



INTERNATIONAL JOURNAL OF ISLAMIC BUSINESS

<http://e-journal.uum.edu.my/index.php/ijib>

How to cite this article:

Farida Bhanu, M.Y., Pang, C.Y., Mohamed A.A., D., & Mohd. T. T (2023). The Role Of Halal-Friendly Hospitality Services In Increasing Visit Intention: A Muslim Tourist Perspective. *International Journal of Islamic Business*, 8(2), 1-17. <https://doi.org/10.32890/ijib2023.8.2.1>

THE ROLE OF HALAL-FRIENDLY HOSPITALITY SERVICES IN INCREASING VISIT INTENTION: A MUSLIM TOURIST PERSPECTIVE

**Farida Bhanu Mohd Yousoof^a, Pang Chin Yu^b, Mohamed Aslam Akbar^c, Mohamed Asmy
Mohd. Thas Thaker^{d*}**

^{a,b}Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman

^{c,d}Faculty Economics and Management Sciences, International Islamic University Malaysia.

Corresponding Author: asmy@iium.edu.my

Received: 17 May 2023

Revised: 27 October 2023

Accepted: 17 November 2023

Published: 31 December 2023

ABSTRACT

Halal friendly hospitality, rooted in the Quran and Hadith, signifies the practice of providing guests with Halal-compliant food, beverages, and accommodations. This study investigates the pivotal role of Halal friendly hospitality services in enhancing visit intention among Malaysian Muslim tourists. It delves into the influence of push and pull factors on this intent. The study employed a proposed model, utilizing survey data collected from 300 local Muslim tourists in Malaysia. The results unequivocally reveal a positive and significant correlation between push and pull factors and Halal friendly hospitality services with overall satisfaction. Furthermore, it highlights a substantial connection between overall satisfaction and the intention to revisit. Significantly, the study contributes to the understanding of how overall satisfaction acts as a mediator between Halal friendly hospitality, push and pull factors, and revisit intention, shedding light on the practical implications for the hospitality industry. This study's findings offer valuable insights for the hospitality industry, emphasizing the significance of Halal friendly hospitality services in attracting and retaining Malaysian Muslim tourists. Understanding the mediating role of overall satisfaction can assist hospitality providers in tailoring their services to enhance the revisit intention of this demographic, ultimately contributing to sustainable growth in the sector.

Keywords: Halal-Friendly Hospitality; Motivation; Satisfaction; Revisit Intention

INTRODUCTION

Malaysia, the most popular travel destination for Muslims, has also been a hub for Muslim tourists. With a population of over 60 percent Muslims, Malaysia's tourism policy emphasises on providing Muslim travelers with a hassle-free travel experience and a suitable lifestyle environment. Malaysia has been a Halal industry leader for decades. It was one of the first countries to recognise the potential of Muslim tourism, and it responded promptly by enhancing and modernising the facilities and services it offered to Muslim tourists so that they conformed to their religious beliefs.

Nearly all of the country's major hotels, restaurants, and shopping malls currently provide the amenities and services necessary for Muslim travelers. Numerous hotels provide Muslim prayer facilities, including designated prayer areas, prayer mats, and prayer schedules, as well as Qiblah signs in guest rooms. To ensure that Muslim consumers have a pleasant retail experience, most shopping centres have Halal restaurants and prayer rooms. Worldwide, halal cuisine is widely available, and the number of restaurants that are Halal-certified continues to rise. Malaysian tourism has also launched a campaign to make Middle Eastern Muslim visitors feel more at home. In the country's capital, Kuala Lumpur, there is a distinct mini-Arab city known as 'Ain Arabia' that embodies the essence of Arab and Middle Eastern civilizations. During the month of August, known as the Arab season, the number of Middle Eastern visitors to Malaysia increased significantly. Typically, this time of year is the warmest in the Gulf States. As a result, they fly to other destinations for shopping or recreation with their families. ANA Holdings Inc. contacted Malaysian Brahim's Holdings Bhd, the world's largest in-flight Halal food provider, in January to provide Halal Japanese cuisine onboard ANA flights. Similar to Japan Airlines, other Japanese airlines provide Malaysian culinary service providers with Halal Japanese cuisine. There has been an increase in the prevalence of Islamic tourism around the globe, with Malaysia in the lead. The Muslim market will reach approximately \$200 billion by 2025, making it one of the fastest-growing segments of the global travel industry. This paper will investigate the role of halal-friendly hospitality services in increasing visit intention from the perspective of Malaysian Muslims.

