



Driving Tourist Loyalty in Bandung Halal Tourism Through Digital Halal Literacy and Destination Attributes

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ABSTRACT

Purpose – This study aims to examine the roles of Digital Halal Literacy and Halal Destination Attributes in influencing Tourist Satisfaction and Tourist Loyalty within the context of halal tourism in Bandung. **Methodology/approach** – This study employed a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. Data were collected from 250 Muslim tourists who had visited halal tourism destinations in Bandung through structured questionnaires distributed both online and offline. **Findings** – The findings reveal that Digital Halal Literacy and Halal Destination Attributes significantly influence Tourist Satisfaction and Tourist Loyalty. Halal Destination Attributes show the strongest effect on Tourist Satisfaction, highlighting the importance of halal-friendly facilities and services in shaping positive tourism experiences. The results also indicate that Tourist Satisfaction significantly strengthens Tourist Loyalty, while Digital Halal Literacy enhances tourists' trust and confidence through reliable halal-related digital information. **Novelty/value** – This study contributes to halal tourism literature by integrating informational and destination-related factors in explaining Tourist Satisfaction and Tourist Loyalty, particularly within the context of Bandung as an emerging halal tourism destination.

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INTRODUCTION

The global halal tourism industry has experienced significant growth, driven by rising demand for experiences aligned with Muslim preferences (Adham et al., 2025; Battour et al., 2024). This expansion is further driven by the rising Muslim population, which is influencing tourism trends worldwide (Rahmawati et al., 2021). Muslim travelers typically seek services that comply with Islamic principles (Battour et al., 2022; Muharam & Asutay, 2022), prompting destinations to provide more Muslim-friendly options (Qureshi et al., 2025). However, the quality of halal tourism services varies across destinations. Muslim tourists frequently expect essential amenities, such as halal-certified food and prayer facilities, yet these are not consistently available or reliable, leading to dissatisfaction (Wingett

& Turnbull, 2017). Consequently, some tourists invest additional effort in researching to ensure their needs are met. This behavior reflects a lack of trust in the halal services provided (Said et al., 2022) and underscores the need for clear, reliable digital information.

Indonesia is recognized as a prominent destination for Muslim tourists (Abror, Patrisia, Engriani, Mulyani, et al., 2025), presenting opportunities to enhance tourist experiences and increase competitiveness. Nevertheless, maintaining tourist engagement and fostering repeat visitation remain persistent challenges. In tourism research, destination loyalty—defined as tourists' willingness to revisit and continue utilizing a destination's services (Suhartanto et al., 2024) is regarded as essential for long-term success (Coelho & Henseler, 2012). However, loyalty is not automatic and is influenced by tourists' perceptions of their experiences. Even when visiting halal destinations, tourists may not always achieve satisfaction, as certain halal features can negatively affect their experiences (Battour et al., 2022). This is exemplified by the insufficient provision of halal-compliant facilities, with studies indicating that Sharia-compliant hotels in Indonesia often struggle to deliver adequate services, resulting in complaints (Alam et al., 2023). Conversely, satisfied tourists who are knowledgeable about halal tourism can contribute to increasing the value of these destinations (Abror et al., 2025). Therefore, it is crucial to examine the factors influencing tourist satisfaction and loyalty, particularly in contexts where consistent experiences are difficult to ensure.

Research indicates that both destination features and tourists' knowledge significantly influence tourist behavior. Halal literacy, defined as an understanding of halal and haram principles, can shape consumer decision-making (Antara et al., 2016). Providing halal-friendly services signals a destination's commitment to Muslim tourists and can enhance their overall experience (Muharam & Asutay, 2022). In contemporary tourism, digital literacy is increasingly important, as websites, applications, and social media platforms shape how tourists access information and engage with destinations (Pencarelli, 2020). Tourists' knowledge also informs their pre-trip expectations, which are influenced by prior experiences, destination image, word of mouth, and social media (de Lima et al., 2020). Tourists with greater knowledge tend to respond more positively to expert information (Martin & Vincent, 2014). Accordingly, digital halal literacy (DHL) refers to the ability to locate, assess, and utilize halal-related information, enabling tourists to make informed decisions and fostering satisfaction and trust. This capability can subsequently influence tourist behavior and their intention to revisit (Gaffar et al., 2024). Integrating Muslim-friendly features with accessible digital information may enhance tourist satisfaction and promote loyalty (Dabphet, 2021).

Even as more destinations combine Muslim-friendly features with better information, there are still challenges in ensuring tourists understand halal tourism concepts. In Indonesia, especially in West Java, problems with how halal tourism is understood and implemented persist, despite high potential (Wahyudin et al., 2022). In Bandung, efforts to improve Muslim-friendly features, such as halal-certified food, places of prayer, and Islamic-compliant services, aim to boost tourist satisfaction (Suryawardani et al., 2024). Still, unclear halal tourism concepts have led to uneven support facilities and confusion among those involved (Wahyudin et al., 2022), highlighting a gap between expectations and what is actually provided. Differences in local understanding and low halal tourism literacy can also cause a mismatch between what tourists expect and what they experience, which may affect their satisfaction and loyalty (Supryadi et al., 2023). This situation underscores the need to examine how both information and destination features jointly shape tourists' opinions in halal tourism.

