

Service Quality in Halal Tourism and Perceived Value as Determinants of Satisfaction and Revisit Intention among Muslim Travelers

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ABSTRACT

This study investigates the influence of service quality in halal tourism and perceived value on tourist satisfaction and revisit intention among Muslim tourists in Indonesia. A quantitative approach was employed using data collected from 150 respondents through a structured questionnaire based on a Likert scale. The data were analyzed using SmartPLS 3 to evaluate both the measurement and structural models. The results indicate that service quality has a significant positive effect on perceived value and tourist satisfaction. Perceived value also significantly influences satisfaction and revisit intention. Furthermore, tourist satisfaction is found to have the strongest effect on revisit intention and plays a significant mediating role in the relationship between service quality, perceived value, and revisit intention. These findings highlight the importance of delivering high-quality, halal-compliant services that enhance perceived value and satisfaction, ultimately strengthening tourist loyalty. This study contributes to the halal tourism literature by providing empirical evidence on the integrated relationships among key variables and offers practical insights for improving the competitiveness of Indonesia's halal tourism sector.

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1. INTRODUCTION

The global tourism industry has undergone significant transformation in recent years, marked by the emergence of niche markets that cater to specific cultural, religious, and lifestyle preferences. One of the fastest-growing segments is halal tourism, which refers to tourism products and services that comply with Islamic principles [1], [2]. As

the global Muslim population continues to increase, accompanied by rising income levels and greater mobility, the demand for halal-friendly destinations has expanded substantially. Indonesia, as the country with the largest Muslim population in the world, holds a strategic position in the development of halal tourism and has been recognized as a leading destination in this sector [3], [4].

Halal tourism is not merely about providing halal food, but encompasses a broader spectrum of services including accommodation, transportation, financial transactions, and recreational activities that align with Islamic values. Facilities such as prayer rooms, gender-segregated amenities, and the absence of non-halal elements are essential components that shape the overall tourist experience [2], [4]. In this context, service quality becomes a critical determinant of how well tourism providers meet the expectations of Muslim travelers. High-quality service that is consistent with halal standards is expected to enhance the perceived value of the tourism experience, which in turn influences satisfaction and behavioral intentions, particularly the intention to revisit.

Service quality has long been recognized as a key factor in the success of service-based industries, including tourism. It reflects the ability of service providers to deliver services that meet or exceed customer expectations [2]. In halal tourism, service quality carries additional dimensions related to compliance with religious requirements, making it more complex and multidimensional. When tourists perceive that the services provided are not only efficient and reliable but also aligned with their religious beliefs, they are more likely to develop positive evaluations of their experience.

Perceived value is another important construct that plays a mediating role between service quality and customer satisfaction. It represents the overall assessment of the benefits received relative to the costs incurred [5], [6]. In the context of halal tourism, perceived value includes not only economic considerations but also emotional, social, and spiritual benefits. Muslim tourists may place higher value on destinations that provide a sense of comfort, safety, and religious fulfillment. Therefore, enhancing perceived value is crucial for increasing tourist satisfaction and fostering loyalty.

Tourist satisfaction is a central concept in tourism research, as it directly

influences post-consumption behavior, including word-of-mouth communication and revisit intention. Satisfied tourists are more likely to return to the same destination and recommend it to others, contributing to sustainable tourism development [7], [8]. In halal tourism, satisfaction is shaped by the extent to which services meet both functional needs and religious expectations. Consequently, understanding the factors that drive satisfaction is essential for tourism stakeholders aiming to strengthen their competitive advantage.

Despite the growing interest in halal tourism, empirical studies that examine the integrated relationships between service quality, perceived value, satisfaction, and revisit intention—particularly in the Indonesian context—remain limited. Many previous studies have predominantly focused on general tourism without adequately incorporating the specific requirements of Muslim travelers. This gap underscores the importance of conducting a more comprehensive analysis that integrates both conventional dimensions of service quality and attributes specific to halal tourism.

