



Halal tourism dynamics: The impact on tourist satisfaction at Padang beach attractions with tourist destination image as an intermediary

Suhira^{1*}, Yunia Wardi¹

¹ Departemen of Management, Faculty of Economics and Business, Universitas Negeri Padang, Padang, Indonesia

ARTICLE INFO

Received 02 November 2023
Accepted 30 November 2023
Published 15 December 2023

Keywords:

Halal tourism; tourist satisfaction; tourism destination image

ABSTRACT

The purpose of this study was to analyze the impact of halal tourism on tourist satisfaction visiting Padang Beach tourist attractions. Additionally, it examined the effect of halal tourism on the image of tourist destinations and analyzed the influence of a tourist destination image on tourist satisfaction. Furthermore, the study aimed to analyze the effect of halal tourism on tourist satisfaction through the tourist destination image variable as a mediator. The population in this study comprised visitors (tourists) who have visited or are currently visiting Padang Beach tourist attractions. The sampling technique used was purposive sampling, resulting in a sample size of 100 respondents. Data analysis for this study utilized SmartPLS 4.0. The results of the study are as follows: (1) Halal tourism has a positive and significant effect on tourist satisfaction visiting Padang Beach tourist attractions. (2) Halal tourism has a positive effect on the image of tourist destinations at tourist attractions in Padang Beach. (3) The image of tourist destinations has a positive and significant effect on tourist satisfaction. (4) The image of tourist destinations mediates the influence of halal tourism on tourist satisfaction on at tourist attractions in Padang Beach.

How to cite: Suhira & Wardi, Y. (2023). Halal tourism dynamics: The impact on tourist satisfaction at Padang beach attractions with tourist destination image as an intermediary. *Marketing Management Studies*, 3(4), 431-444. DOI: 10.24036/mms.v3i4.452



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2023 by author.

* Corresponding author: email: iraadreleona10@gmail.com

INTRODUCTION

Tourism is an industrial sector that is influential in economic development in various countries in the world. According to Pratiwi (2016) the world of tourism continues to increase and presents something new in its development. The tourism industry which is currently carrying out a lot of updates and improvements both in terms of facilities, infrastructure and services is halal tourism.

Halal tourism is a type of tourism that adheres to Islamic values, adapting the provision of Islamic tourism products and services according to Islam (Mohsin et al., 2016). Halal tourism is now widely recognized by the community, however there are still some people who think that halal tourism is only limited to religious tourism, even though halal tourism is the same as tourism in general but does not conflict with sharia values and ethics. In the context of halal tourism, there are facilities and services, not by changing the tourist object.

The city of Padang, one of the cities in West Sumatra Province, has the potential to organize halal tourism by upholding cultural values that are thick with Islamic nuances in accordance with the philosophy of the Minang Kabau people, namely "adat basandi syarak, syarak basandi Kitabullah". Even though it has great potential, tourism objects in the city of Padang in fact still have problems that

require further handling from both the government and tourism object managers. The problems that tourists often complain about are Padang city attractions, such as in reviews of Padang beach attractions, namely cleanliness, tourists complain about a lot of garbage scattered along the beach, lack of facilities such as trash cans around the beach,

Tourist satisfaction is the level at which one feels from a comparison between the reality produced by producers in relation to one's expectations (Kotler & Armstrong, 2012). Tourists will give reviews or impressions, both positive and negative (Alana & Putro, 2020). The more satisfied and happy individuals or groups feel, the more often they make return visits. So, it can be said that tourist satisfaction is a measure of the success of a tourist destination.

With the presence of the Halal Tourism Program in the world of tourism, it is hoped that it can improve the quality of existing facilities so that they are completer and more organized, to attract tourists and increase tourist satisfaction. In a study conducted by Zailani, Ali, Iranmanesh, Moghavvemi and Musa (2016) found that there is a relationship between halal tourism and tourist satisfaction. This can be interpreted that, halal tourism has an important role for tourists in creating satisfaction, from this satisfaction will form tourist loyalty to the tourist objects they visit (Han, Meng, and Kim., 2017).

Apart from halal tourism, destination image is also a variable that influences tourist satisfaction, because in tourist destinations, tourists tend to choose destinations with strong and positive images. Destination image is the belief and knowledge obtained through promotional information, reviews in the mass media, as well as stories of experiences felt by friends and relatives about a destination during a tour (Hanif and Mawardi., 2016). The tourist destination's image is defined as the knowledge, picture, perception and belief of tourists regarding a tourist destination and what tourists feel during their trip. Thus, the image of the destination can be said to have an important role in the stages before and after tourists make a tourist visit,

Therefore, with the presence of halal tourism and the existence of a strong and positive image of a tourist destination, it is expected to be able to increase tourist satisfaction when visiting tourist attractions in Padang city, because tourists will feel satisfied when the aspects of the tourist destinations they receive are in accordance with expectations.

Therefore, this study aims to determine how halal tourism affects tourist satisfaction when visiting Padang beach attraction and how it impacts the image of the tourist destination as a mediator.

