AZ-ZAHRA
INTERNATIONAL PROCEEDING
Vol. 1, No. 3 – October 2025
Online: https://az-zahra.or.id/azipr

ANALYSIS OF VISITOR SATISFACTION WITH TOURISM DESTINATION MANAGEMENT IN IMPROVING HALAL AND SUSTAINABLE TOURISM DEVELOPMENT IN ACEH

[1]Iskandar, [2]Mai Simahatie, [3]Sumarmi
[1,2,]Universitas Islam Kebangsaan Indonesia (UNIKI)
[3]Universitas Negeri Malang
Email: [1]iskandargeografi13@gmail.com, [2]maisimahatie@gmail.com, [3]sumarmi.fis@um.ac.id

Abstract

Tourism has a strategic role in driving economic growth, job creation, and sustainable development. Globally, halal and sustainable tourism is gaining more attention, with the projected number of Muslim tourists reaching 230 million by 2028 (GMTI, 2023). Aceh, as the "Porch of Mecca," has the unique potential to become a leading halal and sustainable destination. However, there is a gap between hope (das Sollen) and reality (das Sein), where tourists demand comfort, adherence to Islamic law, and environmental sustainability, while in reality there are still limited infrastructure, inconsistent service quality, suboptimal sustainability practices, and an Islamic image that has not been fully built. This condition gives rise to the formulation of the problem: "Do sustainability practices, Muslim-friendly attributes, service quality, and Islamic image have a significant effect on visitor satisfaction in Aceh?" This study used a quantitative approach with 362 respondents taken from a population of 3,769 tourists in four Aceh tourism regions (Banda Aceh, Sabang, Lhokseumawe, and Central Aceh). The data were analyzed by Structural Equation Modeling (SEM-AMOS 20) through Confirmatory Factor Analysis, reliability tests, and goodness-of-fit evaluation. The results of the study show that the four variables have a positive and significant effect on visitor satisfaction. Sustainability practices had the strongest influence (Estimate = 0.499, p < 0.001), followed by service quality (0.368), Muslim-friendly attributes (0.375), and Islamic destination image (0.110). These findings affirm the urgency for Aceh to integrate halal attributes with sustainable management to increase visitor satisfaction and strengthen competitiveness in the global halal tourism market.

Keywords: *halal tourism; sustainable touris; visitor satisfaction; service quality; image of islamic destinations.*

A. INTRODUCTION

Tourism is one of the strategic sectors that plays an important role in encouraging economic growth, expanding employment, and supporting sustainable development. In the global context, the trend of halal tourism and sustainable tourism

is getting more and more attention, as tourists increase awareness of spiritual needs, comfort, and concern for environmental sustainability. The (Alam et al., 2024) (M. M. Battour et al., 2010) Global Muslim Travel Index (GMTI, 2023) report estimates that the number of international Muslim tourist trips will reach more than 230 million by 2028, making it a very potential market segment. Currently, halla tourism has considerable potential. (Sulong et al., 2024)

Nationally, the contribution of tourism is quite significant to the growth of the country's economy. Data (CUEVAS et al., 2022) from the Ministry of Tourism and Creative Economy (Kemenparekraf, 2023) shows that the number of foreign tourist visits to Indonesia reached 11.68 million people, an increase of almost three times compared to 2022 (5.89 million people). Meanwhile, domestic tourist visits reached 734 million trips. The post-pandemic tourism recovery is getting stronger. And many tourism development models can be done. (Thumbs, 2005)

Aceh, as an area known as *the Mecca Porch*, has comparative advantages to develop halal tourism. A strong religious identity through the application of Islamic Sharia Qanun, supported by natural, cultural, and historical wealth, provides basic capital in attracting domestic and foreign tourists. Data (M. Y. Yusuf et al., 2021) (Huda et al., 2021) from the Aceh Central Statistics Agency (BPS), 2024 shows that the number of foreign tourist visits to Aceh in January 2024 was recorded at 2,389 people, increasing to 2,704 people in April 2024, and 2,932 people in August 2024. This trend shows positive growth potential, although the number is still relatively small compared to other provinces in Indonesia. However, there is a discrepancy between expectations ((M. Battour et al., 2018) *das Sollen*) and reality on the ground (*das Sein*). Tourists hope to get a comfortable visiting experience, in accordance with Islamic law, as well as environmentally friendly. However, the facts on the ground show that there are still various challenges, such as:

1. Destination infrastructure is inadequate to support the comfort of halal tourism. (Amalia & Gunawan, 2023)
2. Sustainability practices that are not optimal in maintaining cleanliness, sustainability, and destination governance. (Dangi & Jamal, 2016)
3. The quality of service is not consistent, which reduces the level of visitor satisfaction.
4. The Islamic image has not been fully reflected in the promotion and branding of the destination. (Su et al., 2024)

This condition raises a problem statement: "Do destination sustainability practices, Muslim-friendly attributes, service quality, and Islamic image have a significant effect on visitor satisfaction in the development of halal and sustainable tourism in Aceh?"

The urgency of this research lies in the need for Aceh to measure visitor satisfaction levels and identify key factors that determine the attractiveness of halal and sustainable tourism. Without a clear mapping, tourism development is feared to be unable to meet tourist expectations, so that Aceh's economic potential and strategic position in the global halal tourism map are not optimal. The benefits of this research are divided into:

1. Theoretical: enriching the literature on halal and sustainable tourism, especially related to factors that affect visitor satisfaction.
2. Practical: provide policy recommendations to local governments, destination managers, and tourism business actors in improving sustainability practices, services, Muslim-friendly attributes, and Islamic image of destinations.
3. Strategic: strengthening the competitiveness of Aceh's tourism both at the national and international levels, so that it can become an example of halal and sustainable tourism development in Indonesia.

Thus, this research is important to bridge the gap between expectations and real implementation, as well as be the basis for formulating a more targeted halal and sustainable tourism development strategy in Aceh.

B. LITERATURE REVIEW

1. Destination Sustainability Practices (X1)

Destination sustainability practices refer to a series of management policies and actions that consider aspects of governance, socio-economic benefits for local communities, cultural heritage preservation, and environmental protection (GSTC, 2023). Previous studies have shown that sustainability-minded management increases tourist satisfaction through improved quality of experience (collective) and perception of destination value (Bramwell & Lane, 2011; UNWTO). Relevant indicators include: DMO management, stakeholder engagement, MSME empowerment, cultural preservation, and environmental management practices (waste, energy, water). (Lestari et al., 2023)

2. Halal/Muslim-Friendly Attributes (X2)

Halal attributes include certified food guarantees, availability of worship facilities, an atmosphere that respects Islamic norms, and ease of information related to halal services (Crescent Rating; Mastercard GMTI, 2023). The literature shows that the presence of halal attributes increases Muslim tourists' confidence and influences visit decisions and satisfaction because it reduces perceived risk and increases perceived value (Zahari et al., 2014; Battour et al., 2010). In the context of Aceh, which has a strong Islamic value base, halal attributes have the potential to play a significant role in influencing visitor experience and satisfaction. have researched the impact of halal tourism and customer engagement on satisfaction: the effect of moderation of religiosity where halal attributes are important to pay attention to. (Abror et al., 2019)

3. Quality of Service & Destination Experience (X3)

The quality of service is the main determinant of tourist satisfaction (Parasuraman, Zeithaml & Berry, 1988 - SERVQUAL). Dimensions such as reliability, responsiveness, assurance, empathy, and tangible aspects (cleanliness, facilities,

accessibility) have been proven to have a positive effect on satisfaction and loyalty. In the digital era, technological support (smart tourism: applications, real-time information, booking systems) also improves visitor comfort and modifies service expectations (Sigala, 2018). Therefore, the measurement of service quality in this study includes accessibility, service interaction, and technology.