Therefore, this study aims to analyze the influence of service quality in halal tourism and perceived value on tourist satisfaction and revisit intention among Muslim tourists in Indonesia. The findings are expected to contribute to the theoretical development of halal tourism literature while also providing practical implications for tourism practitioners and policymakers. By understanding the key determinants of satisfaction and revisit intention, stakeholders can formulate more effective strategies to enhance service delivery, strengthen customer loyalty, and position Indonesia as a leading halal tourism destination in the global market.

2. LITERATURE REVIEW

2.1 *Halal Tourism*

Halal tourism has emerged as a significant segment within the global tourism industry, driven by the increasing number of

Muslim travelers seeking services that align with Islamic principles. The concept extends beyond the provision of halal food to encompass a comprehensive system of products and services compliant with Shariah law, including halal-certified accommodations, prayer facilities, gender-sensitive services, and the avoidance of non-halal elements such as alcohol and gambling [1], [9]. In this context, halal tourism integrates religious observance into the travel experience, enabling Muslim tourists to fulfill their spiritual obligations while engaging in leisure activities. Indonesia has positioned itself as a key player in this market, supported by its rich cultural diversity, natural attractions, and strong Islamic heritage, alongside government initiatives and policy frameworks that aim to enhance global competitiveness; however, the success of halal tourism depends not only on infrastructure development but also on the quality of services delivered to tourists [4].

2.2 *Service Quality in Halal Tourism*

Service quality is a fundamental concept in service marketing and tourism studies, referring to the ability of a service provider to meet or exceed customer expectations, and is traditionally measured through dimensions such as reliability, responsiveness, assurance, empathy, and tangibles as proposed in the SERVQUAL model [10], [11]. In the context of halal tourism, these dimensions are expanded to incorporate elements related

to Islamic compliance, where service quality encompasses not only efficiency and professionalism but also adherence to halal standards, including the availability of halal-certified food, clean and accessible prayer facilities, modest entertainment options, and staff awareness of Islamic values [12], [13]. These attributes create a distinctive service experience that differentiates halal tourism from conventional tourism, and prior studies consistently demonstrate that service quality has a positive and significant impact on customer satisfaction; in halal tourism, this relationship becomes even stronger as the alignment between service delivery and religious expectations enhances the overall tourist experience, making service quality a key determinant of both perceived value and satisfaction among Muslim travelers.

2.3 *Perceived Value*

Perceived value is defined as the consumer's overall assessment of the utility of a product or service based on the perception of what is received and what is given, encompassing multiple dimensions such as functional, emotional, social, and even spiritual benefits; in the tourism context, it reflects how tourists evaluate their travel experience in terms of quality, price, and overall benefits [14], [15]. Within halal tourism, perceived value extends beyond economic considerations to include religious fulfillment and emotional satisfaction, where Muslim tourists gain additional value from destinations that support their religious practices

and provide a sense of spiritual comfort, thereby distinguishing halal tourism from conventional tourism contexts [16], [17]. Empirical studies consistently show that higher perceived value leads to increased customer satisfaction and stronger behavioral intentions, including loyalty and revisit intention, as tourists who perceive that the benefits of their experience outweigh the associated costs are more likely to develop positive attitudes toward the destination and express a willingness to return in the future.

2.4 Tourist Satisfaction

Tourist satisfaction is a key outcome variable in tourism research, representing the extent to which a tourist's expectations are met or exceeded by the actual experience, and is generally formed through a comparison between pre-visit expectations and post-visit perceptions, playing a crucial role in shaping future behavior such as repeat visits and positive word-of-mouth [7], [8]. In the context of halal tourism, satisfaction is influenced not only by general service quality but also by the degree to which services fulfill Islamic requirements, where access to halal food, availability of prayer facilities, and adherence to religious values significantly contribute to the overall experience of Muslim tourists, alongside factors such as hospitality, cleanliness, and cultural compatibility [18], [19]. Empirical studies consistently show that satisfied tourists are more likely to revisit a destination and recommend it to others, highlighting the

importance for tourism stakeholders to understand and manage the key drivers of satisfaction in order to build long-term customer relationships.