LITERATURE REVIEW

Tourist satisfaction

Quoting Alvianna et al.'s (2020) study, the primary determinant of a tourist destination's success is tourist satisfaction. High levels of satisfaction are achieved when a tourist destination meets the expectations of its visitors, resulting in loyalty and positive recommendations to others. According to Supranto (2006: 233), satisfaction is a comparison between perceived performance or results and expectations. Satisfaction is a feeling of disappointment or a feeling of pleasure that arises from comparing the perceived performance of the result or product against the buyer's expectations (Kotler and Keller, 2008).

Halal tourism

According to Asad Mohsin (2015), halal tourism refers to a tourism concept that provides services for worship facilities, food, and drinks that follow Islamic teachings. Meanwhile, Battour and Ismail (2016) define halal tourism as any object or tourist activity that is allowed according to Islamic religious teachings, which can be used or involved by Muslims in the tourism industry. Halal tourism is widely adopted due to the universal features of its products and services (Andriani, 2015). Halal tourism involves the integration of Islamic values in tourism activities, including facilities, accommodation, restaurants, and tourist experiences that abide by Islamic norms (Tourism Review, 2013).

Tourism destination image

Destination image is a mental construct created by consumers through the processing of information about a destination over time (Dasgupt, 2011: 124). The formation of destination image involves comparing and contrasting various factors including environment, tourism, entertainment, culture, facilities, accessibility, relaxation, outdoor activities, and price value (Liu et al., 2020). The depiction of travel destinations holds significant importance in the decision-making and selection of travel plans. The concept of a tourist destination image is often used in tourism research to describe the beliefs, ideas, impressions, perceptions, or mental representations that individuals hold about a specific geographical location. This cognitive image is formed from the destination image and can either be biased or clear. Consumers can form these mental representations without even having to visit the destination (Hsu, Lin, & Lee, 2017).

The effect of halal tourism on tourist satisfaction.

According to Battour and Ismail (2016), halal tourism is any tourist object or action that is allowed to be used or involved by Muslims in the tourism industry according to Islamic religious teachings. The process of integrating Islamic values into tourism activities is the concept of halal tourism. Halal tourism takes into account the fundamental values of Muslims in its presentation, starting from facilities, accommodation and restaurants to tourism activities that refer to Islamic norms (Tourism Review, 2013). Previous research related to halal tourism variables, Sukma Irdiana (2021); Yunia Wardi (2018); Fajar Peunoh Daly (2019); Salman Yousaf and Fan Xiucheng (2018) showed positive and significant results that halal tourism has an effect on tourist satisfaction. Therefore, the hypothesis formulated is:

H1: Halal tourism has a significant influence on tourist satisfaction visiting Padang beach attractions.

The effect of halal tourism on destination image.

In halal tourism, the attributes contained therein such as facilities, services, accommodation, the environment of a tourist destination will influence the formation of the destination image of a tourist attraction. The destination image itself consists of functional characteristics related to the tangible aspects of a destination and psychological characteristics which are closely related to the intangible aspects. The concept of destination image is usually used in tourism research as the sum of beliefs, ideas and impressions, perceptions or mental representations that people have about a particular geographical area, formed by the cognitive image of a particular destination given to them. The image of a destination can be biased or obvious, it can be formed in the minds of consumers without the need to actually visit the destination (Hsu, Lin, & Lee, 2017). Therefore, the hypothesis formulated is:

H2: Halal tourism has positive impact on destination image in Padang beach attraction.

The effect of destination image on tourist satisfaction.

The Destination image is what tourists believe or know about a destination. It is also what tourists feel when they travel. According to Liu et al., (2020) Destination image is a process of comparing and contrasting the shaping factors, namely environment, tourism, entertainment, culture, facilities, accessibility, recreation, outdoor activities and value for money. Destination image is made up of functional attributes, which are related to the tangible aspects of a destination, and psychological attributes, which are closely related to the intangible aspects. Functional characteristics relate to tangibles that are easily measured by tourists, while psychological characteristics relate to emotions which are manifested in the form of feelings and attitudes towards destinations.

Tourist destinations must pay attention to things that can affect tourist satisfaction. As a buyer or connoisseur of services, tourist satisfaction can be considered through the overall assessment made by tourists starting from the quality of services, products or services obtained by tourists. The results of previous research conducted by Asya Hanif, et al (2016) proved that image significantly influences tourist satisfaction. Dicky Andrew sitanggang., et al (2020) also showed results that the destination

image has a positive impact on the satisfaction of those visiting the destination. The hypothesis formulated, namely:

H3: Tourism destination image has a significant effect on tourist satisfaction visiting Padang Beach tourist attraction.

The influence of halal tourism on tourist satisfaction with the destination image as a mediating variable.

The destination image is the belief that exists in tourists regarding the product or service that is purchased or will be purchased (Pitana and Diarta, 2009). According to (Beerli & Martin, 2004) The perception of a destination's image, starting from adequate facilities, good service, a clean, safe and comfortable environment, accommodation, food quality, culture in a tourist destination can influence satisfaction and intentions to visit it in the future, which of course depends on the destination's ability to provide an unforgettable positive experience during the trip.

