

What Drives Tourists to Return? Revisiting Destination Attributes, Destination Image, and Tourist Satisfaction in Halal Culinary Tourism

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ABSTRACT

Purpose – This paper seeks to examine the roles of destination attributes, destination image, and tourist satisfaction in shaping revisit intention within the context of halal culinary tourism in an urban destination. **Methodology/approach** – A quantitative research design was employed using a cross-sectional survey of Muslim tourists who had experienced halal culinary tourism in Bandung, Indonesia. Data were collected through a structured questionnaire and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to evaluate the proposed relationships among destination attributes, destination image, tourist satisfaction, and revisit intention. **Findings** – The findings indicate that destination attributes do not have a significant direct effect on tourist satisfaction, suggesting that Islamic destination attributes function as baseline expectations rather than primary satisfaction drivers in mature urban destinations. In contrast, destination image has a strong and significant effect on tourist satisfaction, highlighting the importance of perceptual and affective evaluations related to Islamic compliance, safety, and trust. Furthermore, tourist satisfaction is found to significantly influence revisit intention, confirming its role as a key post-visit evaluative outcome in halal culinary tourism. **Novelty/value** – This study contributes to the halal tourism literature by demonstrating that the influence of destination attributes on tourist satisfaction is context-dependent in urban halal culinary destinations. The findings emphasize the dominant role of destination image and tourist satisfaction in explaining revisit intention, offering practical insights for destination managers and policymakers to strengthen halal culinary tourism competitiveness through image-building and experiential strategies rather than reliance on functional attributes alone.

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INTRODUCTION

Halal tourism is also one of the fastest growing travel segments, worldwide. As the number of travelers who are looking for Muslim-friendly options and services increases, interest in halal tourism is growing because of the increasingly large global Muslim population. The escalation has also translated into the dramatic growth in the volume of Muslim travelers that there is a strong demand for services which are particularly designed to cater their needs (Jameel et al., 2025; Sodawan & Hsu, 2022). The economic expansion of halal tourism is remarkable, as well. The potential value of the

global halal tourism industry is estimated to be approximately USD 300 billion by 2026, and the entire halal market may surpass USD 3 trillion with a growth rate of about 6% per year after Bamiro et al. It clearly indicates that halal tourism is very crucial to satisfy distinctive needs, preferences of Muslim tourists and enhance attractiveness of a destination in the midst of stiff competition (Jameel et al., 2025; Suryawardani et al., 2024). Additionally, the way travelers feel after their visits is becoming a crucial topic in tourism studies. The intention to revisit a destination is a strong marker of its success, loyalty among visitors, and its ability to thrive in the long run (Jameel et al., 2025; Permana & Adam, 2024). Therefore, understanding what drives Muslim tourists to come back to certain places has become essential for maintaining competitiveness and fostering sustainable growth in the halal tourism market (Permana & Adam, 2024; Sodawan & Hsu, 2022).

Indonesia is really making a name for itself as a top destination for halal tourism. This is evident from its impressive ranking in the Global Muslim Travel Index (GMTI), which is considered the go-to source for evaluating how friendly a destination is for Muslim travelers. The GMTI looks at various factors like accessibility, communication, environment, and services catered specifically to Muslim tourists. According to the latest GMTI report for 2025, the Muslim travel market is booming, with around 176 million international travelers in 2024, and it's expected to grow to 245 million by 2030. Total spending in this sector could reach a staggering USD 235 billion. Indonesia stands out in this growing market thanks to strong support from the government and strategic initiatives by national tourism authorities. They've been focusing on creating a vibrant halal culinary scene, ensuring Muslim-friendly facilities, and branding destinations that resonate with Islamic values. This is helping the country carve out a significant role in the global halal tourism landscape.

In the vibrant landscape of Indonesia, West Java emerges as a standout province for halal tourism development. Its impressive ranking—sixth out of 15 provinces in the Indonesia Muslim Travel Index (IMTI) 2023—spotlights not only its commitment to this sector but also its strengths in crucial areas like the environment and communication. At the heart of West Java, Bandung is a lively urban hub, celebrated for its dynamic culinary scene and creative economy. It receives a steady flow of domestic tourists, making it an ideal setting for halal culinary tourism. Recent findings reveal that halal-certified restaurants in Bandung are becoming increasingly aware of the Muslim travel market and what it demands. Many food operators are ready to adapt and welcome these travelers, although interestingly, the age of a business doesn't seem to affect how likely they are to attain halal certification (Katuk et al., 2021). Still, there are hurdles to overcome; previous studies indicate that confusion and a lack of consistent standards in halal tourism implementation can lead to uncertainty among stakeholders, even as Bandung positions itself as a halal tourism destination (Wahyudin et al., 2022). The rich heritage of Sundanese cuisine adds to the appeal, highlighting the need to explore how the city's unique attributes and overall image can enhance tourist satisfaction and encourage return visits in the context of halal culinary experiences.

There's a significant economic upside to halal culinary tourism as well. By expanding halal food offerings, we can attract more Muslim travelers, helping boost local economies while adhering to sustainable tourism practices (Madjid et al., 2024). The tourism sector is beginning to recognize that halal culinary tourism is a valuable market, especially in areas with large Muslim populations. This not only helps bring in more visitors but also supports the growth of small and medium enterprises (SMEs), which are essential to local economies (Bamiro et al., 2025). Additionally, the rise of halal tourism creates jobs across various sectors like hospitality and food services, promoting financial inclusion and contributing to long-term economic stability (Bamiro et al., 2025). On a cultural level, halal culinary tourism fosters greater awareness and inclusivity by accommodating the dietary needs of Muslim travelers, resulting in more enriching and harmonious experiences (Qureshi et al., 2025). From the perspective of travelers, having access to halal food is crucial for their overall satisfaction. Key amenities—like prayer facilities and alcohol-free environments—play an important role in enhancing

their travel experiences and boosting the likelihood that they'll want to return. Ultimately, halal culinary tourism isn't simply about the food; it's about creating a warm and welcoming atmosphere that resonates with the cultural values of visitors (Rahmawati et al., 2021).