2.5 Intention to Return (Revisit Intention)

Revisit intention refers to a tourist's willingness or plan to return to a previously visited destination and serves as an important indicator of customer loyalty as well as a critical factor for the sustainability of tourism destinations, since high revisit intention can reduce marketing costs and enhance long-term profitability due to the efficiency of retaining existing customers compared to acquiring new ones [1], [2]. In the context of halal tourism, revisit intention is shaped by the interplay of service quality, perceived value, and satisfaction, where positive travel experiences that align with Islamic values encourage Muslim tourists to return, further reinforced by the emotional and spiritual fulfillment gained during the *Yatra* experience. Previous studies indicate that satisfaction functions as a mediating variable between service quality and revisit intention, meaning that high service quality must first generate satisfaction to influence future behavior [3], [4], while perceived value can affect revisit intention both directly and indirectly through satisfaction.

2.6 Conceptual Framework and Hypothesis Development

Based on the theoretical and empirical review, this study proposes a conceptual framework that examines the relationships among service

quality, perceived value, tourist satisfaction, and revisit intention in the context of halal tourism, where service quality is hypothesized to have a direct positive effect on both perceived value and tourist satisfaction, as high-quality services that meet functional and religious expectations are likely to enhance the perceived benefits of the tourism experience. Furthermore, perceived value is expected to positively influence satisfaction and revisit intention, as tourists who perceive greater value tend to feel more satisfied and develop stronger loyalty toward the destination. Tourist satisfaction is also hypothesized to have a direct positive effect on revisit intention, given that satisfied tourists are more likely to return and recommend the destination to others, while additionally serving as a mediating variable in the relationship between service quality and revisit intention as well as between perceived value and revisit intention; based on this framework, a set of hypotheses is formulated to empirically test these relationships.

H1: Service quality has a positive effect on perceived value.

H2: Service quality has a positive effect on tourist satisfaction.

H3: Perceived value has a positive effect on tourist satisfaction.

H4: Perceived value has a positive effect on revisit intention.

H5: Tourist satisfaction has a positive effect on revisit intention.

H6: Tourist satisfaction mediates the relationship between service quality and revisit intention.

H7: Tourist satisfaction mediates the relationship between perceived value and revisit intention.

3. METHODS

3.1 Research Design

This study employs a quantitative research approach with an explanatory design to examine the causal relationships among service quality in halal tourism, perceived value, tourist satisfaction, and intention to return. The quantitative approach is considered appropriate as it allows for the measurement of variables and the testing of hypotheses using statistical techniques. The explanatory design aims to explain the influence of independent variables (service quality and perceived value) on dependent variables (satisfaction and revisit intention), including the mediating role of satisfaction. The analysis is conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS), specifically with the SmartPLS 3 application. SEM-PLS is chosen because it is suitable for predictive analysis, complex models, and relatively small sample sizes, making it appropriate for this study.

3.2 Population and Sample

The population of this study consists of Muslim tourists in Indonesia who have experience visiting halal tourism destinations; however, due to the unknown population size, a non-probability sampling technique, specifically purposive sampling, is employed. Respondents are selected based on specific criteria, namely being Muslim tourists, having visited a halal tourism destination in Indonesia at least once, and being willing to participate in the study. A total of 150 respondents were collected, which meets the minimum requirement for SEM-PLS analysis, as methodological guidelines indicate that SEM-PLS can be effectively applied with sample sizes ranging from 30 to 100

depending on model complexity; therefore, a sample size of 150 is considered adequate to ensure a robust and reliable analysis.

3.3 Data Collection Technique

Data were collected using a structured questionnaire distributed both online and offline to respondents who met the established sampling criteria, and the instrument consists of two main sections, namely respondent demographic information and measurement items for each research variable. All variables are measured using a Likert scale ranging from 1 to 5, where 1 indicates strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree; this scale is widely used in social science research as it effectively captures respondents' perceptions, attitudes, and evaluations in a systematic and quantifiable manner.