Religion is a significant determinant of travel destination selection in the tourism industry (Aji et al., 2021). In recent years, there has been a growing interest in the novel concept of Halal tourism, Halal-friendly hospitality, and Halal-friendly travel. According to Battour et al. (2018), religion plays a significant role in determining the consumption experiences, such as preferences in hospitality and tourism, of Muslim tourists to Malaysia. Malaysia is the site of the study because it is actively promoting halal tourism and hospitality as part of its mission to become the halal tourism center of the world, which includes for tourism. Consequently, awareness of Halal issues among food producers and service providers has gradually increased (Samori et al., 2014). Tourism has also been designated by the Malaysian government as a critical economic sector for the Economic Transformation Program (ETP). Ministry of Tourism Malaysia (2019). Arrivals of tourists and receipts also demonstrate a positive trend, indicating that the industry is flourishing. Between the years 2015 and 2019, according to the data presented in Table 1, the overall revenue generated from tourism experienced a notable growth. Specifically, the total tourist receipts escalated from 69.1 billion in 2015 to 86.1 billion in 2019. Although tourist arrivals increased in 2015 and 2016 compared to 2017, total tourist receipts increased from 69.1 billion in 2015 to 86.1 billion in 2019.

Table 1
Tourism Malaysia

Year	Arrival	Receipts (RM)
2022	10.07 million	28.23 Billion
2021	00.13 million	0.24 Billion
2020	04.33 million	12.7 Billion
2019	26.10 million	86.1 Billion
2018	25.83 million	84.1 Billion
2017	25.95 million	82.1 Billion
2016	26.76 million	82.1 Billion
2015	25.72 million	69.1 Billion

Source: www.corporate.gov.my

With the growing number of Muslim travellers, there has been a significant rise in the demand for halal tourism and hospitality services. In response to this trend, various accommodation providers, including hotels and resorts, have begun promoting themselves as Halal-friendly establishments (Sahida, Zulkifli, Rahman, Awang, & Man, 2014). Considering the increasing Muslim population worldwide, the tourism and hospitality industries are now making concerted efforts to develop Shariah-compliant hotels, Halal brands, and Muslim-friendly destinations in order to attract more Muslim tourists. When choosing a travel destination, Muslim tourists are primarily concerned with whether the place offers halal food, prayer facilities, Islamic entertainment, adherence to Islamic dress codes, the Islamic call to prayer (Azan), and overall Islamic morality (Suid et al., 2017). Meeting these needs of Muslim tourists can serve as a competitive advantage for destinations, enabling them to attract a larger share of Muslim travellers (Rahman, et al., 2017).

Furthermore, Mohamed, Moustafa, and Mohd (2014) asserted that insufficiently compliant halal facilities can act as a deterrent for Muslim tourists, discouraging them from visiting certain destinations. It is worth noting that the adoption of Halal-friendly hospitality services extends to both Muslim and non-Muslim accommodation providers, indicating that the motivations behind offering halal products and services may go beyond religious factors. In the past, limited research has been conducted on the potential impact of Islamic value attributes at destinations on Muslim travel intentions, with only a few studies addressing this topic (Battour et al., 2013).

To date, there is a notable dearth of research on the influence of Halal attributes on behavioral intentions among Muslim travellers in Malaysia. Addressing this research gap, the present study aims to establish a conceptual framework to examine the impact of Halal-friendly hospitality services on the revisit intention of Muslim travellers to Malaysia. Furthermore, it is important to acknowledge the significant impact of the Covid-19 pandemic on the tourism industry, not only in Malaysia but worldwide. The outbreak of Covid-19 has led to travel restrictions globally, resulting in a substantial decline in tourist arrivals, with figures as low as 6,459 recorded as of June 2021 (CEIC, 2021). As a result, the tourism industry in Malaysia is in dire need of revitalization. Hence, this study holds the potential to provide comprehensive insights into the current state of the halal tourism industry in Malaysia, offering valuable recommendations to all stakeholders involved in the tourism sector to enhance the quality of services provided.

LITERATURE REVIEW

Introduction

The role of Halal-friendly hospitality services in influencing the visit intentions of Muslim tourists is a subject of increasing significance in today's global travel landscape. This literature review aims to provide a deeper understanding of the factors driving tourists' choices, the vital importance of Halal-friendly hospitality services, and their profound impact on travel decisions. Additionally, it explores the intricate challenges faced by the hospitality industry in catering to the unique needs of Muslim travelers.