Destination attributes are extensively acknowledged as both tangible and intangible components that shape the perceptions and experiences of tourists. These include facilities, services, ambiance, and essential infrastructure (Mwongoso et al., 2023). In the realm of halal tourism, the scope of these attributes transcends traditional tourism characteristics, incorporating Islamic-compliant elements such as the availability of halal food, prayer facilities, non-alcoholic environments, and service practices that align with Islamic principles. These aspects are particularly significant for Muslim travelers (Sodawan & Hsu, 2022). Halal-specific attributes serve as the primary interface through which Muslim tourists engage with a destination, influencing their preliminary evaluations of its appropriateness and quality. Empirical evidence indicates that effectively managed halal destination attributes significantly enhance tourists' comfort, trust, and perceived value, thereby enriching the overall experience at Muslim-friendly destinations (Permana & Adam, 2024; Jameel et al., 2025). To maintain competitiveness, it is imperative for destinations to continuously adapt to the shifting preferences of tourists and address any deficiencies in underperforming attributes, especially within the dynamic and increasingly segmented tourism markets (Rosário et al., 2024). Furthermore, factors related to safety, privacy, value for money, and the overall social environment are crucial in shaping the travel experiences of Muslim tourists (Qureshi et al., 2025). From a strategic standpoint, effective marketing that underscores halal attributes through suitable communication channels is vital for attracting Muslim travelers. Destinations that prominently promote their halal offerings are better positioned to increase their visibility and appeal within this expanding market segment (Wibawa et al., 2023).

The concept of destination image encompasses the comprehensive perceptions, beliefs, and impressions that tourists form regarding a travel location. These perceptions arise from a blend of direct experiences and various indirect information sources, including marketing communications, media portrayals, and word-of-mouth recommendations (Maghrifani et al., 2022; Suryawardani et al., 2024). In tourism studies, destination image is recognized as a pivotal factor influencing both the choice of destination and the assessments made after visiting, as it shapes tourists' expectations before their journeys and affects the interpretation of experiences during and following their visits (Mohammad, 2024). In the realm of halal tourism, the significance of destination image is further amplified, given that Muslim travelers evaluate destinations based on their perceived alignment with Islamic values, safety, and overall Muslim-friendliness (Sodawan & Hsu, 2022; Suryawardani et al., 2024). Empirical research indicates that the presence of well-established halal attributes—especially those related to culinary offerings—positively influences the development of a favorable destination image by enhancing perceptions of comfort, trust, and reliability among Muslim travelers (Permana & Adam, 2024; Jameel et al., 2025). Consequently, the availability and performance of halal culinary services, which encompass aspects such as cleanliness and certification, are critical in shaping destination perceptions and in guiding Muslim tourists' evaluations during the process of destination selection as well as in post-visit assessments (Hariyani et al., 2024; Said et al., 2022).

Tourist satisfaction is widely acknowledged as a fundamental psychological outcome that reflects the degree to which the attributes of a destination and its perceived image align with or surpass tourists' expectations (Mohammad, 2024; Sodawan & Hsu, 2022). In the context of halal tourism, the importance of tourist satisfaction is further magnified, as Muslim travelers are particularly attentive to Islamic-compliant features such as the availability of halal food, prayer facilities, cleanliness standards, and the overall Muslim-friendly atmosphere while reviewing their travel experiences

(Permana & Adam, 2024). Empirical findings suggest that effective management of halal destination attributes, along with a positive destination image, significantly contributes to elevated levels of tourist satisfaction by fostering feelings of comfort, trust, and perceived value among Muslim tourists (Jameel et al., 2025). Additionally, the performance of halal culinary services, particularly regarding food quality, hygiene, and certification, is critical in influencing satisfaction levels, as culinary experiences play a central role in the daily activities of tourists and have a substantial impact on overall evaluations of the destination (Hariyani et al., 2024; Said et al., 2022). Prior studies consistently reveal that tourists who report higher satisfaction levels are more likely to form favorable post-visit evaluations, which consequently elevate their intentions to revisit destinations. This positions tourist satisfaction as a vital mediating factor that connects destination attributes and destination image to revisit intentions within the context of halal tourism (Permana & Adam, 2024; Jameel et al., 2025).

The existing literature on halal tourism has expanded considerably; however, it remains fragmented in its exploration of the factors that influence Muslim tourists' intentions to revisit destinations. Prior research has primarily focused on isolated relationships, examining aspects such as Islamic attributes, destination image, or halal service quality in relation to tourist satisfaction or behavioral intentions. This often occurs without integrating these constructs into a cohesive explanatory framework (Sodawan & Hsu, 2022). While various studies have acknowledged the significance of destination attributes and destination image within the context of halal tourism, there has been limited exploration of their combined effects on revisit intention, particularly through the mediating role of tourist satisfaction in halal culinary tourism contexts (Permana & Adam, 2024; Jameel et al., 2025). Moreover, empirical research focusing specifically on urban halal culinary destinations remains insufficient, despite the increasing importance of culinary experiences in shaping Muslim travel behavior (Hariyani et al., 2024; Said et al., 2022). To address these identified gaps, the current study aims to develop an integrated model that investigates the relationships between destination attributes, destination image, and revisit intention, with a particular focus on tourist satisfaction as a mediating variable within the realm of halal culinary tourism. Consequently, the study has three primary objectives: to analyze the direct effects of destination attributes and destination image on tourist satisfaction, to evaluate the impact of tourist satisfaction on revisit intention, and to investigate the mediating role of tourist satisfaction in elucidating revisit intentions among Muslim travelers.