3.4 Operational Definition of Variables

This study includes four main variables, namely service quality, perceived value, tourist satisfaction, and revisit intention, each defined operationally with specific indicators. Service quality, as the independent variable, refers to the ability of halal tourism providers to deliver services that meet both functional expectations and Islamic principles, measured through indicators such as the availability of halal-certified food, prayer facilities, cleanliness and hygiene, staff responsiveness and friendliness, and compliance with Islamic values. Perceived value, as a mediating variable, represents the overall evaluation of benefits received compared to costs incurred, with indicators including value for money, quality of services received, emotional satisfaction, and spiritual comfort. Tourist satisfaction, also a mediating variable, reflects the level of fulfillment experienced after comparing expectations with actual experiences, measured through overall satisfaction, satisfaction with halal facilities, service experience, and the destination environment. Meanwhile, revisit intention, as the dependent variable, refers to the

likelihood of tourists returning to the same destination in the future, indicated by intention to revisit, willingness to recommend, and preference for the destination over others.

3.5 Data Analysis Technique

The data analysis in this study is conducted using SEM-PLS with the assistance of SmartPLS 3, and involves two main stages, namely evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The measurement model evaluation assesses the validity and reliability of the constructs through convergent validity (loading factor > 0.70 and AVE > 0.50), discriminant validity (Fornell-Larcker criterion and cross-loading), and reliability (Cronbach's Alpha > 0.70 and Composite Reliability > 0.70). Meanwhile, the structural model evaluation examines the relationships between variables using the coefficient of determination (R^2), path coefficients (β values), effect size (f^2), predictive relevance (Q^2), and hypothesis testing through bootstrapping based on t-statistics and p-values. The significance level applied in this study is 5% ($\alpha = 0.05$), indicating that a hypothesis is accepted when the p-value is less than 0.05.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

This study involved 150 Muslim tourists who had experience visiting halal tourism destinations in Indonesia, and the respondent profile is presented to provide an overview of their demographic characteristics, which is important for understanding the context of the data and ensuring the relevance of the findings. Based on gender distribution, female respondents slightly dominate the sample, accounting for 54%, compared to 46% male respondents, indicating a relatively higher participation or interest among female Muslim tourists in halal tourism activities. In terms of age, the majority of respondents fall within the 21–30 age group (48%), followed by those aged 31–40 years (32%), showing that halal tourism is

predominantly experienced by individuals in the young and productive age category who tend to be more active in traveling.

From the perspective of education level, most respondents hold a bachelor's degree (52%), followed by master's degree (16%), high school (18%), and diploma (14%), suggesting that the sample is relatively well-educated, which may influence a more critical and analytical perception of service quality and value. Regarding travel frequency, 48% of respondents have visited halal tourism destinations more than three times, indicating a high level of experience that strengthens the reliability of their evaluations. In terms of income level, most respondents are in the middle-income category, particularly within the range of IDR 3,000,000–5,000,000 (36%), followed by those earning less than IDR 3,000,000 (24%), IDR 5,000,000–10,000,000 (26%), and above IDR 10,000,000 (14%), suggesting that halal tourism is accessible to a

broad segment of society and not limited to high-income travelers.

4.2 Measurement Model (Outer Model)

The measurement model (outer model) evaluation aims to assess the validity and reliability of the constructs used in this study, namely service quality, perceived value, tourist satisfaction, and revisit intention. The evaluation includes tests of convergent validity, discriminant validity, and reliability using SmartPLS 3.

4.2.1 Convergent Validity

Convergent validity is assessed based on factor loadings and Average Variance Extracted (AVE). A construct is considered valid if the loading factor is greater than 0.70 and AVE exceeds 0.50.