These challenges demonstrate the need to examine both destination features and information to understand the determinants of tourist satisfaction and loyalty. Previous research has not thoroughly investigated the combined effects of digital halal literacy and halal destination features on loyalty, with satisfaction as a mediating factor. This study contributes to the halal tourism literature by integrating informational and destination-related factors to explain tourist satisfaction and loyalty. Furthermore, it identifies digital halal literacy as an emerging factor influencing the perceptions and behaviors of Muslim tourists in Bandung, an expanding halal tourism destination



LITERATURE REVIEW

Digital Halal Literacy

Digital halal literacy extends digital literacy to the context of halal consumption. Digital literacy encompasses a range of skills that enable individuals to navigate and use digital technologies, including accessing, understanding, evaluating, applying, creating, and sharing information through digital and mobile platforms (Saenab et al., 2022). As people rely more on digital environments for information and decision-making, these skills are increasingly vital for daily consumption.

In halal consumption, digital literacy evolves into digital halal literacy, which is the ability to understand, evaluate, and use halal-related information about products and services in digital environments while following Islamic principles (Respati et al., 2022). This includes knowledge of halal concepts such as compliance with Islamic dietary laws, ingredient verification, and halal certification, all of which are essential for Muslim consumers making informed decisions (Fahrullah & Musafak, 2025).

Digital halal literacy is especially important in digital marketplaces, where consumers encounter a wide range of information and product choices. Digital platforms, such as mobile applications and online marketplaces, make halal-certified products and services more accessible, supporting informed consumer decisions (Fahrullah & Musafak, 2025). Social media and other digital channels also play a key role in sharing halal-related information, particularly among younger consumers, shaping their perceptions and preferences for halal products and services (Barrion et al., 2022).

Research indicates that digital literacy and halal-related knowledge can influence consumer behavior, including satisfaction and loyalty, especially when consumers find value in the information and services provided (Respati et al., 2022). As a result, digital halal literacy is an important factor shaping tourists' perceptions, evaluations of halal tourism services, and their overall satisfaction and loyalty in halal tourism contexts.

Halal Destination Attributes

Halal destination attributes are characteristics that meet the specific needs of Muslim travelers by adhering to Islamic principles. These include halal food and beverages, prayer facilities, a halal-friendly environment, and services that comply with Islamic values, such as the absence of alcohol and pork, and gender-segregated facilities where appropriate (Mursid & Anoraga, 2022). More broadly, halal tourism focuses on providing services that align with Islamic standards, enabling Muslim tourists to comfortably fulfill their religious obligations while traveling (Gaffar et al., 2024).

Research has conceptualized halal destination attributes as a multidimensional construct. Han et al. (2019) identify key elements such as social environment, facilities, services, food and beverages, and the role of locals and staff. These dimensions show that halal tourism extends beyond physical facilities to include social interactions and service quality, which together shape the tourist experience. Additionally, cultural familiarity, religious landmarks, and environmentally friendly tourism offerings can further enhance the appeal of halal destinations (Mursid, 2023).

From a behavioral perspective, Muslim tourists are guided by Islamic values and knowledge; Muslim tourists' travel decisions and preferences are shaped by Islamic values and knowledge (Suryawardani et al., 2024). Therefore, the availability and quality of halal destination attributes are crucial in shaping

tourists' perceptions and evaluations. Destinations that offer comprehensive halal-friendly attributes are more likely to meet expectations and enhance the overall experience. One factor that may influence tourist satisfaction and subsequently affect their loyalty. By providing appropriate facilities, services, and environments that align with Islamic principles, destinations can create positive experiences that encourage repeat visits and strengthen long-term relationships with Muslim tourists.

Tourist Satisfaction

In tourism studies, satisfaction is defined as a post-consumption evaluation of a destination, reflecting how well tourists' experiences meet or exceed their expectations (Qureshi et al., 2025). Factors such as service quality, environmental conditions, and overall perceptions influence satisfaction. In halal tourism, satisfaction refers to the fulfillment Muslim travelers experience when their religious and cultural needs are met (Abror et al., 2019). This includes meeting Islamic requirements, such as providing halal food, prayer facilities, and alcohol-free environments (Gaffar et al., 2024). Muslim travelers also seek destinations that offer meaningful experiences aligned with their identity and cultural expectations (Qureshi et al., 2025).

The expectation–confirmation framework explains satisfaction as the result of perceived performance meeting or exceeding prior expectations. In halal tourism, satisfaction depends on how well actual experiences align with expected halal-compliant services. Satisfied tourists are more likely to develop positive perceptions, return to the destination, and recommend it to others (Qureshi et al., 2025). Satisfaction serves as a key mediating variable linking destination attributes and informational factors with tourist loyalty, making it central to understanding tourist behavior in halal tourism.

Tourist Loyalty

Tourist loyalty is a tourist's commitment to a destination, shown by their intention to revisit and recommend it to others (Suhartanto et al., 2024). It includes both attitudinal and behavioral aspects, such as emotional attachment and repeat visits (Al Mahruqi et al., 2025). In tourism, destination loyalty indicates long-term engagement and preference, even when other options exist.

From a strategic perspective, tourist loyalty plays a critical role in ensuring the sustainable success of tourism destinations, as it fosters long-term relationships, consistent visitation, and positive word of mouth (Burhanudin et al., 2025). Previous studies suggest that loyalty is influenced by several factors, including satisfaction, perceived value, and service quality, with satisfaction often acting as a key determinant of revisit intention and recommendation behavior (Al Mahruqi et al., 2025). Therefore, tourist loyalty can be viewed as an important outcome variable that reflects the overall evaluation of tourist experiences, particularly in the context of halal tourism.

Previous research highlights the importance of both informational and destination-related factors in shaping Muslim tourists' experiences and behavioral intentions in halal tourism. Digital Halal Literacy enables tourists to access and assess halal-related information more effectively. Halal Destination Attributes indicate how well destinations meet the religious and practical needs of Muslim travelers. These factors can influence Tourist Satisfaction, which in turn fosters Tourist Loyalty through repeat visits and positive word-of-mouth. This study proposes an integrated framework connecting Digital Halal Literacy, Halal Destination Attributes, Tourist Satisfaction, and Tourist Loyalty in the context of halal tourism in Bandung.