LITERATURE REVIEW

DESTINATION ATTRIBUTES IN HALAL TOURISM

In tourism research, destination attributes are generally defined as a combination of tangible and intangible characteristics that shape tourists' perceptions, experiences, and overall evaluations of a destination, including facilities, services, atmosphere, and supporting infrastructure (mwongoso et al., 2023). Within the context of halal tourism, this concept is refined to include attributes that conform to Islamic principles and satisfy Muslim travelers' religious requirements, commonly referred to as Islamic or halal destination attributes (Battour et al., 2011; Jameel et al., 2025). These attributes function not only as functional components of tourism offerings but also as value-based assurances that enable Muslim tourists to engage comfortably and confidently with a destination.

Prior studies suggest that destination attributes play a crucial role in shaping tourist satisfaction and behavioral intentions, as well-developed attributes contribute to positive destination evaluations and encourage revisit intention (suryawardani et al., 2024). From a broader perspective, destination attributes encompass various marketed image elements such as natural scenery, cultural attractions, recreational opportunities, relaxation, prestige, adventure, health and fitness, social interaction, and accessibility, all of which collectively influence tourists' perceptions of destination appeal (battour et al., 2011). In halal tourism settings, these general attributes are complemented by Islamic-compliant features that further enhance destination suitability for Muslim travelers.

Islamic destination attributes are commonly categorized into physical (tangible) and non-physical (intangible) dimensions. Islamic physical attributes include the availability of halal food and beverages,

halal certification, prayer facilities, cleanliness, and alcohol-free environments, which directly shape how hospitality services are delivered and consumed (Battour et al., 2011; Stephenson, 2014). In contrast, islamic non-physical attributes relate to service behavior, social interactions, hospitality norms, and broader islamic morality, reflecting respect, modesty, and ethical conduct in daily tourism practices (stephenson, 2014). Empirical evidence indicates that the effective integration of these physical and non-physical halal attributes enhances muslim tourists' comfort, trust, and perceived value, thereby strengthening overall destination evaluations and supporting positive post-visit responses in halal tourism contexts (permana & adam, 2024; jameel et al., 2025).

DESTINATION IMAGE IN HALAL TOURISM

Destination image is commonly conceptualized as the overall set of cognitive and affective perceptions that tourists hold about a destination, encompassing beliefs, impressions, emotions, and attitudes toward a place (Zulvianti et al., 2023). Conceptually, destination image involves a dynamic process of interpretation and abstraction, whereby tourists construct mental representations of destinations based on accumulated information, prior knowledge, and travel-related experiences over time (Mirzaalian & Halpenny, 2021; Nur Setyaningsih & Farida, 2020). The cognitive dimension reflects rational evaluations of destination attributes such as facilities, cleanliness, safety, and accessibility, while the affective dimension captures emotional responses including comfort, reassurance, and peace of mind (Maghrifani et al., 2022; Mohammad, 2024). This multidimensional perspective emphasizes that destination image is not formed instantaneously but evolves through continuous exposure to information and experiential cues (Nur Setyaningsih & Farida, 2020).

Recent studies further indicate that destination image plays a critical role in shaping trust and reducing perceived risk, particularly in tourism contexts characterized by strong value considerations such as halal tourism. For Muslim travelers, destination image is strongly influenced by the credibility and consistency of information cues, including official destination communication, online platforms, social media content, and word-of-mouth recommendations (Sodawan & Hsu, 2022; Jameel et al., 2025). Empirical evidence suggests that perceptions related to halal compliance transparency, certification credibility, and service integrity significantly enhance perceived safety and trust, thereby reducing uncertainty when selecting destinations (Nazir et al., 2022). This supports the view that destination image in halal tourism is inherently value-laden, reflecting moral, spiritual, and psychological assurance alongside functional destination appeal (Battour et al., 2011; Nazir et al., 2022).

Destination image also functions as an expectation-setting mechanism that shapes how tourists interpret their on-site experiences and evaluate destinations after the visit. A favorable image generates positive expectations that influence satisfaction formation and subsequent behavioral responses, including revisit intention (Mohammad, 2024). Prior studies demonstrate that destination image rarely exerts a direct influence on revisit intention; instead, its effect is often mediated through tourist satisfaction, which serves as an evaluative response to the congruence between expectations and actual experiences (Piramanayagam et al., 2020). In halal tourism settings, well-developed halal attributes—particularly halal culinary services, hygiene standards, and certification visibility—act as salient image cues that strengthen perceptions of trust and comfort, thereby enhancing satisfaction and increasing the likelihood of revisit behavior (Said et al., 2022; Hariani et al., 2024; Permana & Adam, 2024). Consequently, destination image represents a critical antecedent of tourist satisfaction and a key explanatory construct in understanding revisit intention within halal tourism contexts. The image of halal food, including its cognitive and affective aspects, is a strong predictor of tourist satisfaction and repurchase intentions. This highlights the importance of promoting halal food as a symbol of hygiene and safety (Abhari et al., 2022)

Tourist Satisfaction

Tourist satisfaction is a core evaluative construct in tourism research, reflecting the extent to which tourists' experiences meet or exceed their prior expectations. Grounded in expectation–confirmation theory, satisfaction arises from tourists' cumulative cognitive and affective assessments of destination performance across multiple encounters rather than from a single service interaction (Zulvianti et al., 2023). In halal tourism, satisfaction holds heightened significance because Muslim tourists evaluate destinations not only based on functional quality but also on their alignment with Islamic values and religious compliance. These evaluations directly shape feelings of comfort, trust, and peace of mind during travel, which are essential for positive tourism experiences (Sodawan & Hsu, 2022).