According to (Agus Sudigdo, 2018) Destination image has an important role as a mediator in the influence of Islamic attributes (worship facilities, halal food, Islamic morality) on visit decisions, which are the implementation of tourist satisfaction with a tourist destination. A strong relationship with Islamic values is proven to enhance the image of the destination. This is also in line with the findings of Kim et al (2014) which revealed that Muslim tourists' preferences for Islamic images are brand perceptions that influence destination choices. This research also supports Huang's (2009) study which has proven that destination image is strongly influenced by perceived behavioral control. Hsu, Lin, and Lee (2017) revealed that the image of a tourism destination is an antecedent of destination choice. On the other hand, It is proven that destination image plays an important role as a mediating factor between destination Islamic attributes and travel decisions. Based on this, the hypothesis that is formulated, namely:

H4: Halal tourism has a significant effect on tourist satisfaction visiting Padang Beach Tourist Attractions with the image of a tourist destination as a mediator.

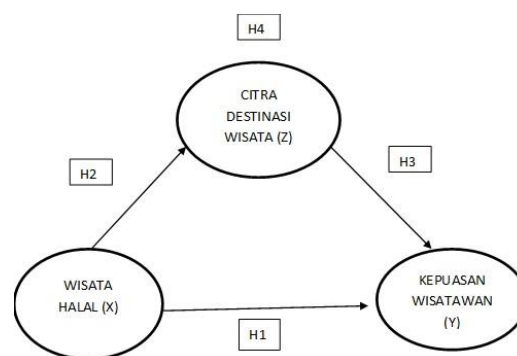


Figure 1. Conceptual framework

METHOD

Researchers use a type of causal associative research with quantitative techniques. Causal associative is a research problem formulation that asks the relationship between two or more variables (Sugiyono, 2019:65). The research was conducted on tourist attractions in the city of Padang. With a sample of 100 respondents determined by the Cochran formula according to Sugiyono (2019). In taking the sample itself, the researcher used a purposive sampling technique, namely a sampling technique used by researchers with certain considerations. These considerations are tourists who have visited or are currently visiting Padang beach tourism attraction.

Tabel 1. Definition operational

Variable	Definition	Indicators	References
Halal tourism (X)	Obejcts or actions in tourism activities that are allowed according to Islamic teachings (services, activities, halal food and drinks, worship facilities, toilets, environmental cleanliness) that are permissible according to Islamic teachings for tourists, especially Muslim tourists.	a. Services in accordance with Muslim principles. b. Activities in tourist destinations that are not contrary to Islamic principles. c. Halal food and drinks available. d. Worship facilities available. e. Tourist attractions have clean toilets and enough water for washing. f. Travel experience for tourists. g. accomodation. h. Natural environment that is kept clean. i. Free from non – halal activities.	Chookaew, S., et al. (2015); Global Muslim Travel Index (2019); Kemenpar (2015).
Tourism destinastions image (Z)	Perception or impression felt by tourists towards a tourist attraction.	a.Cognitive image b.Affective image	Hailin Qu et al., (2011)
Tourist Satisfaction (Y)	Emotional attitudes arising from the thoughts, feelings, and actions of tourists towards the products or services offered in tourist attractions (attraction of attractions, facilities, services, fun while travelling) which cause feelings of pleasure or displeasure resulting from a comparison between expectations and the reality or reality received by tourists.	a. Satisfied with the attraction. b. Satisfied with supporting facilities in tourist destinations. c. Satisfied with the services provided in tourist destinations. d. Feeling satisfied or happy when at tourist sites.	Martaleni (2016) ; Yuksel et al (2010)

RESULT AND DISCUSSION

Description of responden characteristics

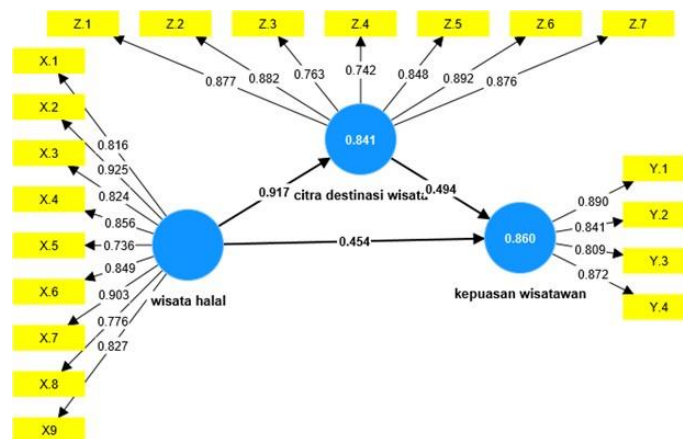
In this study, the characteristics of the respondents were based on their gender, age, profession, marital status and origin. Respondent characteristic data can be seen in table 2.

Table 2. Data characteristics of respondent

Characteritics	Category	Amount	Persentase
Gender	Male	37	37%
	Female	63	63%
Age	17 – 25 years	47	47%
	26 – 35 years	24	24%
	36 – 45 years	28	28%
	46 – 50 years	0	0%
	>51 years	1	1%
Profession	Government employees	13	13%
	Self – employed	35	35%
	Student	26	26%
	Housewife	10	10%
	Other	16	16%
Marital status	Married	52	52%
	Not married yet	48	48%
Origin	Padang	41	41%
	Outside padang	59	59%

Validity Test

The validity testing procedure involves observing AVE and external variable loading to determine whether the latent variable is different from other variables. Convergent Validity is said to be fulfilled if it has outer loading > 0.5, and also seeing whether discriminant validity has been fulfilled can be seen from the cross-loading value, namely by comparing the correlation indicator of a variable with other variables. Here are the test results:

**Figure 2. outer model**

From the results of outer loading in Figure 3.1 above, shows that the indicators for each variable have a high convergent validity, since all indicators have a loading factor greater than 0.7. Similarly, the cross-loading value shows that the discriminant validity is high has a higher value compared to other variable indicator correlations.