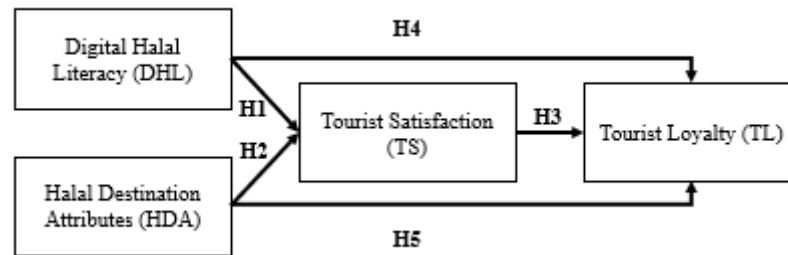


Figure 1. Conceptual Framework of Digital Halal Literacy, Halal Destination Attributes, Tourist Satisfaction, and Tourist Loyalty

Hypothesis Development

Digital halal literacy is crucial for enabling tourists to comprehend and assess halal tourism services. Navigating and utilizing halal-specific information on digital platforms empowers tourists to make informed decisions, enhancing their travel experiences and confidence in the destination (Gaffar et al., 2024). Insufficient accessible halal information impedes decision-making and diminishes satisfaction, underscoring the importance of effective digital communication through icons, indicators, and online content (Abror, Patrisia, Engriani, Hafizh, et al., 2025). Studies demonstrate that digital literacy heightens user satisfaction by ensuring platforms are more intuitive and functional (Hu et al., 2025). In halal tourism, credible digital information, such as halal certification, signals quality and strengthens tourists' assurance in services (Purnomo et al., 2026). Digital halal literacy also cultivates trust and favorable perceptions, which are central to satisfaction (Abror et al., 2025). Thus, digital halal literacy is a decisive factor shaping tourist satisfaction

H1: Digital Halal Literacy positively influences Tourist Satisfaction

Halal destination attributes address the spiritual and practical needs of Muslim tourists, including halal food, prayer facilities, and Sharia-compliant services, and are essential in shaping tourist experiences (Nugroho et al., 2025). These features, such as halal-friendly environments and Islamic facilities, significantly enhance tourist satisfaction, especially where halal services are limited (Qolbi et al., 2024). Research shows that halal tourism attributes increase perceived value, emotional engagement, and destination appeal, leading to greater satisfaction (Qureshi et al., 2025). Destinations that successfully incorporate halal attributes are more likely to meet tourist expectations and deliver positive experiences (Mursid, 2023). Thus, halal destination attributes are a key factor influencing tourist satisfaction.

H2: Halal Destination Attributes positively influence Tourist Satisfaction

Tourist satisfaction is a key factor in building tourist loyalty, as it measures how well experiences meet or exceed expectations and shape positive views of a destination (Qureshi et al., 2025). Satisfied tourists are more likely to develop trust, emotional attachment, and favorable perceptions, which increase their likelihood of revisiting and recommending the destination (Suhartanto et al., 2024). In halal tourism, satisfaction is especially important because it reflects the fulfillment of both functional and religious needs for Muslim travelers. Research shows that satisfied customers are more likely to return, share

positive feedback, and remain loyal to a destination (Carvache-Franco et al., 2025). Higher satisfaction consistently leads to stronger loyalty, as seen in repeat visits and ongoing preference for a destination (Al Mahruqi et al., 2025; Coelho & Henseler, 2012). Therefore, greater tourist satisfaction is expected to result in stronger loyalty.

H3: Tourist Satisfaction positively influences Tourist Loyalty

Digital halal literacy is essential for building tourist loyalty by increasing trust and confidence in halal tourism services. When Muslim travelers can access, evaluate, and interpret halal-related information on digital platforms, they better understand halal compliance, which improves their confidence and travel experience (Gaffar et al., 2024). Digital platforms and social media influencers also promote positive perceptions of halal destinations by highlighting services that align with Islamic values, further influencing loyalty. Research shows that digital literacy enhances digital marketing effectiveness and strengthens emotional attachment and trust, especially among younger travelers who rely on digital sources for tourism information (Tarigan et al., 2026). Reliable halal-related digital information increases trust and satisfaction, ultimately fostering greater loyalty to halal destinations (Abror et al., 2025). As a result, digital halal literacy is expected to have a positive impact on tourist loyalty.

H4: Digital halal literacy positively influences tourist loyalty.

Halal destination attributes are important in building tourist loyalty by enhancing experiences, satisfaction, and emotional attachment. High-quality halal accommodations, facilities, and positive interactions with local communities significantly increase perceived value, satisfaction, and loyalty, with people-related factors having a particularly strong impact (Suhartanto et al., 2020). Emotional and cultural connections, such as Islamic local wisdom and morality, further strengthen tourists' attachment and encourage repeat visits (Alam et al., 2025). Key halal attributes, including halal food and prayer facilities, meet the religious and cultural needs of Muslim travelers, contributing to positive experiences (Qureshi et al., 2025). Transparent halal certification and adherence to recognized standards also build trust and confidence in destination services, fostering loyalty and positive word-of-mouth (Primadona et al., 2025). Overall, halal destination attributes are expected to positively influence tourist loyalty.

H5: Halal destination attributes positively influence tourist loyalty.

