n = 61) visited >4x. These results indicate that respondents are not dominant in certain groups.

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Measurement Model

In evaluating the measurement model, convergent and discriminant validity tests were carried out. According to Chin (1998), to assess convergent validity, the composite reliability and Cronbach'α values for each construct must be higher than 0.7. The average variance extracted (AVE) value must be higher than the recommended threshold of 0.5 (Hair et al., 2017). As previously explained, five reflective constructs are used in the measurement model (social environment, facilities, food and beverage, local and staff and services) in addition to the two main criteria of composite reliability (CR) and average variance extracted (AVE).

Table 1. Reflective Measurement Model

Variable	Factor Loading	Cronbach Alpha	CR	AVE
Affective Value Emotion	0.851	0.758	0.846	0.579
Affective Value Social	0.897	0.867	0.910	0.717
Cognitive Value Price	0.792	0.764	0.849	0.585
Cognitive Value Quality	0.669	0.692	0.827	0.618
Destination Loyalty	0.673	0.824	0.876	0.586
Facilities	0.767	0.753	0.843	0.576
food and beverage	0.853	0.875	0.904	0.575
Halal-friendly Attribute	0.818	0.922	0.932	0.352
Local And Staff	0.773	0.767	0.863	0.678
Perceived Value	0.673	0.881	0.902	0.391
Services	0.850	0.855	0.893	0.586
Social Environment	0.770	0.803	0.864	0.561

Source: 2023 research data

Table 1 shows the results of valid factor loadings with values above 0.5; Thus, these indicators can be used in research models. Discriminant validity is evaluated by comparing the AVE of an individual construct and all other constructs which is usually called the Fornell-Larcker criterion. From the results of the discriminant validity test, the square root of the AVE of each construct should be higher than the correlation of the construct with other latent variables (Fornell & Larcker, 1981). In addition, the cross-loadings of all items were tested, and the results showed that each item within the construct loaded higher on the measured construct than the cross-loadings on the other items, indicating the discriminant validity of the measurement model was acceptable (Chin, 1998).

The results of discriminant validity analysis using the Fornell-Larcker criteria analysis show that the square root of the Average Variance Explained (AVE) for each construct with the variance between constructs and the square root of AVE is greater than the variance

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between constructs. Consequently, researchers can state discriminant validity between constructs. Table 2 shows the discriminant validity of the model, the square root of the AVE for each construct is greater than the shared variance between constructs. It can be said that discriminant validity is acceptable.

Table 2. Discriminant Validity

	1	2	3	4	5	6	7	8	9	10	11	12
Affective Value Emotion	0.761											
Affective Value Social	0.734	0.847										
Cognitive Value Price	0.529	0.560	0.765									
Cognitive Value Quality	0.417	0.461	0.519	0.786								
Destination Loyalty	0.544	0.665	0.483	0.420	0.765							
Facilities	0.492	0.626	0.446	0.465	0.514	0.759						
food and beverage	0.546	0.678	0.556	0.517	0.578	0.567	0.758					
Halal-friendly Attribute	0.674	0.759	0.598	0.587	0.675	0.767	0.853	0.594				
Local And Staff	0.533	0.531	0.447	0.392	0.503	0.516	0.531	0.733	0.824			
Perceived Value	0.851	0.897	0.792	0.669	0.673	0.636	0.718	0.818	0.598	0.626		
Services	0.667	0.662	0.548	0.617	0.635	0.553	0.613	0.850	0.576	0.767	0.765	
Social Environment	0.427	0.498	0.343	0.285	0.435	0.556	0.534	0.770	0.485	0.499	0.557	0.749

Source : Research Data, 2023

The results of discriminant validity analysis using the Fornell-Larcker criteria analysis show that the square root of the Average Variance Explained (AVE) for each construct with the variance between constructs and the square root of AVE is greater than the variance between constructs. Consequently, researchers can state discriminant validity between constructs. Table 2 shows the discriminant validity of the model, the square root of the AVE for each construct is greater than the shared variance between constructs. It can be said that discriminant validity is acceptable.

Structural Model

In analyzing the structural model (inner model), two recommended criteria, namely the significance of the path coefficient and the R^2 value, are applied (Hair et al., 2017). R^2 measures of 0.75, 0.50, and 0.25 for all endogenous structures, respectively, are considered substantial, moderate, and weak. The results of data analysis show that the R^2 for the halal-friendly attribute variable is 0.631, the R^2 for the perceived value variable is 0.667, and the R^2 for the destination loyalty variable is 0.450. R^2 shows that exogenous variables with

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substantial and moderate criteria influence each variable. Next, we tested the direct effects between variables. The structural model test shows the relationship between latent variables and other latent variables. The results of the structural estimation of the proposed model and the direct, indirect and total effects of the variables tested are shown in Table 3. Table 3 shows that the estimated path coefficients of the direct influence of all the variables tested are significant (with β values ranging from 0.078 to 0.882 and significant at $\rho < 0.05$ and $\rho < 0.01$). Thus, all hypotheses (H1 to H3) are accepted.