In the context of halal culinary tourism, tourist satisfaction is particularly influenced by food-related experiences, as culinary consumption represents an essential and repetitive activity throughout the visit. Empirical studies consistently indicate that halal culinary attributes—such as food quality, hygiene, halal certification, and transparency in food preparation—play a decisive role in shaping overall satisfaction among Muslim travelers (Said et al., 2022; Hariani et al., 2024). Although the availability of halal food may not always be the primary determinant of initial destination choice, it significantly affects tourists' length of stay, accommodation preferences, and overall satisfaction levels (Mannaa, 2020). Destinations that provide diverse and accessible halal culinary options therefore tend to generate higher satisfaction by offering both functional benefits and psychological assurance regarding halal compliance (Abdelghani Echchabi et al., 2022).

Extant halal tourism literature positions tourist satisfaction as a key mediating mechanism linking destination attributes and destination image to revisit intention. While halal attributes and a favorable destination image are necessary to attract Muslim tourists, their influence on revisit behavior is largely realized through satisfactory travel experiences that meet both functional and value-based expectations (Mohammad, 2024; Permana & Adam, 2024; Sodawan & Hsu, 2022). Furthermore, destination image indirectly shapes satisfaction by forming pre-visit expectations and guiding tourists' interpretation of on-site experiences, particularly in terms of perceived safety, trust, and Islamic compliance (Mohammad, 2024; Jameel et al., 2025). Accordingly, tourist satisfaction functions as an integrative construct that captures Muslim tourists' holistic evaluations of halal culinary services and destination perceptions, providing a robust theoretical foundation for examining revisit intention within halal culinary tourism contexts.

REVISIT INTENTION IN HALAL CULINARY TOURISM

Revisit intention refers to the likelihood or willingness of tourists to return to a previously visited destination or hotel and is widely regarded as a critical indicator of business performance in the tourism and hospitality industries (Gregoriades et al., 2023; Hidayah et al., 2022). In tourism research, revisit intention represents a forward-looking behavioral outcome that integrates tourists' cumulative cognitive evaluations and emotional responses formed during prior visits and is closely associated with destination competitiveness and sustainability (Permana & Adam, 2024). Within the context of halal tourism, revisit intention extends beyond general service quality, as Muslim tourists assess destinations based on the consistency with which halal-friendly environments, religious compliance, and value-based expectations are delivered throughout the visit (Sodawan & Hsu, 2022).

Empirical evidence consistently indicates that revisit intention in halal tourism is largely driven by tourist satisfaction rather than by destination attributes or destination image alone. Attributes such as halal food and beverages, halal-friendly facilities, and supportive social environments positively influence revisit intention by creating memorable tourism experiences, which act as a significant mediating mechanism linking halal-friendly attributes to tourists' behavioral intentions (Soonsan & Jumani, 2024). While favorable halal attributes and a positive destination image are essential for attracting Muslim tourists, their influence on repeat visitation is predominantly indirect and realized through satisfactory experiences that reduce perceived risk and reinforce trust (Permana & Adam, 2024; Sodawan & Hsu, 2022). In the context of halal culinary tourism, positive culinary experiences—such as the availability, quality, and diversity of halal food—further strengthen revisit intention by

enhancing tourists' confidence and comfort in repeating their visits (Mannaa, 2020; Abdelghani Echchabi et al., 2022).

HYPHOTHESIS DEVELOPMENT

Adherence to Islamic teachings constitutes a fundamental consideration for Muslim tourists and significantly shapes their evaluations of travel experiences. Muslim tourists retain religious obligations even while traveling, which leads them to assess destinations not only based on generic tourism attributes but also on the availability of Islamic-compliant attributes that support religious observance (Battour et al., 2011). Prior tourism studies indicate that destination attributes such as accommodation quality, cleanliness, security, accessibility, food, and service quality play a crucial role in forming tourist satisfaction (Alegre & Garau, 2010). In halal tourism contexts, the integration of Islamic requirements into these destination attributes—such as the availability of halal food and beverages, prayer facilities, and environments conducive to religious practices—has been shown to significantly enhance tourist satisfaction by fostering comfort, trust, and contentment during travel experiences (Battour et al., 2011). Accordingly, destination attributes are expected to exert a positive influence on tourist satisfaction in halal culinary tourism.

H1: destination attributes have a positive effect on tourist satisfaction in halal culinary tourism.