METHOD

Population and Sample

This study used a quantitative, explanatory design focused on Muslim tourists who visited halal tourism destinations in Bandung and experienced services such as halal food, prayer facilities, and Muslim-friendly environments. The minimum sample size followed (Hair et al., 2019), recommending five to ten times the number of measurement indicators in PLS-SEM. With 27 questionnaire items, the required sample ranged from 135 to 270 respondents. To ensure sufficient statistical power and model stability, the study targeted over 250 respondents.

Purposive sampling was used to select participants who met the following criteria: Muslim tourists who visited halal tourism destinations in Bandung, experienced halal-related services, accessed or were familiar with halal-related information through digital platforms, and were willing to share their personal travel experiences. Data were collected using a structured questionnaire distributed both offline at selected tourism locations in Bandung and online via platforms such as Google Forms, allowing for broader respondent coverage.

Measurement

The questionnaire examined factors influencing tourist loyalty in Bandung's halal tourism sector. It measured Digital Halal Literacy, Halal Destination Attributes, Tourist Satisfaction, and Tourist Loyalty,



using 27 indicators adapted from previous studies. All items used a five-point Likert scale to assess respondents' perceptions and experiences with halal tourism services.

Table 1. Measurement Constructs and Questionnaire Items

Construct	Item Code	Questionnaire Items
Digital Halal Literacy	DHL1	I can easily access halal-related tourism information through digital platforms.
	DHL2	I can evaluate whether halal tourism information available online is trustworthy.
	DHL3	I understand halal certification information provided through digital media.
	DHL4	I use digital platforms to search for halal-friendly tourism services and destinations.
	DHL5	I can distinguish between reliable and unreliable halal-related information online.
	DHL6	Digital halal information helps me make better tourism decisions.
	DHL7	I understand the importance of halal compliance information when choosing tourism services.
	DHL8	I use online information to ensure that tourism services comply with Islamic principles.
Halal Destination Attributes	HDA1	Halal food is available at tourism destinations in Bandung.
	HDA2	Prayer facilities are available at tourism destinations in Bandung.
	HDA3	Tourism destinations in Bandung provide Muslim-friendly services.
	HDA4	Tourism destinations in Bandung provide halal-related information clearly.
	HDA5	Tourism destinations in Bandung provide an environment that supports Islamic practices.
	HDA6	Tourism staff demonstrate respectful behavior toward Muslim tourists.
	HDA7	Tourism destinations in Bandung provide facilities that comply with Islamic values.
	HDA8	Halal tourism facilities in Bandung are adequately maintained.
Tourist Satisfaction	TS1	I am satisfied with my overall halal tourism experience in Bandung.
	TS2	The halal tourism experience in Bandung meets my expectations.
	TS3	I am pleased with the halal tourism services provided in Bandung.
	TS4	My experience with halal tourism in Bandung was satisfying.

	TS5	I feel that choosing halal tourism destinations in Bandung was a good decision.
	TS6	Overall, I have a positive evaluation of halal tourism in Bandung.
	TS7	I am satisfied with the quality of halal tourism experiences in Bandung.
	TS8	My experience with halal tourism in Bandung fulfilled my needs as a Muslim traveller.
Tourist Loyalty	TL1	I intend to revisit halal tourism destinations in Bandung in the future.
	TL2	I would recommend halal tourism destinations in Bandung to others.
	TL3	I would say positive things about halal tourism destinations in Bandung to other people.

Data Analysis

Data analysis was performed using SmartPLS version 4 to assess the measurement and structural models. Reliability was measured with Cronbach's alpha and composite reliability, considering values above 0.70 as acceptable. Convergent validity was determined using Average Variance Extracted (AVE), with values above 0.50 deemed adequate. Discriminant validity was evaluated using the Fornell–Larcker criterion and Heterotrait–Monotrait Ratio (HTMT). The structural model was assessed through path coefficients, coefficient of determination (R^2), and hypothesis testing via bootstrapping. These methods ensured the constructs were reliable and valid for explaining tourist loyalty in halal tourism contexts.

RESULT AND DISCUSSION

Respondent Profile

This study surveyed 250 Muslim tourists who visited halal tourism destinations in Bandung and used services such as halal food, prayer facilities, and Muslim-friendly environments. Data were collected both offline and online using purposive sampling. Respondents were chosen based on their experience with halal tourism services and their familiarity with halal-related information from digital platforms. Table 2 summarizes the respondents' demographics and halal tourism preferences. Female respondents made up 53.2% of the sample, and most participants were aged 17 to 35. Employees and students were the largest occupational groups, highlighting the active involvement of productive-age tourists in Bandung's halal tourism sector. The results show that halal food availability and prayer facilities are the top priorities for Muslim tourists at halal destinations. Social media is the main source of halal tourism information, underscoring the influence of digital platforms on tourist perceptions and decisions. Most respondents frequently accessed halal tourism information online, indicating strong engagement with digital halal-related content.

Table 2. Demographic Characteristics and Halal Tourism Preferences of Respondents

Characteristics	Category	Frequency	Percentage
Gender	Male	117	46.8%
	Female	133	53.2%
Age	17–25 years	95	38.0%
	26–35 years	87	34.8%
	36–45 years	48	19.2%
	>45 years	20	8.0%
Occupation	Student	81	32.4%
	Employee	103	41.2%
	Entrepreneur	38	15.2%
	Others	28	11.2%



Most Important Halal Tourism Preference	Halal food availability	92	36.8%
	Prayer facilities	74	29.6%
	Muslim-friendly environment	51	20.4%
	Halal-certified accommodation	33	13.2%
Source of Halal Tourism Information	Social media	98	39.2%
	Online travel platforms	61	24.4%
	Friends and family	47	18.8%
	Tourism websites	31	12.4%
	Others	13	5.2%
Frequency of Accessing Halal Tourism Information Online	Frequently	106	42.4%
	Occasionally	89	35.6%
	Rarely	41	16.4%
	Very rarely	14	5.6%