Every other technique that may be used to assess discriminant validity is to compare the rectangular Root of average (AVE) values for every construct with the correlation between one construct and the opposite constructs in the model. If a construct has an AVE value > 0.5 , it can be considered valid.

Table 3 Results of square root of average (AVE) analysis

	Average Variance Extracted (AVE)
Tourist Destination Image	0.709
Tourist Satisfaction	0.728
Halal Tourism	0.700

Source: Result from the SmartPLS process

From the table above, it is possible to conclude that each construct has a validity greater than 0.5. So, it can be concluded that each variable has a good or acceptable level of validity.

Reliability test

Reliability test is done by looking at the value of composite reliability and Cronbach's alpha. It can be said to be reliable if it has a value of 0.7. Here are the test results:

Table 4 Composite reliability and cronbach test results's alpha.

	Cronbach's alpha	Composite reliability (rho_a)
Tourist Destination Image	0.931	0.933
Tourist Satisfaction	0.876	0.883
Halal Tourism	0.946	0.948

Source: Result from the SmartPLS process

Value of composite reliability and Cronbach's alpha for all constructs is above the value of 0.7, so it can be concluded that all constructs in the estimated model meet the criteria (reliable).

R – square

Table 5 R – square

	R- square
Tourist Destination Image	0.841
Tourist Satisfaction	0.860

Source: Result from The SmartPLS process

From the table above, we can see that the R-squared value of the variable of the image of the tourist destination is 0.841. This result shows that 84.1% of destination image can be influenced by halal tourism. As for the variable tourist satisfaction, it was obtained at 0.860. This result indicates that 86% of the variable tourist satisfaction is influenced by halal tourism and the image of a tourist destination.

Hypothesis

Hypothesis testing was performed to see and determine the direct effect, indirect effect, and total effect between variables. This test was performed by bootstrapping the SmartPLS 4 program to obtain the relationship between the influence of exogenous and endogenous variables. Testing the direct effect hypothesis is done by looking at the t-statistics generated by the inner model. The research hypothesis can be accepted if the t-statistic is > 1.96 (Hair et al, 2014).

Direct influence**Table 6. Direct Influence (Inner Model)**

	Original sampel (o)	Sampel Mean (M)	Standar Deviation (STDEV)	T Statistic (O/STDEV)	P Values	Hypothesis
Tourist Destination Image -> Tourist Satisfaction	0.494	0.491	0.110	4.492	0.000	Accepted
Halal Tourism -> Image of a Tourist Destination	0.917	0.916	0.032	28.506	0.000	Accepted
Halal Tourism -> Tourist Satisfaction	0.454	0.457	0.107	4.226	0.000	Accepted

Source: primary data processed by smartPLS

First Hypothesis: The Effect of Halal Tourism on Tourist Satisfaction.

The results of the test of the first hypothesis show that the t-value of the halal tourism variable and tourist satisfaction is 4.226. This value is greater than 1.96 in the t-table. These results indicate that there is a significant effect between halal tourism and tourist satisfaction. On this basis, the hypothesis is accepted.

Second Hypothesis: The Effect of Halal Tourism on the Image of a Tourist Destination.

The results of testing the second hypothesis showed that the t-value for the halal tourism variable with tourist destination image was 28.506, so higher with t-table value of 1.96. These results indicate a positive effect of halal tourism on tourist destination image. So based on this hypothesis can be accepted.

Third Hypothesis: Tourism Destination Image Influences Tourist Satisfaction.

The results of the third hypothesis test show that the variable image of a tourist destination with tourist satisfaction has a t-value of 4.492. This value is greater than the t-table value of 1.96. Consequently, the results suggest a significant relationship between the image of a tourist destination and tourist satisfaction. As a result, the second hypothesis can be accepted.

Indirect Influence Table 7. Indirect Influence of the Inner Model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Hypothesis
Halal Tourism -> Image of a Tourist Destination -> Tourist Satisfaction	0.453	0.449	0.103	4.405	0.000	Accepted

Source: Primary data obtained with smartPLS

The fourth hypothesis: The impact of Halal tourism on tourist satisfaction is through the mediating variable of a tourist destination's image.

In the table above, the results of calculating the coefficient of the mediating variable between halal tourism and tourist satisfaction through the image of a tourist destination are 4.405, which is > 1.96 . With an original sample of 0.453 The study found that halal tourism has a significant impact on tourist satisfaction via the destination's image. If tourists perceive halal tourism perceived by tourists is high, it will have a positive effect and significantly increase the image of a tourist destination for tourists. The image of a high tourist destination will increase the satisfaction of tourists visiting the Padang beach attraction. Based on this, the fourth hypothesis can be accepted.