Table 3. Hypothesis testing results

Path (Hypothesis)	B	T-Value	P Values	Results
Halal-friendly Attribute -> Facilities	0.767	17,647	0,000	Accepted
Halal-friendly Attribute -> Food and Beverage	0.853	33,881	0,000	Accepted
Halal-friendly Attribute -> Local And Staff	0.733	17,118	0,000	Accepted
Halal-friendly Attribute -> Perceived Value	0.818	28,532	0,000	Accepted
Halal-friendly Attribute -> Services	0.850	28,948	0,000	Accepted
Halal-friendly Attribute -> Social Environment	0.770	18,038	0,000	Accepted
Perceived Value -> Affective Value Emotion	0.851	28,816	0,000	Accepted
Perceived Value -> Affective Value Social	0.897	38,127	0,000	Accepted
Perceived Value -> Cognitive Value Price	0.792	19,100	0,000	Accepted
Perceived Value -> Cognitive Value Quality	0.669	12,121	0,000	Accepted
Perceived Value -> Destination Loyalty	0.673	16,932	0,000	Accepted

Source: 2023 research data

This research also analyzes the indirect and total influence between variables to obtain complete and comprehensive findings to understand the adoption of smart tourism technology. The test of the indirect influence and total influence variables shows that all indirect influences and total influence are significant at $p<0.01$ and $p<0.05$. Among the total influence, the halal-friendly attribute has the highest influence on perceived value ($\beta = 0.818$). Perceived value has an influence of 0.673 on destination loyalty. The influence of the halal-friendly attribute on visits to tourist destinations has a significant direct influence ($\beta = 0.850$) as well as an indirect influence ($\beta = 0.551$) and a total influence. These results show that the halal-friendly attribute will influence destination loyalty if it is integrated with perceived value.
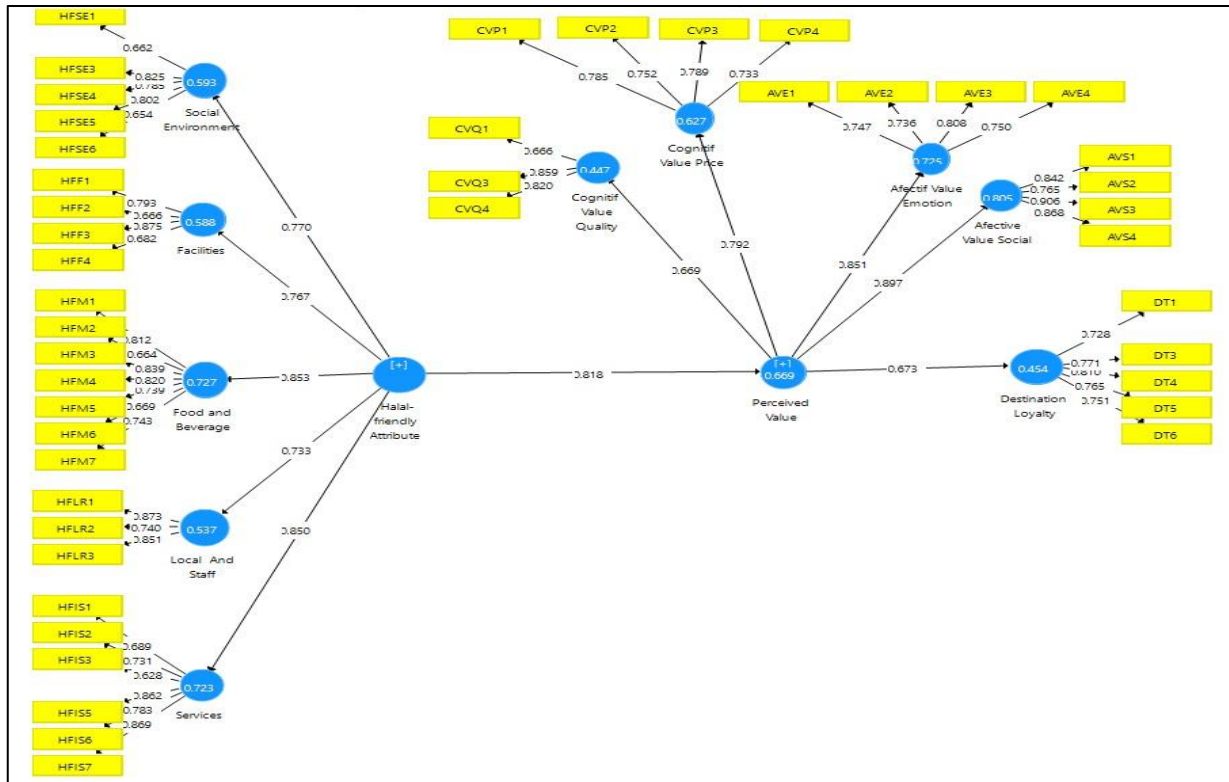
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Figure 2. Test results of the proposed integrated model