Measurement Model Evaluation

The measurement model was evaluated using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the reliability and validity of the reflective constructs in this study. Following Sarstedt et al. (2021), indicator reliability was determined by outer loading values, while construct reliability and convergent validity were assessed using Cronbach's alpha, Composite Reliability (CR), rho_A, and Average Variance Extracted (AVE). Indicators with loading values above 0.708 were deemed acceptable. Figure 2 shows the initial PLS algorithm results. Most indicators exceeded the recommended loading threshold. However, TS2 and TS8 within the Tourist Satisfaction construct had loading values below 0.708 and did not meet the reliability standard. Both indicators were removed to enhance construct validity and reliability.

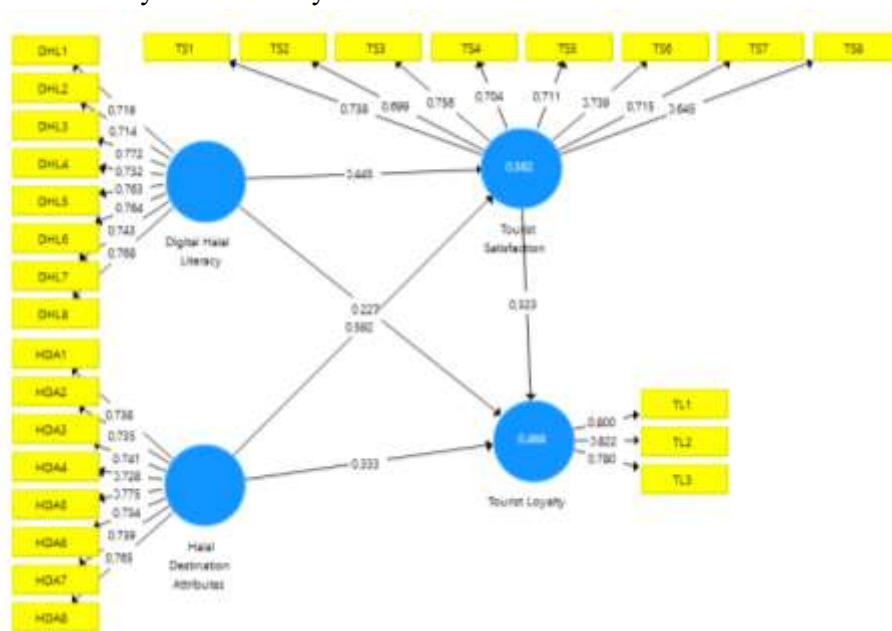


Figure 2. Initial Measurement Model Evaluation (Iteration 1)

After removing TS2 and TS8, a second iteration of the PLS algorithm was performed. Figure 3 displays the updated measurement model results. All remaining indicators achieved loading values above the recommended threshold of 0.708, confirming satisfactory reliability. Therefore, all indicators for Digital Halal Literacy (DHL), Halal Destination Attributes (HDA), Tourist Satisfaction (TS), and Tourist Loyalty (TL) were retained for further analysis.

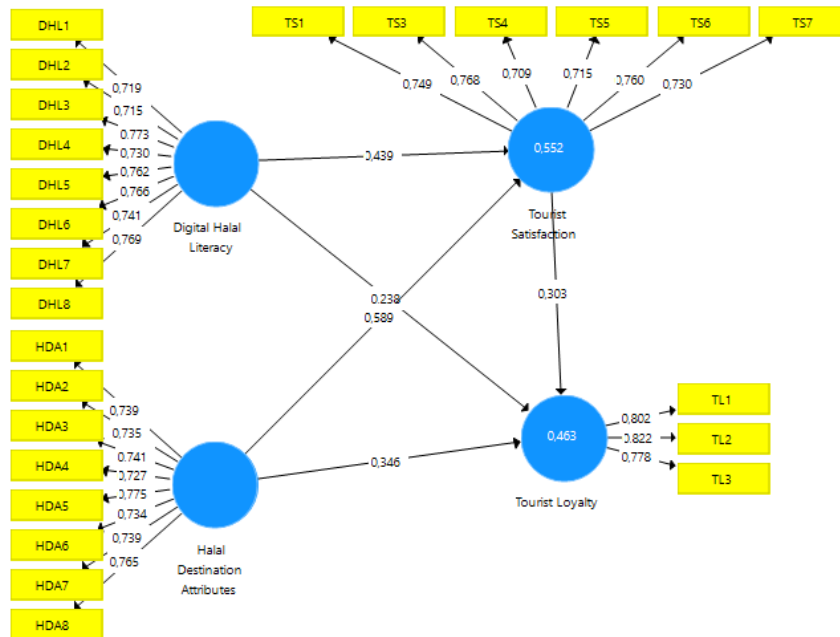


Figure 3. Revised Measurement Model Evaluation (Iteration 2)

Table 3 shows the reliability and convergent validity results for the final measurement model. All constructs achieved acceptable levels of Cronbach’s alpha, Composite Reliability (CR), rho_A, and AVE, confirming adequate internal consistency and convergent validity.