DISCUSSION

This study analyzes the impact of Halal tourism on tourist satisfaction visiting the Padang beach attractions with the destination image as a mediating variable.

The influence of halal tourism on tourist satisfaction.

Based on the data processing results, it is evident that halal tourism and tourist satisfaction have a t-statistic of 4.266, which is greater than the t-table value of 1.96. This outcome indicates a substantial correlation between halal tourism and tourist satisfaction. Therefore, it can be stated that the initial hypothesis stating that halal tourism significantly impacts tourist satisfaction is valid. The study's findings are in line with previous research by Sukma Irdiana et al. (2021), which found that halal tourism significantly impacts tourist satisfaction. Additionally, Yunia Wardi et al. (2018) also concluded that halal tourism has a noteworthy effect on tourist satisfaction. Another study supporting these results is that of Fajar Peunoh Daly (2019), which found a significant positive correlation between halal tourism and tourist satisfaction. The results of the study found that halal tourism has a significant influence on tourist satisfaction at Padang city tourist attractions. This shows the level of satisfaction felt by tourists when traveling positively influences them to visit a tourist destination. This shows that halal tourism is one form of tourist satisfaction. This means that the better the implementation of halal tourism, the higher the level of tourist satisfaction created. The results of this study indicate the importance of developing halal tourism at the Padang Beach tourist attraction. The government and tourism object managers must ensure that the facilities (infrastructure) and services provided are optimal for the future development of halal tourism so that tourist satisfaction continues to increase.

The effect of halal tourism on image of a tourist destination.

Primarily based on the effects of statistics processing, it can be seen that halal tourism and destination picture have a route coefficient price of 0.917 with a t-statistic of 28.506 is t-table of 1.96. This result means that there's a positive have an effect on between halal tourism and the image of a tourist destination. The path coefficient value is positive indicating that the halal tourism relationship has a positive effect on the image of a supported tourist destination. Thus, it can be stated that the second hypothesis of halal tourism has a positive effect on the image of an accepted tourist destination. That is, the better the halal tourism that has been implemented, the better the image of the tourist destination that is formed. Supporting research conducted by (Agus Sudigdo, 2018) states that prayer facilities, halal food have a positive influence on the image of a tourist destination. The availability of halal food, places that are free of alcohol, and facilities and services that are in accordance with Islamic religious teachings are characteristics of halal that must be fulfilled according to Islamic law (Battour, Battor, & Bhatti, 2014; Jafari Scott, 2014). In addition, in research conducted by (Han, 2018; Meylia Indah Puspita, 2018) found that there is a positive influence between the attributes of halal tourism and the image of a tourist destination. The intended attributes include tourist facilities, food and beverages, service quality, all of which are included in the scope of halal tourism.

The effect of destination image on tourist satisfaction.

Based on the results of data processing, it can be seen that the image of tourist destinations and tourist satisfaction has a t-statistic of 4.492 which is greater than the t-table value of 1.96. This result means that there is a significant influence between the image of a tourist destination and tourist satisfaction. Thus it can be stated that the third hypothesis of the image of a tourist destination has a significant effect on tourist satisfaction. Then seen from the data distribution of the frequency of the image of a tourist destination with an average score of 4.18 with a TCR of 84% in the good category, which means that the image of a tourist destination formed on the Padang city tourist attraction is good and must be improved and maintained. A high destination image will make tourists feel satisfied or happy to visit. The results of this study are in line with previous research conducted by (Dicky Andrew sitanggang., et al, 2020) which stated that the image of a tourist destination has a positive influence on tourist satisfaction. In line with research conducted by (Mukhlis Yunus, 2021) also states that the image of a tourist destination has a positive effect on tourist satisfaction. As well as other research conducted by (Anggia Ayu Lestari., et al, 2018) shows that the image of a tourist destination has a positive and significant effect on tourist satisfaction. As well as research conducted by (Gustiana, et.al., 2020) states that the influence between the image of a tourist destination on tourist satisfaction. These results indicate that the image of a tourist destination is a determinant in shaping tourist satisfaction. In addition, a positive tourist destination image will be a consideration for tourists to visit tourist attractions and will help tourists to have better satisfaction, the better the destination image, the higher the tourist satisfaction.

The effect of halal tourism on tourist satisfaction with the destination image as a mediating variable.