Destination image reflects tourists' overall cognitive and affective perceptions formed through accumulated information, prior knowledge, and travel-related experiences. In tourism research, destination image functions as an expectation-setting mechanism that shapes how tourists interpret on-site experiences and evaluate destination performance (Mohammad, 2024). Within halal tourism contexts, destination image is strongly influenced by value-based considerations such as Islamic compliance, safety, trustworthiness, and Muslim-friendliness, which are particularly salient for Muslim travelers (Sodawan & Hsu, 2022; Jameel et al., 2025). Empirical evidence indicates that key destination image factors—such as attractiveness, uniqueness, friendliness of local communities, and a sense of security—significantly contribute to tourists' overall satisfaction (Králiková et al., 2020). In addition, affective components of destination image, especially perceptions of safety and emotional comfort, have been shown to exert a stronger influence on satisfaction compared to purely cognitive evaluations (Manurung & Elizabeth, 2024). When a destination is perceived to align with Islamic values through credible halal culinary offerings, cleanliness, and certification visibility, tourists are more likely to form positive expectations that translate into satisfaction upon confirmation during the visit (Permana & Adam, 2024). Accordingly, destination image is expected to positively influence tourist satisfaction in halal culinary tourism.

H2: Destination image has a positive effect on tourist satisfaction in halal culinary tourism.

Tourist satisfaction represents a cumulative evaluative judgment formed through tourists' overall experiences with a destination and is widely regarded as a key antecedent of post-visit behavioral intentions in tourism research. Satisfied tourists tend to develop favorable attitudes toward a destination, which increase their willingness to revisit because of positive experience confirmation (Gregoriades, 2021). Empirical evidence consistently demonstrates that satisfaction plays a decisive role in shaping revisit intention, as tourists who perceive that their expectations have been met or exceeded are more likely to repeat their visits (Permana & Adam, 2024). Supporting this relationship, Rasoolimanesh et al., (2019) found that tourist satisfaction significantly mediates the effects of perceived value dimensions—such as functional, emotional, and social values—on revisit intention, highlighting satisfaction as a critical mechanism through which experiential evaluations translate into repeat visitation. In halal tourism contexts, satisfaction is particularly influential because it reflects the extent to which both functional service quality and Islamic requirements—such as halal food services, supportive social environments, and overall halal-friendly facilities—are fulfilled during the visit.

Satisfaction derived from halal-compliant attributes enhances tourists perceived value and trust, which in turn strengthens their intention to revisit halal culinary destinations (Sodawan & Hsu, 2022; Hariani, 2026). Moreover, the quality of halal food, the dining ambiance, and the authenticity of culinary experiences have been identified as significant predictors of tourist satisfaction, which directly increases tourists' desire to return to the destination (Datta et al., 2025). Accordingly, tourist satisfaction is expected to exert a positive influence on revisit intention in halal culinary tourism.

H3: Tourist satisfaction has a positive effect on revisit intention in halal culinary tourism.

Based on the theoretical relationships and empirical evidence discussed above, this study proposes an integrated conceptual framework that explains revisit intention in halal culinary tourism. The framework positions destination attributes and destination image as antecedents of revisit intention, with tourist satisfaction serving as a key mediating mechanism linking these constructs.



Figure 1. Theoretical Framework

METHOD

Research Design

The intention of this research is to take a quantitative approach with an explanatory focus to explore how various destination attributes, the image of the destination, traveler happiness, and the desire to return are interconnected, specifically in the context of halal culinary tourism. The aim is to evaluate the suggested hypotheses derived from observed data gathered from followers of Islam who have traveled to culinary destinations compliant with Islamic law. To achieve this, a cross-sectional survey design was used, allowing researchers to collect data at a single point in time, which reflects the respondents' perceptions and evaluations of their travel experiences.

Population and Sample

The study's target population consists of Muslim tourists who have traveled to halal culinary destinations in Bandung, Indonesia, where they have utilized services, facilities, and dining environments that adhere to halal standards. Given the lack of a comprehensive sampling framework for halal culinary tourists in Bandung, this research utilized a non-probability sampling approach, specifically purposive sampling. Participants were selected based on three criteria: (1) identification as Muslim, (2) prior visits to halal culinary destinations in Bandung, and (3) consumption of halal food during these visits. A total of 150 valid responses were gathered and subjected to analysis, which is deemed sufficient for conducting structural equation modeling through the PLS-SEM method.

Data Collection Technique

Information was amassed via an organized self-completed survey distributed to eligible participants. The questionnaire comprised two primary sections: demographic information and measurement items concerning destination attributes, destination image, tourist satisfaction, and intentions to revisit. To guarantee content accuracy, the measurement items were modified from recognized scales

used in previous studies related to halal tourism and tourism behavior. All items were assessed using a five-point Likert scale, with responses ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). The online administration of the survey was designed to enhance accessibility for respondents and to optimize the efficiency of responses.

Data Analysis Technique

The analyzed figures were examined through the lens of Partial Least Squares Structural Equation Modeling (PLS-SEM), a statistical technique used to analyze complex relationships between variables. This methodology was chosen for its effectiveness in developing predictive research models, as well as its capacity to manage intricate mediation relationships. Moreover, PLS-SEM demonstrates robustness in addressing non-normal data distributions and accommodating moderately sized samples. The analytical process was structured into two distinct phases: first, an assessment of the framework, which included tests for reliability and validity; and second, an evaluation of the structural model developed to assess the suggested relationships.

RESULT AND DISCUSSION

Evaluation of Measurement Model Utilizing PLS-SEM

To effectively assess the trustworthiness and consistency of convergent reflective constructs during their initial phases, two essential criteria must be clearly defined and fulfilled. To ensure robustness, it is essential that each metric demonstrate an outer loading value greater than 0.708. Additionally, the parameters for composite reliability (CR), the rho_A statistic, and average variance extracted (AVE) should all surpass the stipulated benchmarks of 0.7, 0.7, and 0.5, respectively (Sarstedt et al., 2021). The outcomes derived from the Partial Least Squares (PLS) algorithm applied to the measurement model are depicted in Figure 2.