Table 3. Reliability and Convergent Validity Results

Construct	Indicator	Loading	Cronbach's alpha	Composite Reliability (CR)	rho_A	AVE
Digital Halal Literacy	DHL1	0.719	0.887	0.888	0.558	
	DHL2	0.715				
	DHL3	0.773				
	DHL4	0.730				
	DHL5	0.762				
	DHL6	0.766				
	DHL7	0.741				
	DHL8	0.769				
Halal Destination Attributes	HDA1	0.739	0.885	0.886	0.554	
	HDA2	0.735				
	HDA3	0.741				
	HDA4	0.727				
	HDA5	0.775				
	HDA6	0.734				
	HDA7	0.739				
	HDA8	0.765				
Tourist Loyalty	TL1	0.802	0.720	0.722	0.641	
	TL2	0.822				
	TL3	0.778				
Tourist Satisfaction	TS1	0.749	0.834	0.835	0.546	
	TS3	0.768				
	TS4	0.709				



TS5	0.715
TS6	0.760
TS7	0.730

Discriminant validity was assessed using the Heterotrait–Monotrait Ratio (HTMT) (see table 3) and the Fornell–Larcker Criterion, as recommended by Sarstedt et al. (2021). Ali et al. (2018) state that HTMT values below 0.90 indicate adequate discriminant validity, confirming that constructs are empirically distinct. Table 4 shows that all HTMT values for the constructs range from 0.086 to 0.795, below the recommended threshold of 0.90. The highest value was 0.795 between Tourist Satisfaction (TS) and Tourist Loyalty (TL), and the lowest was 0.086 between Digital Halal Literacy (DHL) and Halal Destination Attributes (HDA). These results confirm satisfactory discriminant validity, with no evidence of critical multicollinearity or construct overlap.

Table 4. Discriminant Validity Assessment Using HTMT Ratio

Construct	DHL	HDA	TL	TS
Digital Halal Literacy (DHL)	-	-	-	-
Halal Destination Attributes (HDA)	0.086	-	-	-
Tourist Loyalty (TL)	0.480	0.665	-	-
Tourist Satisfaction (TS)	0.528	0.693	0.795	-

To strengthen the assessment of discriminant validity, the Fornell–Larcker criterion was also employed. This method assesses whether the square root value of the Average Variance Extracted (AVE) for each construct exceeds its correlations with other constructs in the model. Table 5 shows that the square root values of AVE for Digital Halal Literacy (0.747), Halal Destination Attributes (0.745), Tourist Loyalty (0.801), and Tourist Satisfaction (0.739) all exceed their correlations with other constructs, meeting the Fornell–Larcker criterion. Additionally, the HTMT results are below the recommended threshold, confirming that the measurement model demonstrates acceptable discriminant validity.

Table 5. Discriminant Validity Assessment Using the Fornell–Larcker Criterion

Construct	DHL	HDA	TL	TS
Digital Halal Literacy (DHL)	0.747	-	-	-
Halal Destination Attributes (HDA)	0.024	0.745	-	-
Tourist Loyalty (TL)	0.384	0.533	0.801	-
Tourist Satisfaction (TS)	0.454	0.599	0.618	0.739

Structural Model Evaluation and Hypothesis Testing

After confirming the measurement model, the structural model was assessed to examine the proposed relationships among the study constructs. The analysis used the coefficient of determination (R^2) and tested hypotheses through bootstrapping with 5,000 resamples to evaluate the significance and strength

of relationships among Digital Halal Literacy (DHL), Halal Destination Attributes (HDA), Tourist Satisfaction (TS), and Tourist Loyalty (TL). Figure 4 shows the bootstrapping results. All proposed relationships had t-statistic values above 1.96, confirming statistical significance. Digital Halal Literacy positively influenced Tourist Satisfaction ($t = 10.305$), and Halal Destination Attributes also influenced Tourist Satisfaction ($t = 14.400$). Tourist Satisfaction significantly influenced Tourist Loyalty ($t = 4.396$). Additionally, Digital Halal Literacy directly influenced Tourist Loyalty ($t = 4.451$), and Halal Destination Attributes positively influenced Tourist Loyalty ($t = 5.657$). These results demonstrate that both informational and destination-related factors play a significant role in shaping tourist satisfaction and loyalty in halal tourism.

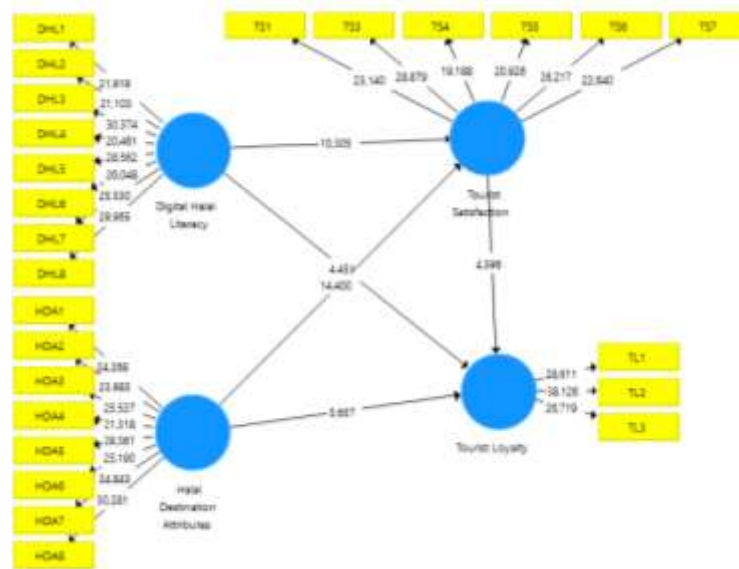


Figure 4. Bootstrapping Structural Model Results

Table 6 summarizes the hypothesis-testing results, indicating that all proposed hypotheses are supported. Both Digital Halal Literacy and Halal Destination Attributes have significant positive effects on Tourist Satisfaction and Tourist Loyalty. Halal Destination Attributes have the strongest impact on Tourist Satisfaction, emphasizing the value of halal-friendly facilities, services, and environments. Digital Halal Literacy also enhances Tourist Satisfaction, as tourists who can access and assess halal-related digital information report greater confidence and satisfaction. Additionally, Tourist Satisfaction leads to increased Tourist Loyalty, with satisfied tourists more likely to revisit, recommend, and share positive experiences. Overall, both Digital Halal Literacy and Halal Destination Attributes directly strengthen tourist loyalty in halal tourism (table 5) .