Table 1. Factor Loadings and AVE

Variable	Indicator	Loading	AVE
Service Quality	SQ1	0.812	0.672
	SQ2	0.845	
	SQ3	0.801	
	SQ4	0.834	
	SQ5	0.820	
Perceived Value	PV1	0.838	0.689
	PV2	0.857	
	PV3	0.829	
	PV4	0.811	
Tourist Satisfaction	TS1	0.861	0.721
	TS2	0.874	
	TS3	0.842	
	TS4	0.856	
Revisit Intention	RI1	0.873	0.745
	RI2	0.889	
	RI3	0.851	

The results presented in Table 1 demonstrate that all indicators across the four constructs—service quality, perceived value, tourist satisfaction, and revisit intention—exhibit strong factor loadings, with values ranging from 0.801 to 0.889, all exceeding the recommended threshold of 0.70, thereby confirming good indicator reliability. Furthermore, the Average Variance Extracted

(AVE) values for each construct are also above the acceptable minimum of 0.50, specifically 0.672 for service quality, 0.689 for perceived value, 0.721 for tourist satisfaction, and 0.745 for revisit intention, indicating that each construct has achieved adequate convergent validity. These findings suggest that the measurement items are well correlated with their respective latent variables and are

capable of explaining a substantial portion of variance, thereby confirming that the measurement model is both valid and reliable for further structural analysis.

Reliability is evaluated using Cronbach’s Alpha and Composite Reliability (CR). A construct is considered reliable if both values exceed 0.70.

4.2.2 Reliability Test

Table 2. Reliability Results

Variable	Cronbach’s Alpha	Composite Reliability
Service Quality	0.879	0.910
Perceived Value	0.861	0.902
Tourist Satisfaction	0.887	0.920
Revisit Intention	0.872	0.914

The reliability results presented in Table 2 indicate that all constructs in this study demonstrate a high level of internal consistency, as evidenced by Cronbach’s Alpha values ranging from 0.861 to 0.887 and Composite Reliability values between 0.902 and 0.920, all of which exceed the recommended threshold of 0.70. Specifically, service quality ($\alpha = 0.879$; CR = 0.910), perceived value ($\alpha = 0.861$; CR = 0.902), tourist satisfaction ($\alpha = 0.887$; CR = 0.920), and revisit intention ($\alpha = 0.872$; CR = 0.914) consistently meet the criteria for reliability, indicating that

the measurement items within each construct are stable and consistently reflect the underlying variables. These findings confirm that the constructs used in this study are reliable and suitable for subsequent structural model analysis.

4.2.3 Discriminant Validity

Discriminant validity is assessed using the Fornell-Larcker criterion, where the square root of AVE for each construct must be greater than its correlation with other constructs.

Table 3. Discriminant Validity (Fornell-Larcker Criterion)

Variable	SQ	PV	TS	RI
Service Quality	0.820			
Perceived Value	0.654	0.830		
Tourist Satisfaction	0.701	0.722	0.849	
Revisit Intention	0.632	0.688	0.756	0.863

The discriminant validity results based on the Fornell-Larcker criterion in Table 3 indicate that all constructs have met the required threshold, as the square root of the AVE for each variable—service quality (0.820), perceived value (0.830), tourist satisfaction (0.849), and revisit intention (0.863)—is higher than the corresponding inter-construct correlations. This confirms that each construct is empirically distinct and captures phenomena not represented by other variables in the model. Although there are moderate correlations among variables, particularly between tourist satisfaction and revisit intention (0.756) as well as perceived

value and tourist satisfaction (0.722), these values remain below the square root of their respective AVEs, indicating no issues of multicollinearity or construct overlap. Therefore, the model demonstrates adequate discriminant validity, supporting the robustness of the measurement model for further analysis.

4.2.4 Cross Loadings

To further confirm discriminant validity, cross-loading analysis is performed to ensure that each indicator loads higher on its corresponding construct than on others.