4. **Image of Islamic Destinations & Tourist Motivation (X4)**
   Destination image influences travelers' preferences and satisfaction. Citra Islami emphasizes the perception of destinations that are sharia-compliant, soothing, and respectful of local norms; while push-pull motivation (Pearce, 1982; Dann, 1977) explains the internal impulses (spiritual, relaxation) and external factors (cultural attractions, nature) that trigger the visit. An image that conforms to expectations (congruity) will increase satisfaction; on the contrary, image-experience dissonance decreases satisfaction (Bigné, Sánchez & Andreu, 2001).

5. **Visitor Satisfaction (Y)**
   Visitor satisfaction is an endogenous variable that reflects a traveler's overall evaluation of the visit's experience. Consumer theory states that satisfaction is a function of comparison between expectations and actual perceptions (expectation–performance). Satisfaction is an important antecedent for loyalty (revisit intention and word-of-mouth) as well as for support for destination development (Oliver, 1999; Kozak & Rimmington, 2000).

C. METHOD

This research method is quantitative with structural Equatin Modeling (PLS) SEM, where in this study there are 4 exogenous variables, namely Destination Sustainability Practices (X1), Mulsim Friendly (X2), Service Quality (X3), Islamic Destination Image (X4) and has one Endogenous variable, namely Visitor Satisfaction (Y). This research was conducted for 3 months, namely June to August 2025 located in Aceh Province, specifically in 4 city districts, namely Central Aceh, Banda Aceh City, Sabang and Lhokseumawe City. The number of population of this study is 3,769 sourced from the number of tourists recorded at the Aceh Culture and Tourism Office. The sample of this study used the slovin formula $n = N / (1 + (N \times e^2))$. With an error value of 5%. (Hair et al., 2021)

Slovin: $n = N / (1 + (N \times e^2))$.

$n = 3.769 / (1+(3.769 \times 0.052)$
$n = 3.769 / (1+(3.769 \times 0.0025)$
$n = 3.769 / (1+(9.4225)$
$n = 3.769 / 10.4225$
$n = 361.6$

All of these samples were rounded up into 362 samples (visitors) or 362 tourists. The sampling technique used is propability sampling which means that every tourist has the same opportunity to be sampled. Data analysis using AMOS 20. The authors use *The Structural Equation Model* (SEM) method in modeling and testing

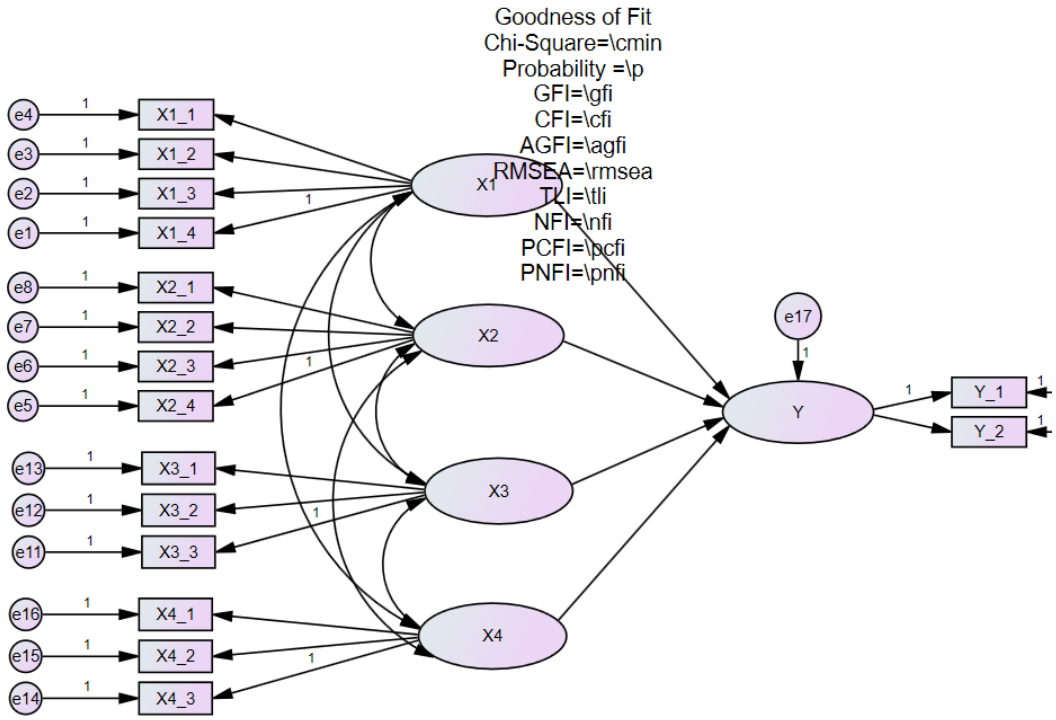
hypotheses, SEM or structural equation models are a set of statistical techniques that allow the testing of a relatively complex set of relationships, simultaneously. By complexity is that simultaneous models formed through more than one bound variable at the same time act as independent variables for other tiered relationships. In this study, two types of analysis techniques were used, namely: (Hair et al., 2011) (Ferdinand, 2011a)

1. Confirmatory *factor analysis* in SEM is used to corroborate the most dominant factors in a group of variables.
2. Regression Weight in SEM is used to examine how much influence there is between variables.

According to , there are seven steps that must be taken when using (Ferdinand, 2011) *the Structural Equation Model* (SEM) modeling. A complete SEM model basically consists of two main parts, namely (Hair et al., 2011) *the Measurement Model* and *the Structural model*. *A measurement model* is a measurement model that confirms the indicators of a latent variable, while a structural model describes the causal relationship between two or more variables. To make a complete model, the following steps need to be performed:

1. Development of Theoretical Models
   The first step in the development of an SEM model is to search for or develop a model that has a strong theoretical justification. After that, the model is empirically validated through SEM program computing. Therefore, in the development of a theoretical model, a researcher must use a series of scientific exploits through intense literature review to obtain a justification for a strong theoretical model, SEM cannot be used. This is because SEM is not used to generate a model, but is used to confirm the theoretical model. Through empirical data (Ferdinand, 2006).
2. Path diagram development
   The second step is to describe the relationships between variables on a flowchart, which can be particularly helpful in describing a series of relationships between the construct and the theoretical model that has been built in the first stage. As for compiling a flow chart, it is illustrated with construct relationships through arrows. Straight arrows depict express the direct causal relationship between one construct and another. Meanwhile, the curved lines between the construct and the arrow at each end show the correlation between the constructs. The constructs built in flowcharts can be distinguished into two groups of constructs, namely: (Ferdinand, 2011a)
   a. Exogenous constructs, also known as *source variables* or *independent variables* that are not predicted by other variables in the model. An exogenous construct is a construct that is addressed by a line with one end of an arrow.
   b. Endogenous constructs are factors that are predicted by one or more constructs. Endogenous constructs can predict data or some other endogenous constructs, but constructs can only be causally related to endogenous constructs. The models that will be developed in this study are as follows:

Figure 1.
Full Research Model



3. Step three: Convert the Flowchart into a Structural Equation and Measurement Model.
   In this study based on the flow chart image as in the Figure, then converted into an equation obtained from the converted path diagram consists of: *Structural equation* which is formulated to express the causal relationship between various constructs.
4. Step four: Select the input matrix type and estimate the proposed model.
   This study uses a covariance matrix for data input and uses the AMOS device to estimate measurement models and structural models. Confirmatory *Factor Analysis* (CFA) was first carried out on exogenous variables and endogenous variables.
5. Step Five: Assess the Identification of Structural Model Problems
   Identification is in principle a problem regarding the inability of the developed model to produce unique estimates. If every time an estimate is carried out, an identification problem arises, then the model should be reconsidered and develop more constructs.
6. Step six: Evaluate the *Goodness of Fit Criteria*.
   At this stage, testing is carried out on the suitability of the model through an examination of various goodness of fit criteria. Here are some suitability indices and *cut-off values* to test whether a model is acceptable or rejected.

a. *X2-Chi-square* statistic, where the model is seen as good or satisfactory if *the chi-square value is low. The smaller the value of X2, the better the model is and is accepted based on probability with a cut-off value* of p>0.05 or p>0.10.
b. *The Root Mean Square Error of Approximatio* (RMSEA), which indicates the *goodness of fit* that can be expected when the model is estimated in the pollination (Hair 2006). RMSEA values that are less than or equal to 0.08 are an index for the acceptability of the model that indicates a close fit of the model based on *degrees of freedom*.
c. *The Goodness of Fit Index* (GFI) is a non-statistical measure that has a value range between 0 (*Marginal fit*) to 1.0 (*perfect fit*). A high value in this index indicates a "*better fit*".
d. *Adjusted Goodness of Fit Index* (AGFI), where the recommended acceptance rate is when the AGFI has a value equal to or greater than 0.90.
e. *The Minimum Sample Discrepancy Function* is CMIN/DF divided by *the Degree of Freedom*. CMIN/DF is nothing but a *chi-square* statistic. The indices used to test the feasibility of the model are as follows:

Model Feasibility Testing Index Table

Goodness of Fit Index	*Cut-off Value*
X2Chi-square Statistics	df,α=5%
Probability	≥0.05
CMIN/DF	≤2.00 p.m.
GFI	≥0.90
AGFI	≥0.90
TLI	≥0.90
CFI	≥0.95
RMSEA	≤0.08

Source: Ferdinand (2012)

Goodness of Fit
Chi-Square=\cmin
Probability =\p
GFI=\gfi
CFI=\cfi
AGFI=\agfi
RMSEA=\rmsea
TLI=\tli
NFI=\nfi
PCFI=\pcfi
PNFI=\pnfi

7. Step seven: Interpretation of the research results.

   Once the model has been estimated, the residual must remain small or close to zero and the frequency distribution of the residual covariance must be symmetrical. A good model has *a small standardized residual variance* . The figure 1.96 is the permissible limit of values that is interpreted as statistically significant at the level of 5% and indicates a substantial prediction error for a pair of indicators. To make it easier to make modifications, you can use the modification index calculated by the program for each relationship between the estimated variables. Apart from the seven steps that must be done in SEM testing, there are several tests that must also be done, namely:

   a. Validity Test

      This test is the ability of an indicator construct to measure the level of accuracy of a concept. This means whether what has been built is accurate or not. If it is accurate, the variable child can be continued, while if it is not accurate, then it needs to be retested. The main purpose of the test is to test the indicators formulated in the question so that the research is valid. According to ,to test whether the latent construct is unidimensional or whether the construct measuring indicators are valid. First, it must be seen whether the indicator is statistically significant. The second step is to look at the (Ghozali, 2011a) *convergent validity value* or loading *factor* value of each indicator. Some researchers use a convergent validity criterion of 0.70 which is considered to have good validity for established studies. Meanwhile, *convergent validity* of 0.50 - 0.60 is still acceptable for early-stage research.

   b. Reliability Test: *Construct Reliability* and *Variance extarcted*.

      The Reliability Test is carried out to determine the extent of the measure of internal consistency of the indicators of the research variables that show the degree to which each indicator indicates a common formation variable. There are two ways that can be used, namely *composite construct reliability* and *variance extracted*.The *cut-off value* for *construct reliability* is ≥0.70 while the cut-off value for *Variance Extracted* is ≥ 0.50, each of these tests using the following formula: (Hair et al., 1998a)

$$Construct\ Reliability = \frac{(\sum std.loading)^2}{(\sum std.loading)^2 + \sum_{ei}}$$

      While variant extracts can be calculated with the following formula:

$$Variance\ Extracted = \frac{(\sum std.loading^2)}{(\sum std.loading) + \sum_{ei}^2}$$

   c. Normality Test

      One of the assumptions that must be met in SEM is the normality of data. Data normality is needed to determine whether a data distribution is normal or not. This is important so that the estimated parameters produced are not biased so

that the conclusions drawn are accurate. The normality evaluation carried out can be seen from the value of the critical ratio (C.R) in skewnes and kurtois, the data is said to be normal in a multivariate manner if the Kurtois C.R is < 3 at a significance level of 5%, if the Kurtois C.R is > 3 at a significance level of 5%, then the data is not distributed normally.

d. Multicollinearity and Singularity Test
   In the structural equation model, the empirical assumption that should not be violated is multicollinearity. The existence of multicollinearity can have a fatal effect, i.e. the model becomes non-identified, which means that the parameters in the model cannot be estimated and the output in the form of a path chart cannot be displayed or if the parameters are successfully estimated and the output of the path chart is successfully displayed, but the results can be biased. This can be shown by the magnitude of the estimated results of the measurement and structural parameters of the standardized measurement model that have a value greater than one, or (*standardized loading factor*) of a very high determination coefficient (R^2) but individually the results of the estimation of the model parameters are statistically insignificant. Multicollinearity can be seen through the determinants of the convariance matrix. A very small or close to zero determinant value indicates an indication of a multicollinearity or singularity problem, so the data cannot be used for research. (Ghozali, 2011b)

Uji *Outliers*

The outliers test was carried out to clean up extreme values in the observation results (samples). Data outliers occur because of the unique combination that occurs and the values generated from these observations are very different from other observations. If data *outliers* are found, then the data concerned must be excluded from further analysis. The value is far above or far below the average of the data, the farther away a data is from the center point ((Hair et al., 1998b) *centroid*), the more the data falls into the category *of outliers* or data that is very different from other data and the data is included *as an outlier* if it has a number of p1 and p2 less than 0.05. Furthermore, it states that although the value of p1 is expected to be of small value, the small value in column p2 shows an observation that is far from (Santoso, 2011) (Ghozali, 2011b) *the value of the centroid* and is considered *an outlier* and must be removed (dropped) from the analysis.