Table 6. Structural Model Evaluation

	Hypothesis	Path Coefficients	T-Statistics	P-Value	Supported
H1	Digital Halal Literacy positively influence Tourist Satisfaction	0.439	10.305	<0.001	YES
H2	Halal Destination Attributes positively influence Tourist Satisfaction	0.589	14.400	<0.001	YES
H3	Tourist Satisfaction positively influence Tourist Loyalty	0.303	4.396	<0.001	YES
H4	Digital Halal Literacy positively influence Tourist Loyalty	0.238	4.451	<0.001	YES



H5	Halal Destination Attributes positively influence Tourist Loyalty	0.346	5.657	<0.001	YES
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Coefficient of Determination (R²)

The coefficient of determination (R²) was used to assess the predictive capability of the structural model. R² measures how much the predictor variables explain the variance in the endogenous constructs. As shown in Table 6, Tourist Satisfaction had an R² of 0.552, meaning Digital Halal Literacy and Halal Destination Attributes together explain 55.2% of its variance. Tourist Loyalty had an R² of 0.463, indicating that Digital Halal Literacy, Halal Destination Attributes, and Tourist Satisfaction explain 46.3% of its variance. These results show that the model has moderate explanatory power for tourist behavior in the context of halal tourism in Bandung.

Table 7. Coefficient of Determination (R²)

Endogenous Construct	R ²	R ² Adjusted
Tourist Satisfaction	0.552	0.548
Tourist Loyalty	0.463	0.457

The findings confirm that both informational and destination-related factors significantly influence tourist satisfaction and loyalty in halal tourism. The proposed model effectively explains tourist behavior in these destinations. Further discussion of these results follows in the next section.

Digital Halal Literacy and Tourist Satisfaction

The findings show that Digital Halal Literacy positively affects Tourist Satisfaction among Muslim visitors to halal tourism destinations in Bandung. Tourists who can access and use halal-related information through digital platforms report greater confidence and satisfaction during their visits. Digital halal literacy is essential for helping tourists understand and evaluate halal tourism services, enabling informed decision-making and building trust in tourism destinations (Gaffar et al., 2024). This is especially relevant given that, as shown in Table 2, most respondents frequently accessed halal tourism information online and relied on social media as their main source. Most respondents were also aged 17–35, highlighting the importance of digital connectivity for younger Muslim tourists when assessing tourism destinations and services.

The findings also show that reliable halal-related digital information reduces uncertainty and supports better tourism decision-making. Limited access to such information can hinder decision-making and reduce tourist satisfaction, underscoring the need for clear digital communication, including halal symbols, signage, and online resources (Gaffar et al., 2024). Previous research indicates that digital literacy increases user satisfaction by making digital platforms easier and more useful to navigate (Hu et al., 2025). In Indonesia, improved access to halal certification through BPJPH has enhanced the credibility of halal information and services. Many Micro and Small Enterprises (MSEs) in Bandung report that certification procedures are now easier, faster, and more transparent, which boosts business confidence and consumer trust. Digital halal literacy also helps build trust and positive perceptions of halal tourism destinations, both of which are key factors in tourist satisfaction (Abror et al., 2025).

Halal Destination Attributes and Tourist Satisfaction

The findings show that Halal Destination Attributes positively affect Tourist Satisfaction among Muslim visitors to Halal Tourism destinations in Bandung. The presence of halal-friendly facilities, services, and environments is important in shaping tourists' evaluations and experiences. Key attributes such as halal food, prayer facilities, Muslim-friendly environments, and Sharia-compliant services are essential for meeting the spiritual and practical needs of Muslim tourists (Nugroho et al., 2025). This aligns with the respondent profile in Table 2, where halal food and prayer facilities were the top preferences when visiting halal tourism destinations.

The findings also show that destinations effectively integrating halal-related attributes into their services and environments are more likely to meet tourist expectations and create positive experiences. Research indicates that halal-friendly environments, proper halal food preparation, and Islamic facilities significantly enhance tourist satisfaction, especially where halal services are limited (Qolbi et al., 2024). Halal tourism attributes can also enhance perceived value, emotional engagement, and destination appeal, thereby increasing satisfaction (Qureshi et al., 2025). West Java's top ranking in the Indonesia Muslim Travel Index (IMTI) 2025, particularly in the environmental dimension, reflects the regional government's commitment to halal tourism through improved accessibility, communication, and Muslim-friendly services. These factors strengthen positive perceptions and satisfaction among tourists in West Java, including Bandung. Destinations that offer comprehensive halal-friendly attributes are more likely to enhance tourist satisfaction and deliver positive tourism experiences (Mursid, 2023).

Tourist Satisfaction and Tourist Loyalty

The findings show that Tourist Satisfaction positively affects Tourist Loyalty among Muslim visitors to halal tourism destinations in Bandung. Satisfied tourists are more likely to revisit, recommend the destination, and share positive experiences. Tourist satisfaction is a key factor in loyalty, as it reflects how well experiences meet or exceed expectations and generate positive evaluations (Qureshi et al., 2025). In halal tourism, satisfaction is especially important as it demonstrates the fulfillment of both functional and religious needs for Muslim travelers.