Table 4. Direct, Indirect, and Total Effects

Relationships	Direct		Indirect		Total	
	B	T-Value	B	T-Value	B	T-Value
Halal-friendly Attribute -> Affective Value Emotion	0.767	17,647	0.696	17,935	0.696	17,935
Halal-friendly Attribute -> Affective Value Social	0.853	33,881	0.734	22,417	0.734	22,417
Halal-friendly Attribute -> Cognitive Value Price	0.733	17,118	0.648	17,712	0.648	17,712
Halal-friendly Attribute -> Cognitive Value Quality	0.818	28,532	0.547	11,803	0.547	11,803
Halal-friendly Attribute -> Destination Loyalty	0.850	28,948	0.551	15,084	0.551	15,084
Halal-friendly Attribute -> Facilities	0.770	18,038			0.767	17,647
Halal-friendly Attribute -> Food and Beverage	0.851	28,816			0.853	33,881
Halal-friendly Attribute -> Local And Staff	0.897	38,127			0.733	17,118
Halal-friendly Attribute -> Perceived Value	0.792	19,100			0.818	28,532
Halal-friendly Attribute -> Services	0.669	12,121			0.850	28,948

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Relationships	Direct		Indirect		Total	
	B	**T-Value**	**B**	**T-Value**	**B**	**T-Value**
Halal-friendly Attribute -> Social Environment	0.673	16,932			0.770	18,038
Perceived Value -> Affective Value Emotion	0.767	17,647			0.851	28,816
Perceived Value -> Affective Value Social	0.853	33,881			0.897	38,127
Perceived Value -> Cognitive Value Price	0.733	17,118			0.792	19,100
Perceived Value -> Cognitive Value Quality	0.818	28,532			0.669	12,121
Perceived Value -> Destination Loyalty	0.850	28,948			0.673	16,932

Source: Research Data (2023)

Table 5. Specific Indirect Effect

	Original Sample	Sample Mean	T-Statistics	P-Value
Halal-friendly Attribute -> Perceived Value -> Affective Value Emotion	0.696	0.698	17,935	0,000
Halal-friendly Attribute -> Perceived Value -> Affective Value Social	0.734	0.737	22,417	0,000
Halal-friendly Attribute -> Perceived Value -> Cognitive Value Price	0.648	0.648	17,712	0,000
Halal-friendly Attribute -> Perceived Value -> Cognitive Value Quality	0.547	0.546	11,803	0,000
Halal-friendly Attribute -> Perceived Value -> Destination Loyalty	0.551	0.558	15,084	0,000

Source: Research Data (2023)

CONCLUSION AND SUGGESTION

This paper has examined the influence of halal-friendly destination attributes on destination loyalty through perceived value. There are three important findings from this research. First, our findings show that halal-friendliness has a significant effect on perceived value, therefore Hypothesis 2 is accepted. This finding is in line with Lestari et al (2022) discuss the importance of the relationship between halal destination management and perceived value, which has an impact on the value of Muslims' intentions to visit halal destinations. Second, the research results reveal that perceived value influences destination loyalty, therefore Hypothesis 2 is accepted. These findings is in line with previous research showing a relationship positive effect between perceived value and loyalty goals in the tourism industry (Ramseook et al., 2015; Kim & Thapa, 2018). Third, this research shows the

importance of the halal-friendly destination attribute in influencing perceived value and destination loyalty. The research results show that there is a significant influence of the halal-friendly destination attribute on destination loyalty which is mediated by perceived value. This finding provides an empirical mediator to the statement of Lestari et al (2022), who found that Muslims' perceptions of halal destination management indirectly influence the intention to visit halal tourism significantly through perceived value as a mediator. However, it is still considered more likely indirectly through their perceived value as a key element of the mediator. This research only examined the levels of perceived value and destination loyalty. Other variables can be studied further in the tourism industry, such as revisit intention, willingness to recommend, and tourist value co-creation.

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