Uji Hypothesis

Hypothesis testing in this study was carried out by analyzing the C.R (*Critical Ratio*) and P (*Probability) values on the results of* Regression Weights *data processing*, compared to the required statistical limitations. According to , in order to test the hypothesis about the quality developed in the model, it is necessary to test the null hypothesis which states that the regression coefficient between relationships is equal to zero through the t-test prevalent in regression models. Statistical tests are carried out by observing the level of significance of the relationship between variables as indicated by the C.R ((Ferdinand, 2011) *Critical Ratio*) value which is identical to the

t-test in regression and its probability value (P). Significant associations were characterized by C.R values greater than 2.58 and P-values smaller than 0.05. If the results show a value that meets these requirements, then the proposed research hypothesis can be accepted. If the results show a value that does not meet these requirements, then the proposed research hypothesis is rejected. In detail, the testing of the research hypothesis will be discussed in stages according to the hypothesis that has been proposed. In this study, 10 hypotheses are proposed, which will be discussed in the next chapter.

Based on the above theoretical review, this study formulated a model in which four exogenous constructs (X1 Sustainability Practices, X2 Muslim-Friendly, X3 Service Quality, X4 Islamic Imagery) are estimated to have an effect on one endogenous construct (Y Visitor Satisfaction). Hypotheses tested:

H1: Destination Sustainability Practices (X1) have an effect on Visitor Satisfaction (Y).
H2: Muslim-Friendly/Halal Attributes (X2) affect Visitor Satisfaction (Y).
H3: Service Quality (X3) affects Visitor Satisfaction (Y).
H4: The Image of Islamic Destinations (X4) affects Visitor Satisfaction (Y).

Table 2: Variable operational definition

Variabel	Conceptual Definition	Operational Definition	Indicator	Sample Items (Likert 1–5)	Source
A. Destination Sustainability Practices (GSTC – 4 Pillars)	Efforts to manage tourist destinations that are oriented towards sustainability through governance, socio-economic benefits, cultural preservation, and environmental protection.	The level of visitor perception of sustainability practices in Aceh tourist destinations is in accordance with GSTC standards.	1) Destination management (governance, monitoring, stakeholders, risks) 2) Socio-economic benefits (MSMEs, inclusivity, accessibility) 3) Cultural heritage (preservation, interpretation, community participation) 4) Environment (waste,	"This destination program reduces single-use plastic waste."	GSTC (2023)

			water, energy, biodiversity)		
B. Halal/Muslim-Friendly Attributes	The characteristics of Muslim-friendly destinations by providing halal guarantees, worship facilities, sharia-compliant atmosphere, and ease of information.	The level of visitor perception of meeting the needs of halal tourism in Aceh tourist destinations.	1) Halal assurance (certification, alcohol-free) 2) Worship facilities (mushalla, ablution, prayer schedule) 3) Norms & atmosphere (privacy, comfort of dressing, sharia entertainment) 4) Information & facilities (halal maps, staff training).	"I easily found halal-certified restaurants in this destination."	Crescent Rating & Mastercard GMTI (2023)
C. Quality of Service & Destination Experience	The level of service and experience that travelers perceive through accessibility, service interaction, and technology support.	Tourists' perception of the quality of service and experience provided by Aceh tourist destinations.	1) Accessibility & amenities (transportation, cleanliness, security, signage) 2) Quality of service interaction (reliability, responsiveness, assurance, empathy) 3) Smart tourism technology	"The destination app helps me plan my visit."	SERVQUAL / ScienceDirect (2022–2024)

			(real-time info, digital apps, Wi-Fi).		
D. Image of Islamic Destinations & Tourist Motivation	Tourists' perception of the Islamic image of Acehnese destinations as well as internal (push) and external (pull) that influence the decision to visit.	The level of tourists' perception of the Islamic value of the destination and the motivational factors of the visit.	1) Islamic image (sharia conformity, tranquility) 2) Push motivation (relaxation, spiritual, family) 3) Pull motivation (attractions, culture, nature).	"Aceh reflects the Islamic values that I hope for."	Nature (2023)
E. Endogenous Variable	The final impact produced is in the form of tourist loyalty and contribution to the development of halal-sustainable tourism in Aceh.	The level of satisfaction, loyalty, and support of tourists for the development of halal-sustainable destinations in Aceh.	1) Destination loyalty (repeat visit, WOM/e-WOM, preference) 2) Development impact (halal competitiveness, pentahelix policy, local economic benefits)	"I intend to visit Aceh again in the future."	Tourism Loyalty Model & UNWTO (2023)

D. RESULT AND DISCUSSION

In order for the results of this study to be representative, it is necessary to carry out a validity analysis, the validity test is a measure that shows the level of validity of an instrument in the research. This study uses *Confirmatory Factor Analysis* (CFA) in the AMOS program. CFA is used to test the ability of indicators (questionnaire statements) used in informing a variable. The validity of each indicator is seen from the size of the Loading Factor. The instrument is said to be valid when the Loading Factor is > 0.50 (Ghozali, 2017) in (Fitroh & Sugyono, 2020). Based on the Validity Test using CFA AMOS, all valid variable indicators have a value (Loading factor > 0.05), then the indicator can be declared valid and can be used for future testing.

Table 3. Validity Test

			Estimate
X1_5	<---	x1	0,703
X1_4	<---	x1	0,716
X1_3	<---	x1	0,684
X1_2	<---	x1	0,740
X1_1	<---	x1	0,765
X2_5	<---	x2	0,740
X2_4	<---	x2	0,777
X2_3	<---	x2	0,728
X2_2	<---	x2	0,721
X2_1	<---	x2	0,766
X3_5	<---	x3	0,687
X3_4	<---	x3	0,761
X3_3	<---	x3	0,705
X3_2	<---	x3	0,710
X3_1	<---	x3	0,726
X4_5	<---	x4	0,808
X4_4	<---	x4	0,736
X4_3	<---	x4	0,785
X4_2	<---	x4	0,707
X4_1	<---	x4	0,728
Y_1	<---	and	0,642
Y_2	<---	and	0,720
Y_3	<---	and	0,673
Y_4	<---	and	0,716
Y_5	<---	and	0,715

Source: AMOS 20

The test results show that all indicators have a Loading Factor of > 0.50, so all instruments are said to be valid and can be continued for the next stage.

Reliability Test

The Reliability Test is carried out to determine the extent of the measure of internal consistency of the indicators of the research variables that show the degree to which each indicator indicates a common formation variable. There are two ways that can be used, namely *composite construct reliability* and *variance extracted*.The *cut-off value* for *construct reliability* is ≥0.70 while the cut-off value for *Variance Extracted* is ≥ 0.50, each of these tests using the following formula: (Hair et al., 1998a)

$$Construct\ Reliability = \frac{(\sum std.loading)^2}{(\sum std.loading)^2 + \sum_{ei}}$$

While variant extracts can be calculated with the following formula:

$$Variance\ Extracted = \frac{(\sum std.loading^2)}{(\sum std.loading) + \sum_{ei}^2}$$

Table 4. Reality test

VARIABLE	CR	CUT OF VALUE	AVE	CUT OF VALUE	Note
X1	0,845	>0,70	0,522	>0,50	Reliable
X2	0,863	>0,70	0,558	>0,50	Reliable
X3	0,842	>0,70	0,516	>0,50	Reliable
X4	0,868	>0,70	0,568	>0,50	Reliable
And	0,822	>0,70	0,481	>0,50	Marginal Reliable