Based on the result of data processing, it can be seen that the t-statistic value of the indirect effect of halal tourism on tourist satisfaction through the image of a tourist destination is 4.405, where the result of the t-statistic is greater than t-table 1.96. Thus, it can be concluded from these results that there is a significant influence between halal tourism and tourist satisfaction mediated by the image of a tourist destination. So, the fourth hypothesis of halal tourism has a significant effect on tourist satisfaction mediated by proven and acceptable destination image. This shows that the image of a tourist destination mediates the influence of halal tourism on tourist satisfaction at Padang city attractions. With descriptive analysis of cognitive image indicators on the variable image of tourist destinations with an average value of 4.20 indicating that the image of a tourist destination increases because the cognitive image perceived by tourists, cognitive image represents the beliefs or knowledge that tourists have about the characteristics and attributes of a destination (Zhang et al. al, 2014). Likewise with the indicators of worship facilities, toilets, and the environment in the halal tourism variable making tourists feel satisfied when they are in the Padang city tourist attraction. The results of this study are similar to research conducted by (Agus Sudigdo, 2018) entitled "The impact of worship facilities, halal food and Islamic morality on visiting decisions mediated by the image of tourist destinations" states that there is an influence of Islamic attributes (worship facilities, halal food, morality islam) on the decision to visit Jakarta with the image of a tourist destination as a mediating variable. This can be interpreted that the decision to visit as an implementation or manifestation of tourist satisfaction. As well as a strong relationship with Islamic values is proven to have a positive impact on the image of the destination. Hsu, Lin, and Lee (2017) revealed that destination image is an antecedent of destination choice. In addition, the research conducted by Sakti, Dwi Putra Buana et al. (2018) revealed a relationship between the image of a tourist destination, and tourist satisfaction and loyalty. The study found that the image of a tourist destination significantly impacts satisfaction and loyalty. Similar research was also conducted by Andreas (2020), which found that the destination image has a significant and positive impact on satisfaction. The regression coefficient showed a positive effect and the p-value was less than 0.05. This indicates that the destination image affects satisfaction indirectly, acting as a mediator. Furthermore, Rahman (2014) emphasized that the destination image plays a crucial role in achieving tourist satisfaction and intention to revisit. The results of this study indicate that the halal tourism direct effect on tourist satisfaction but has an indirect effect through destination

image. Therefore, it is important for the government and managers of Padang city tourism objects to develop and improve halal tourism, so that tourists can have higher satisfaction. In addition, it is also necessary to pay attention to developing the image of a tourist destination through improving infrastructure, service quality, and strengthening tourism promotion which will have an impact on tourist satisfaction.

CONCLUSION

The purpose of this study is to investigate the impact of halal tourism and its mediating destination image on tourist satisfaction when visiting tourist attractions in Padang City. From the above findings and discussion, we can conclude the following:

1. Halal tourism has a significantly affects on tourist satisfaction for tourists visiting padang beach tourist attraction.
2. Halal tourism has a positive effect on destination image of tourist attractions in the padang beach tourist attraction.
3. Destinations image has a significant effect on tourist satisfaction visiting padang beach tourist attraction.
4. Halal tourism has a signifikan affect on tourist satisfaction thought destination image as mediating for tourists visiting padang beach tourist attraction.

REFERENCES

- Alana, P. R., & Putro, T. A. (2020). Pengaruh Fasilitas Dan Kualitas Pelayanan Terhadap Kepuasan Wisatawan Pada Goa Lowo Kecamatan Watulimo Kabupaten Trenggalek. *Jurnal Penelitian Manajemen Terapan ...*, 180–194.
<http://journal.stieken.ac.id/index.php/penataran/article/view/481>
- Allameh, S. et al. (2015). Factors Influencing Sport Tourists' Revisit Intention. *Asia Pacific Journal of Marketing and Logistics*. Vol. 27 (2) pp. 191 – 207.
- Alvianna, S., & Hidayatullah, S. (2020). Pengaruh Kualitas Harga Layanan dan Kepuasan terhadap Kesetiaan Usia Millenial Berkunjung ke Tempat Wisata. *Media Wisata*, 18(1):69-80.
- Alvianna, S., Patalo, R. G., Hidayatillah, S., & Rachmawati, I. K. (2020). Pengaruh Attraction, Accessibility, Amenity, Ancillary Terhadap Kepuasan Generasi Millenial Berkunjung Ke Tempat Wisata. *Jurnal Kepariwisata: Destinasi, Hospitalitas dan Perjalanan*.
<https://doi.org/10.34013/jk.v4i1.41>
- Andreas, dan H. K. T. (2020). Pengaruh Citra Destinasi dan Perceived Value Terhadap Loyalitas Wisatawan Melalui Keputusan Wisatawan. *Jurnal Manajerial Dan Kewirausahaan*.
- Andriani, D., dkk, (2015). Pengembangan Wisata Syariah.kemenpar, Jakarta
- Awalia, H. (2017). Komodifikasi Pariwisata Halal NTB dalam Promosi Destinasi Wisata Islami di Indonesia. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 1(1), 19–30. <https://doi.org/10.25139/jsk.v1i1.64>
- Ayu, A. (2018). Pengaruh Citra Destinasi, Nilai yang Dipersepsikan, Kepuasan Wisatawan dengan.
- Battour, M., & Ismail, M. N. (2014). The Role of Destination Attributes in Islamic Tourism. *SHS Web of Conferences*, 12, 01077. <https://doi.org/10.1051/shsconf/20141201077>
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. *Tourism Management Perspectives*, 19, 150–154. <https://doi.org/10.1016/j.tmp.2015.12.008>
- Buana Sakti, D. P., Nurmayanti, S., & Hermanto, H. (2018). Pengujian Hubungan Struktural Citra Destinasi Wisata, Kepuasan Wisatawan Dan Loyalitas Wisatawan: Kasus Pulau Lombok. *Distribusi - Journal of Management and Business*, 6(2), 15–23.
<https://doi.org/10.29303/jdm.v6i2.25>