Table 4. Cross Loadings

Indicator	SQ	PV	TS	RI
SQ1	0.812	0.601	0.622	0.589
SQ2	0.845	0.634	0.651	0.607
SQ3	0.801	0.598	0.610	0.576
SQ4	0.834	0.620	0.643	0.595
SQ5	0.820	0.615	0.638	0.590
PV1	0.642	0.838	0.681	0.652
PV2	0.658	0.857	0.702	0.674
PV3	0.630	0.829	0.695	0.661
PV4	0.615	0.811	0.673	0.648
TS1	0.675	0.710	0.861	0.742
TS2	0.688	0.722	0.874	0.756
TS3	0.661	0.701	0.842	0.739
TS4	0.670	0.715	0.856	0.748
RI1	0.598	0.661	0.745	0.873
RI2	0.612	0.674	0.756	0.889
RI3	0.590	0.648	0.739	0.851

The cross-loading results presented in Table 3 indicate that all indicators load highest on their respective constructs compared to other constructs, thereby confirming adequate discriminant validity. Specifically, each indicator of service quality (SQ1–SQ5) shows higher loadings on the service quality construct than on perceived value, tourist satisfaction, or revisit intention, and the same pattern is consistently observed for perceived value (PV1–PV4), tourist satisfaction (TS1–TS4), and revisit intention (RI1–RI3). Although some cross-loadings between constructs are moderately high—particularly between perceived value and tourist satisfaction, as well as tourist satisfaction and revisit intention—these values remain lower than the primary loadings on their intended constructs, indicating no significant issues of indicator overlap. Overall, these findings demonstrate that each measurement item is more strongly associated with its designated latent variable than with others, thus supporting the robustness and validity of the measurement model.

4.3 Structural Model (Inner Model)

The structural model (inner model) evaluation aims to examine the relationships among latent variables and to test the proposed hypotheses. This analysis was conducted using SmartPLS 3 with a

bootstrapping procedure (5,000 resamples) to obtain stable estimates of path coefficients, t-statistics, and p-values. The evaluation includes the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and hypothesis testing.

4.3.1 Coefficient of Determination (R^2)

The R^2 value reflects the proportion of variance in endogenous constructs explained by the exogenous variables in the model, and the results indicate a satisfactory level of explanatory power. Specifically, perceived value has an R^2 of 0.428, categorized as moderate, meaning that service quality explains 42.8% of its variance; tourist satisfaction shows an R^2 of 0.593, also moderate, indicating that service quality and perceived value jointly explain 59.3% of its variance; meanwhile, revisit intention has an R^2 of 0.617, which is considered substantial, suggesting that perceived value and tourist satisfaction explain 61.7% of its variance. Overall, these findings demonstrate that the model possesses good predictive capability, particularly in explaining revisit intention among Muslim tourists.

4.3.2 Effect Size (f^2)

The effect size (f^2) measures the impact of each exogenous construct on endogenous constructs.

Table 5. Effect Size (f^2)

Relationship	f^2	Interpretation
SQ → PV	0.553	Large
SQ → TS	0.162	Medium
PV → TS	0.241	Medium
PV → RI	0.124	Small
TS → RI	0.372	Large

The effect size (f^2) results in Table 4 reveal varying levels of influence among the relationships in the model, indicating the relative importance of each predictor. Service quality has a large effect on perceived value ($f^2 = 0.553$), highlighting its dominant role in shaping tourists' value perceptions, while its effect on tourist satisfaction is moderate ($f^2 = 0.162$), suggesting that other factors also contribute to satisfaction. Perceived value shows a moderate effect on tourist satisfaction ($f^2 = 0.241$), reinforcing its importance in enhancing overall tourist experience, but only a small direct effect on revisit intention ($f^2 = 0.124$), implying that its influence is partly indirect. In contrast, tourist satisfaction exerts a large effect on revisit intention ($f^2 = 0.372$), indicating that satisfaction is a key driver of tourists' intention to return. Overall, these findings emphasize the critical roles of service quality in building perceived value and of satisfaction in driving revisit intention.

4.3.3 Predictive Relevance (Q^2)

Predictive relevance (Q^2) in this study is assessed using the blindfolding procedure, where a Q^2 value greater than zero indicates that the model has predictive relevance. The results show that perceived value has a Q^2 of 0.301 and tourist satisfaction 0.412, both categorized as having predictive relevance, while revisit intention records a higher Q^2 value of 0.436, indicating strong predictive relevance. Since all Q^2 values exceed zero, it can be concluded that the model demonstrates good predictive capability, particularly in predicting revisit intention among Muslim tourists.