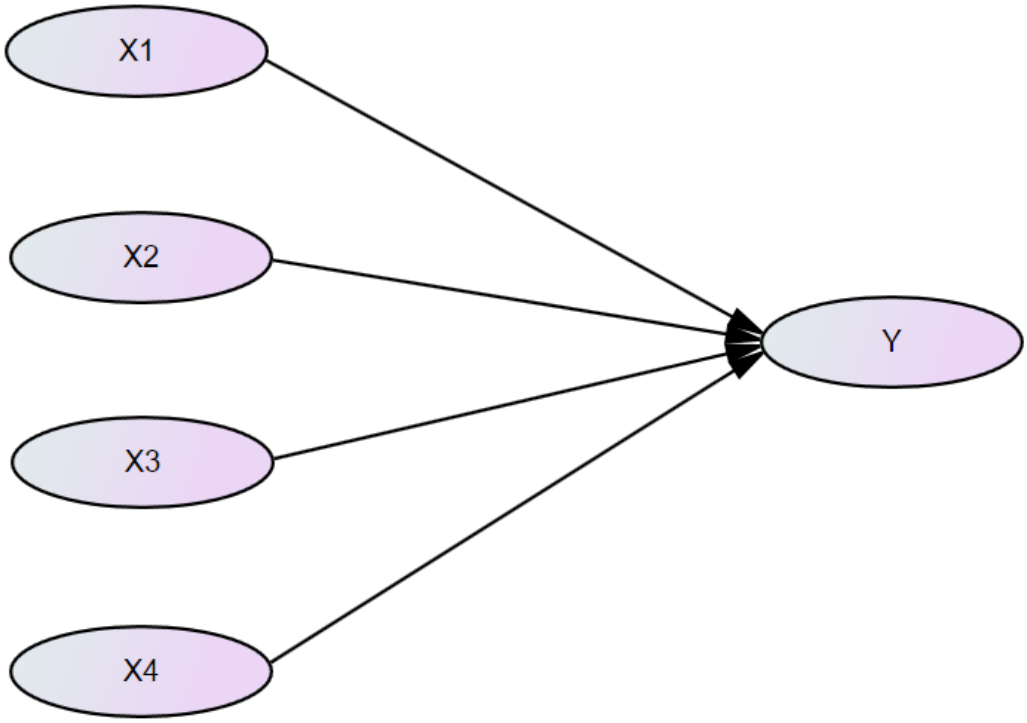
Source: AMOS 20

From the test results, it can be seen that the CR value of all variables is greater than 0.70, each of which is X1 of 0.845, X2 of 0.863, X3 of 0.842, x4 of 0.868 and Y of 0.822, then it is seen from the value of Ave that each variable is greater than 0.50 where it can be seen, X1 is 0.533, x2 is 0.558, then x3 is 0.526, x4 of 0.568 and y of 0.481 are included in the rounding of 0.50, so it can be said that all indicators are reliable

SEM ASSUMPTION TEST

Creating a Model based on Theory

Figure 2. Conceptual Framework



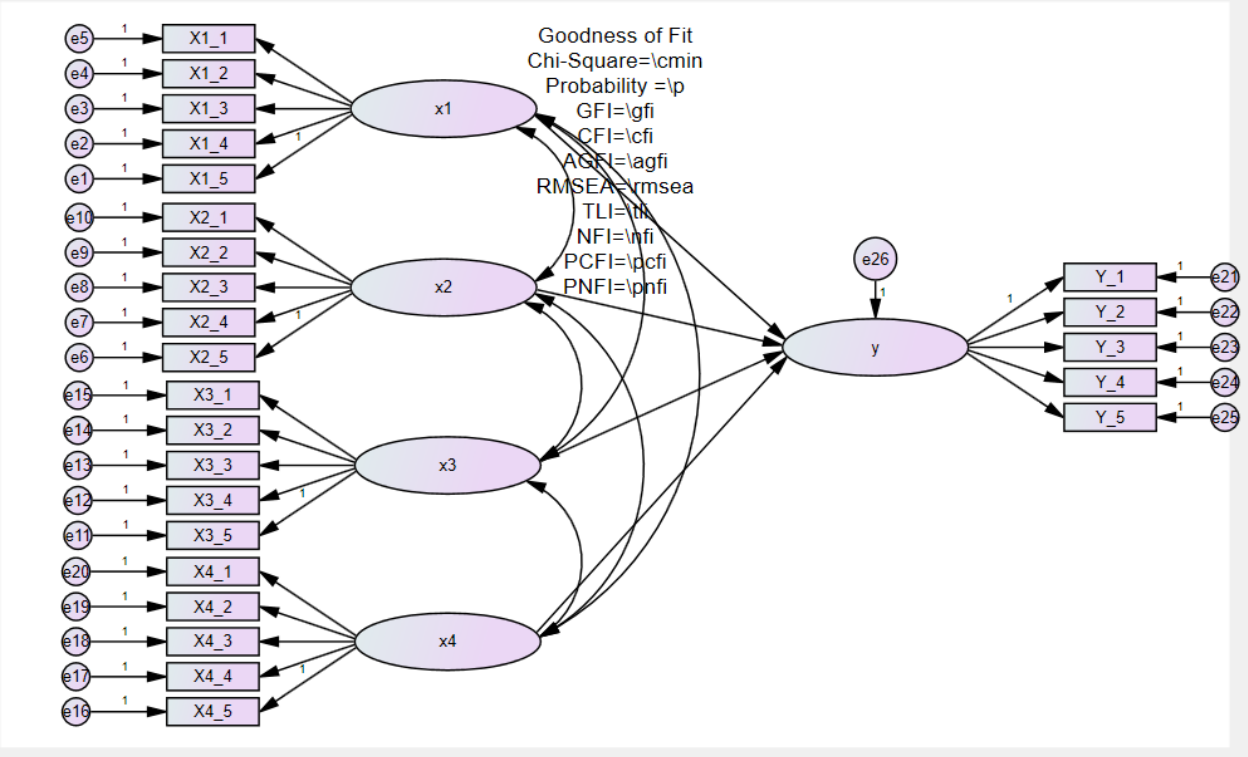
Source: AMOS 20

Based on the images and referring to the theory used, this study consists of 4 exogenous variables and one endogenous variable, where the x1 variable is Destination Sustainability Practices (X1), Mulsim Friendly (X2), Service Quality (X3), Islamic Destination Image (X4) and has one Endogenous variable, namely Visitor Satisfaction (Y).

Path Diagram Development

The theoretical model that has been created is then described into a path diagram, to make it easier for the researcher to see the causal relationship to be tested/ Path diagram is a visual representation of a model that describes all the relationships between the variables in it (the development of the path diagram can be seen in the following image:

Figure 3. SEM Model



Normality Test

One of the assumptions that must be met in SEM is the normality of data. Data normality is needed to determine whether a data distribution is normal or not. This is important so that the estimated parameters produced are not biased so that the conclusions drawn are accurate. The evaluation of normality can be seen from the critical ratio (C.R) value in both skewnes and kurtois, the data is said to be normal in a multivariate manner if the Kurtois C.R < 2.58 at the significance level of 5%, if the Kurtois C.R > 2.58 at the significance level of 5%, then the data is not distributed normally

Table 5. Normality Test

Variable	min	Max	skew	c.r.	kurtosis	c.r.
Y_5	2	5	-0,333	-2,589	0,082	0,318
Y_4	2	5	-0,302	-2,348	-0,078	-0,302
Y_3	2	5	-0,055	-0,428	-0,519	-2,016
Y_2	2	5	-0,333	-2,589	-0,083	-0,321
Y_1	2	5	-0,175	-1,358	-0,534	-2,074
X4_1	1	5	-0,19	-1,48	-0,176	-0,682
X4_2	1	5	-0,211	-1,642	-0,29	-1,126
X4_3	1	5	-0,144	-1,118	-0,452	-1,754
X4_4	2	5	-0,126	-0,979	-0,629	-2,442
X4_5	1	5	-0,005	-0,037	-0,391	-1,52
X3_1	2	5	-0,178	-1,379	-0,384	-1,492