- Chookaew, S., chanin, O., Charatarawat, J., Sriprasert, P., & Nimpaya, S. (2015). Increasing Halal Tourism Potential at Andaman Gulf in Thailand for Muslim Country. *Journal of Economics, Business and Management*, 3(7), 739–741. <https://doi.org/10.7763/joebm.2015.v3.277>
- Coban, S. (2012). The effects of the image of destination on tourist satisfaction and loyalty: The case of Cappadocia. *European Journal of Social Sciences*, 29(2), 222–232.
- Daly, F. P. (2018). Pengaruh wisata halal terhadap kepuasan wisatawan berkunjung ke kota Banda Aceh. Skripsi. Universitas Islam Negeri (UIN) Ar-Raniry Banda Aceh. 15 Desember 2018. <https://repository.ar-raniry.ac.id/id/eprint/9926/1/SKRIPSI%20FULL.pdf>
- Dinas pariwisata kota padang. Pantai Padang. Padang. Diakses pada laman: <https://pariwisata.padang.go.id/pantai-padang>.
- Fadhil, S. (2020). *Wisata Halal, Konsep dan Aplikasi*. Makassar: Alauddin University Press.
- Fatwa DSN-MUI Nomor 08/DSN-MUI/X/2016 tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah.
- Fikiya, M., dkk. (2021). Pengaruh 4A Pariwisata Halal Terhadap Kepuasan Wisatawan Berkunjung ke DKI Jakarta. *Prosiding BIEMA: Business Management, Economic, and Accounting National Seminar*. Volume 2, 2021, hal. 348-364.
- GMTI. (2019). *Global Muslim Travel Index 2019*. MasterCard – CrescentRating.
- Han, H., Meng, B., & Kim, W. (2017). Bike-traveling as a growing phenomenon: Role of attributes, value, satisfaction, desire, and gender in developing loyalty. *Tourism Management*, 59, 91–103. <https://doi.org/10.1016/j.tourman.2016.07.013>
- Hanif, A., & Mawardi, A. K. M. K. (2016). DAMPAKNYA TERHADAP LOYALITAS WISATAWAN (Studi pada Wisatawan Nusantara yang Berkunjung ke Kota Batu). *Jurnal Administrasi Bisnis (JAB)*, 38(1), 44–52.
- Hsu, S.-C., Lin, C.-T., & Lee, C. (2017). Measuring the effect of outbound Chinese tourists travel decision-making through tourism destination image and travel safety and security. *Journal of Information and Optimization Sciences*, 38(3–4), 559–584. <https://doi.org/10.1080/02522667.2016.1259854>
- Juliandi, A. (2018). *Modul Pelatihan Structural Equation Model Partial Least Square (SEM – PLS) dengan SMARTPLS*. Universitas Sumatera Utara.
- Jaelani, A. (2017). International Review of Management and Marketing Halal Tourism Industry in Indonesia: Potential and Prospects. *International Review of Management and Marketing*, 7(3), 25–34. <http://www.econjournals.com>
- Kementerian Pariwisata, HalalTrip. (2015). *Indonesia guide for muslim visitors*. Jakarta.
- Kemenparekraf. (2022). Siaran Pers: Pariwisata Indonesia Naik ke peringkat 2 dalam Global Travel Muslim Index. <https://kemenparekraf.go.id/berita/siaran-pers-pariwisata-indonesia-naik-ke-peringkat-2-dalam-global-travel-muslim-index>.
- Kotler, P dan K.L. Keller. (2008). *Manajemen Pemasaran*. Edisi Tiga Belas. Diterjemahkan oleh Bob Sabran. Jakart: Erlangga
- Lisma, N., Yonaldi, S., & Zulbahri, L. (2018). Faktor-Faktor Yang Mempengaruhi Kunjungan Wisatawan Ke Objek Wisata Syariah di Sumatera Barat. *Jurnal Manajemen Dan Kewirausahaan*, 8, 1–15.
- Liu, Y., Hultman, M., Eisingerich, A. B., & Wei, X. (2020). How Does Brand Loyalty Interact with Tourism Destination? Exploring the Effect of Brand Loyalty on Place Attachment. *Annals of Tourism Research*, 81, 1-30. <https://doi.org/10.1016/j.annals.2020.102879>.
- Lupiyoadi. (2001). *Manajemen Pemasaran Jasa, Teori dan Praktek*. Jakarta: Salemba Empat.
- Martaleni. (2019). *Halal Tourism*. CV IRDH, 162. ISBN: 9787-602-07026-72-4.