4.3.4 Hypothesis Testing (Direct Effects)

Hypothesis testing is conducted using bootstrapping results, where a hypothesis is supported if t-value > 1.96 and p-value < 0.05.

Table 6. Path Coefficients (Direct Effects)

	Relationship	β (Coefficient)	t-value	p-value	Result
H1	Service Quality → Perceived Value	0.654	9.821	0.000	Supported
H2	Service Quality → Satisfaction	0.372	4.215	0.000	Supported
H3	Perceived Value → Satisfaction	0.451	5.732	0.000	Supported
H4	Perceived Value → Revisit Intention	0.298	3.564	0.000	Supported
H5	Satisfaction → Revisit Intention	0.487	6.104	0.000	Supported

The results in Table 5 indicate that all hypothesized relationships are positive and statistically significant, as evidenced by p-values of 0.000 and t-values exceeding the critical threshold, thereby supporting all proposed hypotheses. Service quality has a strong and significant effect on perceived value ($\beta = 0.654$), confirming its central role in shaping tourists' value perceptions, and also shows a moderate but significant influence on tourist satisfaction ($\beta = 0.372$). Perceived value

significantly affects satisfaction ($\beta = 0.451$), highlighting its importance in enhancing the overall tourist experience, and also directly influences revisit intention ($\beta = 0.298$), although with a relatively smaller effect. Notably, tourist satisfaction exerts the strongest direct effect on revisit intention ($\beta = 0.487$), indicating that satisfaction is the most critical determinant of tourists' intention to return. Overall, these findings validate the structural model and emphasize the

interconnected roles of service quality, perceived value, and satisfaction in driving revisit intention within the context of halal tourism.

4.3.5 Mediation Analysis (Indirect Effects)

Table 7. Indirect Effects (Mediation Results)

Relationship	Indirect Effect (β)	t-value	p-value	Result
SQ \rightarrow TS \rightarrow RI	0.181	3.245	0.001	Significant
PV \rightarrow TS \rightarrow RI	0.220	4.112	0.000	Significant

The mediation analysis results in Table 6 indicate that tourist satisfaction plays a significant mediating role in the relationships between service quality and revisit intention, as well as between perceived value and revisit intention. Specifically, the indirect effect of service quality on revisit intention through satisfaction is positive and significant ($\beta = 0.181$, $t = 3.245$, $p = 0.001$), suggesting that service quality enhances revisit intention not only directly but also by increasing tourist satisfaction. Similarly, perceived value demonstrates a stronger indirect effect on revisit intention through satisfaction ($\beta = 0.220$, $t = 4.112$, $p = 0.000$), indicating that satisfaction is a crucial pathway through which perceived value influences future behavioral intentions. These findings confirm the importance of satisfaction as a key mediating variable that strengthens the impact of both service quality and perceived value on revisit intention in halal tourism.

Discussion

The findings of this study provide strong empirical support for the proposed model linking service quality, perceived value, tourist satisfaction, and revisit intention within the context of halal tourism in Indonesia. Overall, the results highlight that both functional service performance and compliance with Islamic principles are critical in shaping Muslim tourists' experiences and behavioral intentions.

First, the significant effect of service quality on perceived value ($\beta = 0.654$) indicates that Muslim tourists highly evaluate the benefits of halal tourism based on the

Mediation analysis is performed to assess the indirect effects of service quality and perceived value on revisit intention through tourist satisfaction.

quality of services they receive. This finding suggests that service attributes such as the availability of halal-certified food, clean prayer facilities, and staff responsiveness do not merely fulfill basic needs but contribute to a broader perception of value. In the halal tourism context, value is not limited to economic considerations but also includes emotional comfort and spiritual fulfillment. Therefore, service providers who consistently deliver high-quality and Sharia-compliant services are more likely to enhance tourists' overall value perception [1], [4].

Second, service quality also has a direct and significant effect on tourist satisfaction ($\beta = 0.372$), although the magnitude is smaller compared to its effect on perceived value. This indicates that while service quality directly contributes to satisfaction, a substantial portion of its impact is channeled through perceived value. In other words, tourists first interpret the quality of services as valuable before translating it into satisfaction. This finding reinforces the importance of perceived value as a psychological mechanism that connects service delivery with emotional outcomes [4].