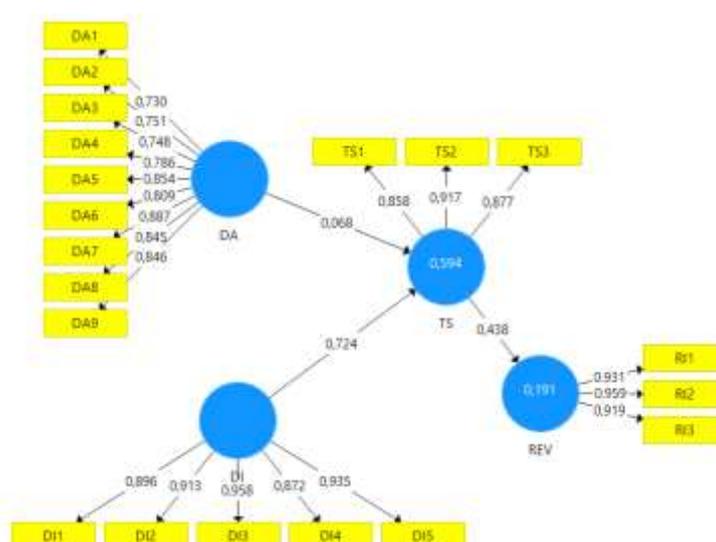


Figure 2. Results of PLS Algorithm Measurement Model

The figure presented delineates the factor loadings corresponding to each indicator within the measurement model. Findings from the PLS-SEM analysis indicate that all indicators exceed the acceptable threshold of 0.70, which underscores strong convergent validity. This result verifies that each indicator accurately represents its respective latent construct, including elements such as

destination attributes, destination perception, tourist gratification, and the propensity to revisit, particularly in the context of halal culinary tourism. As a result, every measurement item is considered appropriate for further analysis. The impressive factor loadings support the notion that the measurement model is both reliable and valid, thereby creating a robust foundation for examining the structural relationships among the variables being explored.

Table 1 serves to enhance Figure 2 by offering an in-depth summary of the reliability and validity metrics associated with each construct. This table includes essential statistics such as Cronbach's Alpha, Rho_A, Composite Reliability (CR), and the average variance extracted (AVE) values. The findings indicate that all first-order reflective constructs meet acceptable standards for reliability and convergent validity. Furthermore, the comprehensive metrics presented in Table 2 bolster the credibility of the measurement model, confirming its reliability for subsequent structural analysis.

Table 1. Assessment of Reflective Measurement Models

Construct	Items	Loadings	Cronbach's Alpha	Rho_A	CR	AVE
Islamic Destination Attributes (DA)	DA1	0.730	0.933	0.943	0.944	0.653
	DA2	0.751				
	DA3	0.748				
	DA4	0.786				
	DA5	0.854				
	DA6	0.809				
	DA7	0.887				
	DA8	0.845				
	DA9	0.846				
Halal Destination Image (DI)	DI1	0.896	0.951	0.952	0.963	0.838
	DI2	0.913				
	DI3	0.958				
	DI4	0.872				
	DI5	0.935				
Tourist Satisfaction (TS)	TS1	0.858	0.930	0.947	0.955	0.877
	TS2	0.917				
	TS3	0.877				
Revisit Intention (RI)	RI1	0.931	0.860	0.862	0.915	0.782
	RI2	0.959				
	RI3	0.919				

The evaluation of discriminant validity began with the Fornell–Larcker criterion. This approach asserts that a construct achieves discriminant validity when the square root of its Average Variance Extracted (AVE) exceeds its correlations with other constructs within the model (Hair et al., 2014). After establishing the convergent validity, the analysis turned to discriminant validity to confirm that each construct represents unique phenomena that are not captured by other constructs in the model. By applying the Fornell–Larcker criterion, a comparison was made between the square root of the AVE for each construct and the relevant inter-construct correlations (Hair et al., 2014). The findings of this assessment are detailed in Table 2.

Table 2. Confirming Discriminant Validity Based on the Fornell–Larcker Criterion

	Islamic Destination Attributes	Halal Destination Image	Revisit Intention	Tourist Satisfaction
Islamic Destination Attributes	0,808			
Halal Destination Image	0,665	0,915		
Revisit Intention	0,633	0,533	0,936	
Tourist Satisfaction	0,549	0,769	0,438	0,884

The evaluation of discriminant validity was further enhanced by employing the Heterotrait–Monotrait (HTMT) ratio, which offers a more rigorous criterion for assessing the distinctiveness of constructs (Sarstedt et al., 2021). Base on table 3 HTMT values that remain below the advised threshold of 0.90 signify a satisfactory level of discriminant validity (Ali et al., 2018). As presented in Table 4, all HTMT values corresponding to the pairs of constructs analyzed are below this critical limit, thereby reinforcing the argument for discriminant validity. These findings affirm that the constructs are empirically differentiated and suggest that the measurement model exhibits an acceptable level of discriminant validity.

Table 3. Confirming Discriminant Validity Based on the Heterotrait–Monotrait (HTMT) Ratio

	Islamic Destination Attributes	Halal Destination Image	Revisit Intention	Tourist Satisfaction
Islamic Destination Attributes				
Halal Destination Image	0,698			
Revisit Intention	0,675	0,565		
Tourist Satisfaction	0,597	0,849	0,485	

Evaluation of the Structural Model and Hypothesis Testing

Upon establishing the validity and reliability of the constructs in this research, the subsequent step is to analyze the interrelationships among the constructs within the structural model. This analysis aims to ascertain whether the relationships align with the proposed hypotheses and to evaluate the model's predictive efficacy. Figure 3 presents the outcomes of the bootstrapping technique utilized to assess the significance of the direct effects.