- Molina, A & Mar Gomez. (2010). Tourism Marketing Information and Destination Image Management. Retrieved from: www.academicjournals.org/journal/AJBM.
- Mukhlis, Y. (2021). Peran citra destinasi terhadap peningkatan kepuasan wisatawan di objek wisata geopark merangin. *Adil: Jurnal Hukum STIH YPM*, Vol 3, No 1.
- Mohsin, A., Ramli, N., & Alkhulayfi, B. A. (2016). Halal tourism: Emerging opportunities. *Tourism Management Perspectives*, 19(2016), 137–143. <https://doi.org/10.1016/j.tmp.2015.12.010>
- Pitana, I. G., & Diarta, I. K. S. (2009). Pengantar ilmu pariwisata. Yogyakarta: Penerbit Andi
- Prajitno, Subagio Budi. Metode Penelitian Kuantitatif. UIN SGD Bandung: <http://komunikasi.uinsgd.ac.id>
- Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32(3), 465–476. <https://doi.org/10.1016/j.tourman.2010.03.014>
- Pratiwi. (2016). Analisis Wisata Syariah Di Kota Yogyakarta. *Jurnal Media Pariwisata*, 14(1), hal 35.
- Rahman, M. K. (2014). Motivating factors of Islamic Tourist's Destination Loyalty: An Empirical Investigation in Malaysia. *Journal of Tourism and Hospitality Management*, 2(1), 63–77.
- Rozalinda, N., & Ramadhan, S. (2019). Industri Wisata Halal di Sumatera Barat: Potensi, Peluang dan Tantangan. *Maqdis: Jurnal Kajian Ekonomi Islam*, 4(1), 46-56.
- Salehudin dan Luthfi. (2010). Marketing Impact of Halal Labeling toward Indonesian Muslim Consumer's Behavioral Intention Based on Ajzen's Planned Behavior. *Proceeding of 5th International Conference on Business and Management 30 Research (ICBMR)*, Presented 4th August 2010, Depok-Indonesia
- Salsawisata.com. Objek wisata pantai padang sumatera barat: <https://salsawisata.com/pantai-padang-Sumatera-Barat/>.
- Sholihin, Mahfud, Dwi, R. (2013). Analisis SEM-PLS Dengan WarpPLS 3.0.
- Sindhu, M., Saputro, D., & Abror, Y. W. (2018). Pengaruh Pariwisata Halal terhadap Kepuasan Konsumen. 57(Piceeba).
- Sitanggang, D. A., Sunarti, S., & Pangestuti, E. (2020). Pengaruh Citra Destinasi, Nilai Pelanggan Terhadap Kepuasan Wisatawan dan Niat Berperilaku Wisatawan. *Jurnal Aplikasi Manajemen*, 61–77.
- Sofyan, R. (2013). Bisnis Ekonomi Syariah Mengapa Tidak. Jakarta: PT. Gramedia Utama.
- SUDIGDO, A. (2019). Dampak Fasilitas Ibadah, Makanan Halal, Dan Moralitas Islam Terhadap Keputusan Berkunjung Yang Dimediasi Citra Destinasi Wisata. *Jurnal Manajemen Kewirausahaan*, 15(2), 159. <https://doi.org/10.33370/jmk.v15i2.234>
- Sugiyono. (2013). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan R&D (24th ed.). Bandung: Alfabeta
- Sugiyono. (2019). Metodologi Penelitian Kuantitatif dan Kualitatif Dan R&D. Bandung: ALFABETA
- Sukma Irdiana, Kurniawan Yunus Ariyono, & Kusnanto Drmawan. (2021). Pengaruh Wisata Halal Terhadap Kepuasan Pengunjung Dan Minat Berkunjung Kembali. *Jurnal Cakrawala Ilmiah*, 1(3), 421–428. <https://doi.org/10.53625/jcijurnalcakrawalaindonesia.v1i3.620>
- Supranto, J. (2006). Pengukuran Tingkat Kepuasan Pelanggan Untuk Menaikan Pangsa Pasar. PT. Rineka Cipta, Jakarta
- Suwandi, M. M., Mananeke, L., & Taroreh, R. N. (2015). The Influence of Brand Image, Price, Service Quality and Facilities on Customer Satisfaction at Aston Hotel Manado. *Jurnal EMBA*, 3(2), 605-615.

- Tavitiyaman, P., & Qu, H. (2013). Destination Image and Behavior Intention of Travelers to Thailand: The Moderating Effect of Perceived Risk. *Journal of Travel and Tourism Marketing*, 30(3), 169–185. <https://doi.org/10.1080/10548408.2013.774911>
- Tjiptono, F. dan G. C. (2012). *Pemasaran Strategik* (Andi (ed): Kedua)
- Tjiptono, F. (2014). *Service, Quality & Satisfaction* (3rd ed.).
- Wicaksono, A. (2015). Penelitian Kausal Komparatif (Ex Post Facto). <http://andriew.blogspot.co.id/2015/05/penelitian-kausal-komparatif-ex-post-html>
- 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>
- Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274–284. <https://doi.org/10.1016/j.tourman.2009.03.007>
- Yunus, M. (2021). Peran Citra Destinasi Terhadap Peningkatan Kepuasan Wisatawan Di Objek Wisata Geopark Merangin. *Adil: Jurnal Hukum STIH YPM*, 3(1), 31–42. <https://adil.stihypm.ac.id/index.php/ojs/article/view/38%0Ahttps://adil.stihy.c.id/index.php/ojs/article/download/38/31>
- Zailani, S., Ali, S. M., Iranmanesh, M., Moghavvemi, S., & Musa, G. (2016). Predicting Muslim medical tourists' satisfaction with Malaysian Islamic friendly hospitals. *Tourism Management*, 57, 159–167. <https://doi.org/10.1016/j.tourman.2016.05.009>
- Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213–223. <https://doi.org/10.1016/j.tourman.2014.03.001>