X3_2	1	5	-0,233	-1,809	-0,314	-1,221
X3_3	1	5	-0,078	-0,604	-0,273	-1,06
X3_4	1	5	-0,375	-2,192	-0,243	-0,946
X3_5	1	5	-0,236	-1,831	-0,251	-0,974
X2_1	1	5	-0,155	-1,201	-0,165	-0,639
X2_2	1	5	-0,3	-2,332	-0,066	-0,255
X2_3	1	5	-0,235	-1,825	-0,105	-0,499
X2_4	1	5	-0,208	-1,612	-0,283	-1,099
X2_5	1	5	-0,206	-1,601	-0,133	-0,518
X1_1	2	5	0,008	0,058	-0,328	-1,274
X1_2	2	5	-0,286	-2,222	-0,433	-1,683
X1_3	2	5	-0,213	-1,657	-0,325	-1,261
X1_4	1	5	-0,09	-0,697	-0,136	-0,529
X1_5	1	5	-0,227	-1,766	-0,181	-0,704
Multivariate					-7,332	-1,898

Source: AMOS 20

Judging from the multivariate normality test, it has a value of -1.898 < 2.58, which means that the data is distributed normally.

Multicollinearity and Singularity Test

Multicollinearity can be seen through the following determinants of the convariance matrix:

	Y_5	Y_4	Y_3	Y_2	Y_1	X4_1	X4_2	X4_3	X4_4	X4_5	X3_1	X3_2	X3_3	X3_4	X3_5	X2_1	X2_2	X2_3	X2_4	X2_5	X1_1	X1_2	X1_3	X1_4	X1_5
Y_5	0,478																								
Y_4	0,257	0,471																							
Y_3	0,221	0,205	0,434																						
Y_2	0,24	0,237	0,238	0,503																					
Y_1	0,21	0,226	0,207	0,246	0,491																				
X4_1	0,071	0,035	0,051	0,053	0,05	0,629																			
X4_2	0,049	0,053	0,026	0,037	0,011	0,291	0,555																		
X4_3	0,055	0,059	0,015	0,039	0,028	0,407	0,364	0,737																	
X4_4	0,038	0,037	0,004	0,001	-0,027	0,308	0,313	0,401	0,637																
X4_5	0,049	0,015	0,053	0,017	0,009	0,386	0,336	0,416	0,392	0,639															
X3_1	0,092	0,064	0,087	0,091	0,067	0,044	0,031	0,014	0,007	-0,005	0,569														
X3_2	0,1	0,118	0,109	0,102	0,083	0,022	-0,004	0,014	-0,04	-0,004	0,292	0,631													
X3_3	0,089	0,108	0,087	0,122	0,081	0,009	-0,01	-0,002	-0,023	-0,04	0,307	0,306	0,619												
X3_4	0,131	0,108	0,106	0,111	0,073	-0,007	-0,011	-0,026	-0,03	-0,039	0,339	0,361	0,331	0,651											
X3_5	0,042	0,102	0,04	0,094	0,07	0,022	0,015	0,003	-0,029	-0,001	0,297	0,31	0,314	0,311	0,603										
X2_1	0,113	0,089	0,076	0,06	0,095	-0,005	-0,008	0,017	0,007	0,016	-0,025	-0,031	0,032	0,006	-0,023	0,6									
X2_2	0,112	0,078	0,076	0,072	0,077	-0,021	-0,025	-0,013	-0,023	-0,006	0,017	0,029	0,056	0,07	0,021	0,338	0,62								
X2_3	0,132	0,127	0,104	0,11	0,145	-0,007	0,008	-0,01	-0,064	-0,036	0,002	0,036	0,035	0,035	-0,006	0,34	0,335	0,645							
X2_4	0,122	0,102	0,079	0,129	0,13	-0,007	0,001	0,006	-0,031	-0,013	0,014	-0,025	0,036	0,026	0	0,372	0,358	0,375	0,662						
X2_5	0,107	0,068	0,062	0,069	0,12	-0,027	-0,065	0,005	-0,029	-0,07	0	-0,005	0,032	0,03	-0,014	0,37	0,34	0,341	0,374	0,655					
X1_1	0,128	0,137	0,106	0,16	0,1	0,002	-0,011	0,019	-0,049	-0,016	-0,072	-0,021	-0,025	-0,097	-0,035	-0,018	-0,054	0,013	-0,018	-0,053	0,559				
X1_2	0,093	0,134	0,117	0,124	0,069	-0,021	-0,041	-0,01	-0,061	-0,039	-0,081	0,003	0,021	-0,051	0,006	-0,01	-0,036	0,022	-0,024	-0,031	0,337	0,626			
X1_3	0,104	0,131	0,09	0,113	0,072	0,002	-0,015	0,026	-0,044	-0,005	-0,04	0,05	-0,012	-0,012	0,017	-0,033	-0,033	-0,028	-0,041	-0,039	0,296	0,286	0,565		
X1_4	0,101	0,137	0,098	0,138	0,078	0,052	0	0,052	0,009	0,009	-0,07	0,001	-0,039	-0,031	-0,004	-0,015	-0,043	0,008	-0,026	-0,009	0,316	0,321	0,271	0,565	
X1_5	0,126	0,115	0,107	0,143	0,082	-0,042	-0,049	-0,032	-0,058	-0,051	-0,045	0,028	0,002	0,005	0,017	-0,044	-0,049	-0,049	-0,054	-0,049	0,287	0,337	0,309	0,287	0,611
Condition number = 15,616																									
Eigenvalues																									
2,532 2,150 2,081 1,878 ,688 ,408 ,379 ,363 ,337 ,334 ,319 ,307 ,292 ,272 ,264 ,254 ,244 ,239 ,232 ,227 ,213 ,209 ,191 ,175 ,162																									
Determinant of sample covariance matrix = ,000																									

Uji *Outliers*

The outliers test was carried out to clean up extreme values in the observation results (samples). Outlier evaluation is carried out to see the observation conditions of a data that has unique characteristics that look very different from other observations, and appear in extreme forms. Both for a single variable or a combination variable (hair et al in Ghozali, 20024. Outlier detection is performed to see univariate outliers and multivariate otuliers. To see the multivariate outlier is done by looking at the malahanobis value of distace. The value of the costanobis distace is compared to the Chi-sua value. If there is a malahanobis distace value with arrti, there is a multivariate outlier problem (Ferdinand, 2000), based on these provisions. In this study, the chi-square value is considered to be an outlier but is maintained because outliers are considered a valid part of population variation and .outlier is indeed a real phenomenon of data.

Evaluation of *Goodness of Fit Criteria*.