This finding aligns with the respondent profile in Table 2, where halal food and prayer facilities were the most important preferences. Most respondents were aged 17–35, indicating that younger Muslim tourists value tourism experiences that align with their religious values and lifestyles. Providing Muslim-friendly facilities and services in Bandung can enhance positive experiences and strengthen emotional attachment to the destination. Research shows that satisfied tourists are more likely to develop trust, emotional connections, and intentions to revisit or recommend destinations (Suhartanto et al., 2024). Tourist satisfaction is closely linked to loyalty behaviors, such as repeat visits, positive word of mouth, and reduced switching (Carvache-Franco et al., 2025). Higher satisfaction levels are therefore likely to increase tourist loyalty and sustained preference for halal tourism destinations (Al Mahruqi et al., 2025; Coelho & Henseler, 2012).

Digital Halal Literacy and Tourist Loyalty

The findings show that Digital Halal Literacy positively affects Tourist Loyalty among Muslim visitors to halal tourism destinations in Bandung. Tourists who can access and interpret halal-related information through digital platforms tend to develop greater trust, confidence, and attachment to these destinations. Digital halal literacy strengthens understanding of halal-compliant services, which enhances confidence and overall tourism experiences (Gaffar et al., 2024). Accessible and reliable halal information also reduces uncertainty and encourages positive perceptions of destinations that align with Islamic values.



This finding is supported by the respondent profile in Table 2, which shows that most respondents used social media as their main source of halal tourism information and frequently accessed halal-related content online. Most respondents were aged 17–35, highlighting the importance of digital platforms for younger Muslim tourists' decision-making. Research shows that digital literacy improves the effectiveness of digital marketing and strengthens emotional attachment and trust, especially among younger users (Tarigan et al., 2026). Digital platforms and social media influencers can further enhance positive perceptions of halal destinations by promoting halal-friendly services. Reliable digital information increases trust and satisfaction, which, in turn, strengthens tourists' loyalty to halal tourism destinations (Abror et al., 2025). Overall, digital halal literacy not only boosts tourist satisfaction but also directly enhances loyalty in modern halal tourism.

Halal Destination Attributes and Tourist Loyalty

The findings show that Halal Destination Attributes positively impact Tourist Loyalty among Muslim visitors to halal tourism destinations in Bandung. The availability and quality of halal-friendly facilities, services, and environments are important for building tourists' attachment and long-term preference for these destinations. Halal destination attributes support both functional experiences and emotional or cultural connections, encouraging repeat visits and recommendations. Research indicates that the quality of halal accommodations, facilities, and local community interactions significantly affects perceived value, satisfaction, and loyalty, with people-related factors having a strong influence on loyalty (Suhartanto et al., 2020).

This finding aligns with the respondent profile in Table 2, which shows that halal food and prayer facilities were the top tourism preferences. Providing facilities that meet Muslim tourists' religious needs in Bandung can enhance positive experiences and emotional attachment to the destination. Most respondents also accessed halal tourism information online, showing that Muslim tourists pay close attention to halal-related attributes and service quality. Research suggests that emotional and cultural connections, such as Islamic local wisdom and morality, can further strengthen attachment and encourage repeat visits (Alam et al., 2025). Essential halal attributes, including halal food and adequate prayer facilities, fulfill both religious and cultural needs, contributing to positive experiences (Qureshi et al., 2025). Transparent halal certification and compliance with recognized standards also build trust, foster loyalty, and drive positive word-of-mouth (Primadona et al., 2025). Destinations that offer comprehensive halal-friendly attributes are more likely to increase tourist loyalty in halal tourism.

CONCLUSION

This study examined the impact of Digital Halal Literacy and Halal Destination Attributes on tourist satisfaction and loyalty in Bandung's halal tourism sector. Access to reliable halal information and high-quality destination attributes positively influence Muslim tourists' perceptions and behaviors. Digital platforms enhance tourists' confidence and satisfaction, while halal-friendly facilities, services, and environments, such as halal food and prayer spaces, improve experiences and strengthen connections to halal destinations.

Satisfied tourists are more likely to revisit, recommend, and share positive experiences about halal destinations. Both digital halal literacy and destination attributes increase satisfaction and loyalty.

Loyalty is driven by service quality, credible halal information, and trust. Halal destination attributes are the primary factor in satisfaction, highlighting the importance of consistent halal-compliant services. This study contributes to halal tourism research by connecting information access and destination factors with satisfaction and loyalty. The findings emphasize the need to enhance halal-friendly facilities and digital communication, particularly in Bandung and West Java, to support sustainable halal tourism and increase tourist loyalty.

Tourism businesses should enhance the accessibility, clarity, and credibility of halal information on digital platforms. Providing transparent details about halal-certified food, prayer facilities, and Muslim-friendly services supports tourist decision-making and builds trust. As most tourists use social media for halal tourism information, businesses should optimize digital communication and collaborate online to better reach younger Muslims. Governments should strengthen digital halal tourism by improving integrated information systems and digital promotions. Local governments need to increase access to credible halal information through official platforms and partnerships. Enhancing halal certification, raising public awareness, and improving digital communication will reduce uncertainty and build tourist confidence.

Because halal destination attributes have the greatest impact on satisfaction, tourism businesses should prioritize consistent, high-quality halal-friendly facilities and services such as halal food, prayer spaces, and Muslim-friendly environments. Well-maintained, accessible halal facilities and strong service increase satisfaction, loyalty, and emotional attachment. Local governments should work with stakeholders to maintain consistent halal standards. West Java's top IMTI 2025 ranking demonstrates the importance of accessibility, communication, and supportive environments in strengthening halal tourism.

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