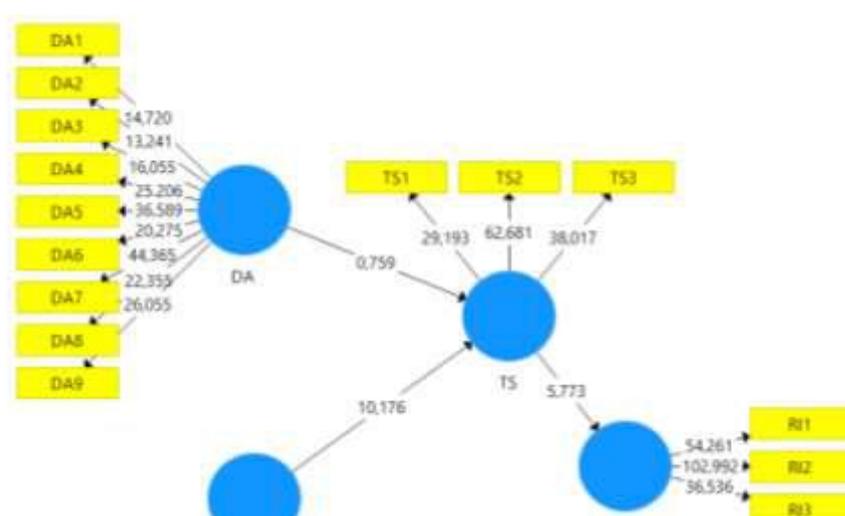


Figure 3. Result Of Bootstrapping Structural Model

The bootstrapping results, as presented in Table 5, provide insights into the hypothesized relationships among destination attributes, destination image, tourist satisfaction, and revisit intention in halal culinary tourism.

Table 4. Structural Model Evaluation

Path Coefficients	P-Value	Path Coefficients	Supported
Islamic Destination Attributes -> Tourist Satisfaction	0.432	0,068	NO
Halal Destination Image -> Tourist Satisfaction	0	0,724	YES
Tourist Satisfaction -> Revisit Intention	0	0,438	YES

The findings reveal that the attributes of a destination do not significantly influence tourist satisfaction (H1), as evidenced by a modest path coefficient ($\beta = 0.068$), a t-value of 0.768, and a p-value exceeding 0.05. This suggests that, within this framework, the mere presence of halal destination features is inadequate to directly bolster the satisfaction levels of tourists. Conversely, the image of the destination exerts a strong, affirmative, and statistically significant impact on tourist satisfaction (H2). The path coefficient from destination image to satisfaction is notable ($\beta = 0.724$), accompanied by a t-value of 10.259 and a p-value lower than 0.001, implying that positive cognitive and emotional perceptions of the destination are pivotal in shaping satisfaction among Muslim tourists engaged in halal culinary tourism. Additionally, the results affirm that tourist satisfaction positively and significantly influences the intention to revisit (H3). The correlation between tourist satisfaction and revisit intention exhibits a significant path coefficient ($\beta = 0.438$), with a t-value of 5.454 and a p-value underneath 0.001. This underlines the vital role of satisfaction as a fundamental driver of tourists' desire to return to halal culinary destinations. In summary, the bootstrapping analysis lends partial support to the proposed hypotheses and emphasizes the essential role of destination image and tourist satisfaction in shaping revisit intention within the realm of halal culinary tourism.

DISCUSSION

This study examines revisit intention in halal culinary tourism within the urban context of Bandung, West Java, a province identified as a strategic region for halal tourism development in Indonesia (IMTI, 2023). As discussed in the Introduction, Indonesia's strengthening position in global halal tourism has intensified competition among urban destinations, particularly cities such as Bandung that are well known for their culinary appeal and high domestic tourist flows (Sodawan & Hsu, 2022; Jameel et al., 2025). In this mature and competitive setting, halal-compliant food and facilities have become standard expectations for Muslim tourists. The findings indicate that revisit intention is shaped less by destination attributes in isolation and more by tourists' perceptual and experiential evaluations. While halal attributes remain a necessary foundation, their presence alone does not automatically enhance tourist satisfaction in an urban culinary destination. Instead, destination image emerges as the

dominant factor influencing tourist satisfaction, which subsequently drives revisit intention. This result is consistent with prior studies suggesting that in destinations with strong culinary reputations, post-visit evaluations are more strongly influenced by perceived image and overall experience than by functional attributes that tourists already expect to find (Permana & Adam, 2024; Jameel et al., 2025). Moreover, the significant effect of tourist satisfaction on revisit intention reinforces its role as a key post-consumption evaluative mechanism in halal tourism, reflecting the extent to which image-based expectations are confirmed through repeated halal culinary experiences during the visit (Sodawan & Hsu, 2022). Overall, the findings suggest that sustaining revisit intention in Bandung's halal culinary tourism relies more on favorable destination image formation and satisfying culinary experiences than on the mere availability of halal attributes.