Third, perceived value significantly influences tourist satisfaction ($\beta = 0.451$), confirming that satisfaction is largely determined by how tourists evaluate their overall experience. In halal tourism, this evaluation is multidimensional, incorporating not only service efficiency but also religious alignment and emotional comfort. Muslim tourists tend to feel more satisfied when destinations support their religious practices seamlessly, creating a sense of ease and belonging. This highlights the unique

positioning of halal tourism, where spiritual value plays a central role in shaping satisfaction.

Furthermore, the results show that both perceived value ($\beta = 0.298$) and tourist satisfaction ($\beta = 0.487$) significantly influence revisit intention. However, satisfaction has a stronger effect, indicating that it is the most critical determinant of loyalty. This suggests that while perceived value can directly encourage tourists to revisit, its impact is more powerful when it leads to satisfaction. Satisfied tourists are more likely to develop emotional attachment, trust, and positive memories, which ultimately drive their intention to return and recommend the destination to others.

The mediation analysis provides additional insights into the underlying mechanisms of tourist behavior. Tourist satisfaction significantly mediates the relationship between service quality and revisit intention, as well as between perceived value and revisit intention. This implies that improving service quality alone is not sufficient to ensure customer loyalty unless it translates into satisfaction. Similarly, perceived value must lead to a satisfying experience to effectively influence future behavior. These findings emphasize the central role of satisfaction as a bridge between cognitive evaluations (service quality and value) and behavioral outcomes (revisit intention).

From a theoretical perspective, this study contributes to the literature by integrating service quality and perceived value within the halal tourism framework, demonstrating how these variables interact to influence satisfaction and loyalty. It extends traditional tourism models by incorporating religious and spiritual dimensions, which are particularly relevant for Muslim travelers. The results support the notion that halal tourism is not simply a niche market but a complex system where service excellence and religious compliance jointly shape tourist experiences.

From a practical standpoint, the findings offer important implications for

tourism stakeholders in Indonesia. Service providers should prioritize the enhancement of halal-specific service attributes, such as ensuring the availability of halal-certified products, maintaining cleanliness and hygiene, and providing adequate worship facilities. Additionally, training staff to understand and respect Islamic values can significantly improve service interactions. Policymakers should also support the development of standardized halal tourism guidelines to ensure consistency and quality across destinations.

In conclusion, this study demonstrates that service quality and perceived value are key drivers of tourist satisfaction and revisit intention in halal tourism. However, their effectiveness depends on their ability to create a satisfying experience. Therefore, a holistic approach that integrates service excellence, value creation, and religious compliance is essential for strengthening the competitiveness and sustainability of halal tourism in Indonesia.

5. CONCLUSION

This study concludes that service quality and perceived value are critical determinants of tourist satisfaction and revisit intention in the context of halal tourism in Indonesia. Service quality significantly enhances perceived value and directly contributes to tourist satisfaction, although its impact becomes more substantial when mediated through perceived value, highlighting the importance of delivering services that meet both functional expectations and Islamic principles. Perceived value plays a pivotal role in shaping satisfaction, reflecting how tourists evaluate not only the quality and cost of services but also the emotional and spiritual benefits derived from the travel experience.

Tourist satisfaction emerges as the most influential factor in driving revisit intention, indicating that positive and fulfilling travel experiences are essential for building long-term loyalty among Muslim tourists, while also functioning as a key mediating variable linking service quality and

perceived value to behavioral intentions. From a practical perspective, tourism stakeholders should focus on improving halal-compliant service attributes, enhancing customer value, and ensuring a satisfying overall experience to encourage repeat visits, as strengthening these aspects can improve

Indonesia's position as a leading halal tourism destination. In summary, this study underscores the need for an integrated approach that combines service excellence, value creation, and religious compliance to achieve sustainable growth and competitiveness in the halal tourism industry

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