Table 6. Goodness of FIT Test Results on Structural Models

Goodness of Fit Index	*Cut-off Value*	*Model Results*	*Information*
X2Chi-square Statistics	df,α=5%	288,004	Good
Probability	≥0,05	0,159	Good
GFI	≥0.90	0,940	Good
AGFI	≥0.90	0,926	Good
TLI	≥0.90	0,993	Good
CFI	≥0.95	0,878	Pretty Good
RMSEA	≤0.08	0,016	Good

Source: AMOS 20

Uji Hypothesis

Hypothesis testing in this study was carried out by analyzing the C.R (*Critical Ratio*) and P (*Probability) values on the results of* Regression Weights *data processing*, compared to the required statistical limitations. According to , in order to test the hypothesis about the quality developed in the model, it is necessary to test the null hypothesis which states that the regression coefficient between relationships is equal to zero through the t-test prevalent in regression models. Statistical tests are carried out by observing the level of significance of the relationship between variables as indicated by the C.R ((Ferdinand, 2011) *Critical Ratio*) value which is identical to the t-test in regression and its probability value (P). Significant associations were characterized by C.R values greater than 2.58 and P-values smaller than 0.05. If the results show a value that meets these requirements, then the proposed research hypothesis can be accepted. If the results show a value that does not meet these requirements, then the proposed research hypothesis is rejected

Table 7. Hypothesis Test

			Estimate	S.E.	C.R.	P	Label
and	<---	x1	,499	,055	7,390	***	par_21
and	<---	x2	,375	,045	6,249	***	par_22
and	<---	x3	,368	,052	6,002	***	par_23
and	<---	x4	,110	,037	3,009	,003	par_24

Source: AMOS 20

Here are the details that can be described from the table above:
The practice of destination sustainability has a positive and significant effect on visitor satisfaction, this can be seen from the C.R. Value of 7.390 > 2.58 and the P.Value of < 0.05, so that Hypothesis 1 **is accepted**

Muslim Friendly Muslim-Friendly / halal attribute (X2) also has a significant positive effect on visitor satisfaction This can be seen from the C.R value of 6.249 > 2.58 and P.Value < 0.05, so that Hypothesis 2 **is accepted**

The quality of service (X3) has a positive and significant effect on visitor satisfaction (Y), this can be seen from the C.R value of 6,002 > 2.58 and the P.Value of < 0.05, so that Hypothesis 3 **is accepted**

The image of Islamic Destination (X4) has a significant positive effect on visitor satisfaction (Y), this can be seen from the C.R value of 3.009 > 2.58 and the P.Value of < 0.05, so that Hypothesis 4 **is accepted**

Based on the results of the hypothesis test in Table 5, it can be explained that all exogenous variables have been proven to have a positive and significant effect on visitor satisfaction. These findings are in line with the theory of consumer satisfaction put forward by Kotler & Keller (2016), that satisfaction is the result of consumer evaluation of the suitability between expectations and perceived performance. The better the attributes of the destination that suit the needs of visitors, the higher the satisfaction felt. (Guo et al., 2019)

First, destination sustainability practices (X1) had a significant positive effect on visitor satisfaction with a C.R. value of 7.390 (> 2.58) and P.Value < 0.05. These results support the theory of Sustainable Tourism Development (UNWTO, 2018)

which emphasizes that sustainability in tourism management is able to create long-term satisfaction for visitors. Previous research by Nugroho & Negara (2020) also found that the application of sustainability principles in tourism can increase tourist satisfaction and loyalty because tourists feel that they contribute to preserving the local environment and culture (Buckley, 2012; Lu & Nepal, 2009)

Second, the Muslim-friendly (X2) attribute had a significant positive effect on visitor satisfaction, with a C.R. value of 6.249 (> 2.58) and P.Value < 0.05. These results are in line with the theory of Halal Tourism (Battour & Ismail, 2016) which states that Muslim-friendly facilities—such as the availability of halal food, places of worship, and sharia-compliant services—are important factors in increasing Muslim tourist satisfaction. Research by Hassan & Rahman (2015) also found that destinations that have halal attributes are more able to attract international Muslim tourists and increase their satisfaction levels. This is relevant to the context of Aceh which implements Islamic Sharia Qanun, so the Muslim-friendly factor is the main attraction (Choi & Sirakaya, 2005)

Third, service quality (X3) had a significant positive effect on visitor satisfaction with a C.R. value of 6.002 (> 2.58) and a P.Value of < 0.05. These results are in accordance with the SERVQUAL model developed by Parasuraman, Zeithaml, & Berry (1988), which emphasizes that good service quality—especially in terms of reliability, responsiveness, assurance, empathy, and physical evidence—will affect the level of consumer satisfaction. Research by Tjiptono (2017) also strengthens that service quality is the main factor that determines customer satisfaction in various service sectors, including tourism (Choi & Sirakaya, 2005)

Fourth, the image of Islamic destinations (X4) also has a significant positive influence on visitor satisfaction with a C.R. value of 3.009 (> 2.58) and a P.Value of < 0.05. Although the influence is relatively small, the image of the destination remains an important factor. The theory of destination imagery from Echtner & Ritchie (2003) explains that the perception and image inherent in a destination can affect the level of satisfaction and intention of tourists to revisit. A strong Islamic image provides a sense of comfort and enhances the spiritual experience of Muslim tourists, thus influencing their satisfaction (Teng, 2019)

Overall, the results of this study confirm that the most dominant factor in increasing visitor satisfaction is destination sustainability practices (X1), followed by service quality (X3), Muslim-friendly attributes (X2), and finally the image of Islamic destinations (X4). Thus, the tourism development strategy in Aceh should focus on implementing strong sustainability principles, balanced with quality services, the provision of Muslim-friendly facilities, and strengthening the Islamic image in order to realize halal and sustainable tourism (Wardi et al., 2018; Zhang et al., 2023) (Suhartanto et al., 2021). This is because the opportunities in the tourism industry are currently quite promising (Biancone et al., n.d.)

.E. CONCLUSION

Based on the results of data analysis and hypothesis tests, this study concludes that all exogenous variables, namely destination sustainability practices, Muslim-friendly attributes, service quality, and image of Islamic destinations are proven to have a positive and significant effect on visitor satisfaction. These findings corroborate the theory of consumer satisfaction, which asserts that satisfaction is formed from the correspondence between expectations and the real experience that visitors receive. (Kotler, 2016)

1. Destination sustainability practices (X1) are the most dominant factor influencing visitor satisfaction. This is in line with the concept of Sustainable Tourism Development which emphasizes that sustainability-based tourism management is able to provide a satisfying long-term experience.
2. The Muslim-friendly (X2) attribute has a significant effect on visitor satisfaction. Halal facilities, places of worship, and services in accordance with Islamic law are the main attractions in the development of halal tourism
3. The quality of service (X3) has been proven to contribute greatly to visitor satisfaction, supporting the SERVQUAL model. that good service in terms of reliability, responsiveness, empathy, and quality assurance has a direct impact on tourist satisfaction. (Lupoae et al., 2024) .
4. The image of Islamic destinations (X4) also had a significant effect although with a relatively smaller influence. These findings are consistent with the theory of destination imagery, which explains that the positive image inherent in a destination can increase the satisfaction and intention of tourists to revisit. (Olya & Al-ansi, 2018) (M. Yusuf et al., 2023)

F. REFERENCES

Abror, A., Wardi, Y., Trinanda, O., & Patrisia, D. (2019). The impact of Halal tourism, customer engagement on satisfaction: moderating effect of religiosity. *Asia Pacific Journal of Tourism Research*, *24*(7), 633–643. https://doi.org/10.1080/10941665.2019.1611609

Alam, A., Ratnasari, R. T., Prasetyo, A., Hapnitasari, I., & Rahmawati, E. (2024). Systematic Literature Review on Halal Label Studies of Halal Tourism. *TEM Journal*, *13*(1), 635–645. https://doi.org/10.18421/TEM131-66

Amalia, F. A., & Gunawan, A. I. (2023). Livening up Japan's halal tourism by captivating Indonesian potential Muslim tourists. *Journal of Islamic Marketing*, *14*(9), 2235–2252. https://doi.org/10.1108/JIMA-04-2022-0106/FULL/HTML

Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia. *Journal of Islamic Marketing*, *9*(4), 823–840. https://doi.org/10.1108/JIMA-07-2017-0072

Battour, M. M., Ismail, M. N., & Battor, M. (2010). Toward a halal tourism market. *Tourism Analysis*, *15*(4), 461–470.

https://doi.org/10.3727/108354210X12864727453304

Biancone, P. Pietro, Secinaro, S., Radwan, M., & Kamal, M. (n.d.). *HALAL TOURISM: AN OPPORTUNITY FOR THE GLOBAL TOURISM INDUSTRY*.