The non-significant effect of destination attributes on tourist satisfaction indicates that, in the context of halal culinary tourism in Bandung, Islamic destination attributes do not function as direct satisfaction drivers. Although destination attributes are theoretically defined as key tangible and intangible elements shaping tourists' perceptions and experiences (Mwongoso et al., 2023), and Islamic-compliant attributes such as halal food availability, prayer facilities, cleanliness, and alcohol-free environments are essential for ensuring Muslim tourists' comfort and trust (Battour et al., 2011; Stephenson, 2014), their influence appears to diminish in mature urban destinations where halal compliance has become a baseline expectation. Consistent with expectation–confirmation theory, tourist satisfaction emerges not merely from the fulfillment of minimum requirements but from experiences that exceed prior expectations (Zulvianti et al., 2023; Mohammad, 2024). Empirical evidence further suggests that in certain destination contexts, destination image exerts a stronger influence on tourist satisfaction than functional attributes (Sembiring et al., 2025), indicating a shift from attribute-based to perception-based evaluations. In Bandung, where halal culinary services are widely accessible and embedded in everyday urban consumption, destination attributes primarily confirm pre-existing expectations rather than generate positive disconfirmation, thereby limiting their direct effect on satisfaction. This finding is consistent with prior halal tourism studies emphasizing that perceptual and experiential factors play a more prominent role in shaping tourist satisfaction once halal attributes are standardized (Permana & Adam, 2024; Jameel et al., 2025).

The significant and strong effect of destination image on tourist satisfaction highlights the central role of perceptual and affective evaluations in shaping Muslim tourists' experiences in halal culinary tourism. Consistent with tourism literature, destination image functions as an expectation-setting mechanism that guides how tourists interpret on-site experiences and evaluate destination performance (Mohammad, 2024; Zulvianti et al., 2023). In the context of halal tourism, destination image is closely associated with perceptions of Islamic compliance, safety, trustworthiness, and overall Muslim-friendliness, which are particularly salient for Muslim travelers (Sodawan & Hsu, 2022; Suryawardani et al., 2024). Prior studies suggest that well-established halal culinary services, cleanliness standards, and certification visibility serve as important image cues that strengthen tourists' sense of comfort and reliability, thereby enhancing satisfaction (Said et al., 2022; Hariani et al., 2024; Permana & Adam, 2024). This is especially relevant in urban destinations such as Bandung, where tourists are exposed to abundant halal options and therefore rely more on holistic destination perceptions than on individual functional attributes. As argued in previous research, destination image rarely influences revisit behavior directly but exerts its impact primarily through tourist satisfaction, which reflects the degree to which image-based expectations are confirmed during the visit (Piramanayagam et al., 2020; Jima, 2020; Jameel et al., 2025). Accordingly, the significant relationship between destination image and tourist satisfaction observed in this study reinforces the view that image-based perceptions constitute a dominant mechanism through which halal culinary destinations generate satisfying tourism experiences.

The significant effect of tourist satisfaction on revisit intention confirms the pivotal role of satisfaction as a key post-consumption evaluative mechanism in halal culinary tourism. Consistent with tourism behavior literature, satisfied tourists are more likely to develop favorable attitudes toward a destination and express stronger intentions to revisit as a result of positive experience confirmation (Jima, 2020; Permana & Adam, 2024). In halal tourism contexts, satisfaction reflects not only functional service performance but also the extent to which destinations successfully deliver Islamic-compliant environments that foster comfort, trust, and peace of mind during travel (Sodawan & Hsu, 2022; Miftahuddin et al., 2022). Prior studies indicate that while destination attributes and destination image are essential in shaping initial perceptions, their influence on repeat visitation is largely realized through satisfaction rather than through direct effects (Mohammad, 2024; Jameel et al., 2025). In the context of halal culinary tourism, positive culinary experiences—particularly those related to food quality, hygiene, and perceived halal assurance—play a central role in strengthening satisfaction, which subsequently increases tourists' willingness to revisit the destination (Said et al., 2022; Hariani et al., 2024). The findings of this study therefore reinforce the mediating role of tourist satisfaction in linking destination image to revisit intention, suggesting that sustained revisit behavior in urban halal culinary destinations such as Bandung is driven primarily by satisfying experiential outcomes rather than by destination attributes in isolation.

CONCLUSION

This study examines revisit intention in halal culinary tourism by investigating the relationships between destination attributes, destination image, tourist satisfaction, and revisit intention within the urban context of Bandung, Indonesia. The findings demonstrate that destination attributes do not have a significant direct effect on tourist satisfaction, indicating that Islamic destination attributes function as baseline requirements rather than satisfaction drivers in mature halal culinary destinations. In contrast, destination image exerts a strong and significant influence on tourist satisfaction, highlighting the importance of perceptual and affective evaluations related to Islamic compliance, safety, trust, and overall Muslim-friendliness. Furthermore, tourist satisfaction is confirmed as a key determinant of revisit intention, reinforcing its role as a central post-consumption evaluative mechanism in halal tourism. Overall, the results suggest that revisit intention in urban halal culinary destinations is shaped primarily by favorable destination image formation and satisfying experiential outcomes, rather than by the mere availability of halal attributes.

Based on the findings, several suggestions are proposed. From a managerial perspective, destination managers and policymakers should move beyond focusing solely on the provision of halal-compliant attributes and place greater emphasis on strengthening destination image through consistent communication, credible halal certification visibility, and experiential culinary branding that reflects Islamic values and local cultural identity. Enhancing the emotional and perceptual dimensions of halal culinary experiences is essential for increasing tourist satisfaction and encouraging repeat visits in competitive urban destinations. From an academic perspective, future research is encouraged to explore the context-dependent nature of destination attributes by incorporating moderating variables such as destination maturity, tourist familiarity, and visit frequency. Further studies may also expand the research setting to include non-urban or emerging halal culinary destinations to allow comparative analysis and improve the generalizability of the findings. Additionally, longitudinal research designs could be employed to capture changes in satisfaction and revisit intention over time, providing deeper insights into Muslim tourists' evolving behavioral patterns.

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