Buckley, R. (2012). Sustainable tourism: Research and reality. In *Annals of Tourism Research* (Vol. 39, Issue 2, pp. 528–546). https://doi.org/10.1016/j.annals.2012.02.003

Choi, H. S. C., & Sirakaya, E. (2005). Measuring residents' attitude toward sustainable tourism: Development of sustainable tourism attitude scale. In *Journal of Travel Research* (Vol. 43, Issue 4, pp. 380–394). SAGE Publications Ltd. https://doi.org/10.1177/0047287505274651

CUEVAS, S. Von, Franco, C. A., Capistrano, R. C., & Guia, J. (2022). Exploring the Potential of Halal Tourism Through Institutional Analysis of Halal Certifiers in the Philippines. *International Journal of Religious Tourism and Pilgrimage*, *10*(2), 60–77. https://doi.org/10.21427/73k7-4855

Dangi, T. B., & Jamal, T. (2016). An integrated approach to "sustainable community-based tourism." *Sustainability (Switzerland)*, *8*(5). https://doi.org/10.3390/su8050475

Duim, V. R. van der. (2005). *Tourismscapes : an actor-network perspective on sustainable tourism development*. [publisher not identified].

Ferdinand, A. (2011a). *Management Research Methods Research Guidelines for Writing Thesis, Thesis, and Dissertation in Management Science* (Keti Edition). AGF Books, Faculty of Economics and Business, Diponegoro University.

Ferdinand, A. (2011b). *Management Research Methods Research Guidelines for Writing Thesis, Thesis, and Dissertation in Management Science* (Keti Edition). AGF Books, Faculty of Economics and Business, Diponegoro University.

Ghozali, I. (2011a). *Econometrics: Theory, Concept and Application with SPSS 17*. Salemba Four.

Ghozali, I. (2011b). *Econometrics: Theory, Concept and Application with SPSS 17*. Salemba Four.

Guo, Y., Jiang, J., & Li, S. (2019). A sustainable tourism policy research review. *Sustainability (Switzerland)*, *11*(11). https://doi.org/10.3390/su11113187

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (1998a). *Muttivatiate Data analysis* (Seventh Ed). Pearson Prentice Hall, 2010.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. https://doi.org/10.1007/978-3-030-80519-7

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, *19*(2), 139–152.

https://doi.org/10.2753/MTP1069-6679190202

Huda, N., Rini, N., Muslikh, M., & Hidayat, S. (2021). Developing a strategic model for Halal Tourism in Aceh. *International Journal of Religious Tourism and Pilgrimage*, *9*(1), 70–82. https://doi.org/10.21427/0y6f-gh36

Kotler, P. & K. K. L. (2016). *Marketing Management,15th Edition*.

Lestari, Y. D., Saidah, F., & Aliya Putri, A. N. (2023). Effect of destination competitiveness attributes on tourists' intention to visit halal tourism destination in Indonesia. *Journal of Islamic Marketing*, *14*(4), 937–965. https://doi.org/10.1108/JIMA-12-2020-0368/FULL/XML

Lu, J., & Nepal, S. K. (2009). Sustainable tourism research: An analysis of papers published in the Journal of Sustainable Tourism. In *Journal of Sustainable Tourism* (Vol. 17, Issue 1, pp. 5–16). https://doi.org/10.1080/09669580802582480

Lupoae, O. D., Wilk, V., & Radu, R. I. (2024). Sustainable entrepreneurship in equine services. *Journal of Business Research*, *170*, 114361. https://doi.org/10.1016/J.JBUSRES.2023.114361

Olya, H. G. T., & Al-ansi, A. (2018). Risk assessment of halal products and services: Implication for tourism industry. *Tourism Management*, *65*, 279–291. https://doi.org/10.1016/j.tourman.2017.10.015

Santoso, S. (2011). *Structural Equation Modeling (SEM) Concepts and Applications with AMOS 18*. Publisher PT. Elex Media Komputindo.

Su, Z., Lei, B., Lu, D., Lai, S., & Zhang, X. (2024). Impact of ecological presence in virtual reality tourism on enhancing tourists' environmentally responsible behavior. *Scientific Reports*, *14*(1), 5939. https://doi.org/10.1038/s41598-024-56615-z

Suhartanto, D., Dean, D., Wibisono, N., Astor, Y., Muflih, M., Kartikasari, A., Sutrisno, R., & Hardiyanto, N. (2021). Tourist experience in Halal tourism: what leads to loyalty? *Current Issues in Tourism*, *24*(14), 1976–1990. https://doi.org/10.1080/13683500.2020.1813092

Sulong, Z., Chowdhury, M., Abdullah, M., & Hall, C. M. (2024). Constructing Sustainable Halal Tourism Composite Performance Index for the Global Halal Tourism Industry. *SSRN Electronic Journal*. https://doi.org/10.2139/SSRN.4711328

Teng, H. Y. (2019). Residents' perceptions of tourism conflict with Chinese tourists: does economic dependence matter? *Asia Pacific Journal of Tourism Research*, *24*(9), 978–991. https://doi.org/10.1080/10941665.2019.1653335

Wardi, Y., Abror, A., & Trinanda, O. (2018). Halal tourism: antecedent of tourist's satisfaction and word of mouth (WOM). *Asia Pacific Journal of Tourism Research*, *23*(5), 463–472. https://doi.org/10.1080/10941665.2018.1466816

Yusuf, M., Aris Safi, M., & Abdurrahman Wahid Pekalongan, U. K. (2023). *The*

Influence of Brand Image, Service Quality, and Digital Banking on Customer Loyalty through Customer Satisfaction as an Intervening Variable at PT Bank Syariah Indonesia Pekalongan Pekalongan Youth Branch (Vol. 4, Issue 1). www.bi.go.id

Yusuf, M. Y., Djakfar, I., Isnaliana, & Maulana, H. (2021). Halal Tourism to Promote Community's Economic Growth: A Model for Aceh, Indonesia. *Pertanika Journal of Social Sciences and Humanities*, *29*(4), 2869–2891. https://doi.org/10.47836/pjssh.29.4.42

Zhang, P., Wang, J., & Li, R. (2023). Tourism-type ontology framework for tourism-type classification, naming, and knowledge organization. *Heliyon*, *9*(4). https://doi.org/10.1016/J.HELIYON.2023.E15192