Motivational Model

In this study, we have adopted the conceptual motivational theory by Yoon and Uysal (2005) as shown in Figure 1. The basic point put forward by the researchers is that the push and pull factors play a role in tourists visiting a specific destination. The push forces, therefore, represent the tourist's inner emotional desires, including novelty. The pull factors are the forces that determine a destination's tourist choice (for example, scenery, towns, climate, wildlife, and history as well as local cultural attractions). They are primarily target-specific attraction components. Therefore, the two common factors collectively describe why a person needs to travel and where he or she is going to fulfill the need. Thus, as with the experience, tourists can experience both short-term and long-term effects, with one intention of revisiting the destination.

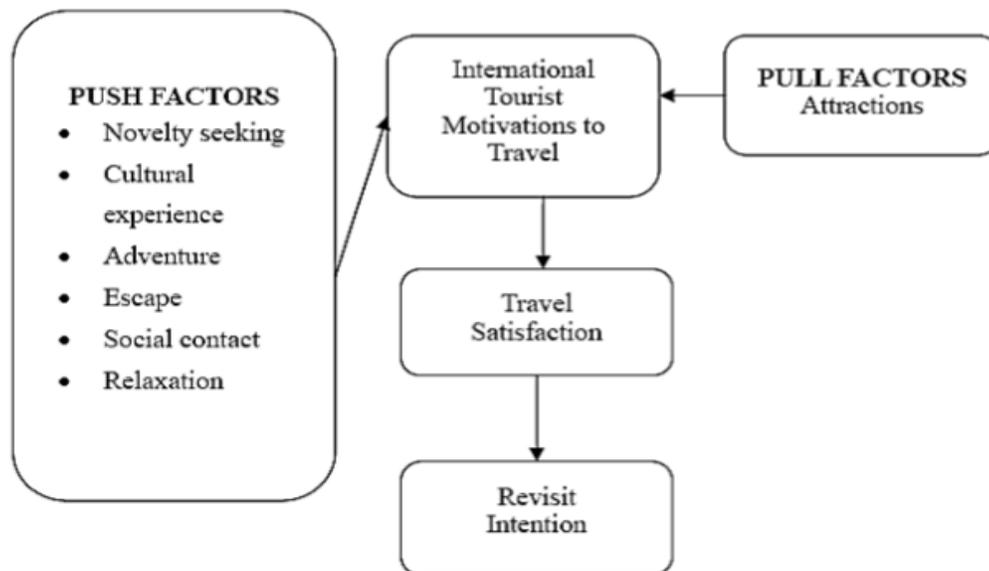


Figure 1: Framework of Motivation Theory (Source: Yoon and Uysal, 2005)

Push Factors

Push factors are thought of as motivating stimuli or desires resulting from a motivating mechanism deficit or stress. In other words, as a motivating force or an urge to progress (Goossens, 2000). As the identification of motivating variables that are the motives for and path to be taken is a fundamental aspect of the study of tourism assumes, the identification of motivating variables that are the motives for and path to be taken is a fundamental aspect of the study of tourism. He proposed two important motivational aspects of recreation and tourism, which affect the recreational behavior of people at the same time. For example, a tourist may choose to go on a quest to escape from his own personal or interpersonal atmosphere (e.g., "routine escape"). This shows why tourists make a trip and what kind of

meeting, destination, or activity they want (Getz & McConnell, 2011). In the sense of a vast tourist area or a particular tourist destination, most research on tourism motivation was carried out in 1999 (Botha, Crompton, & Kim, 1999; Cha, McCleary, & Uysal, 1995). These studies have found traditional drive factors such as "release to normal life," "family bonding, and enjoyment of natural resources." In some studies, tourists to the national parks were inspired (Floyd, 2017) and interested in a float tour in Big Bend National Park in the United States, researched the inspiration behind recreationists. The study discovered a few fields of inspiration such as natural learning, stress/alone, and challenge/adventure.

Pull Factors

Pull factors are developed in relation to the nature of the destination itself, attractions or resources, including beaches and water/marine facilities, mountains, magnificent scenery, and historical and cultural facilities, in contrast with push factors. In the literature on travel and tourism, there are also numerous reports on pull factors. Collins (2020) recorded a few places with pull factors from those items using a tourist sample to a popular Texas-based winter destination. The identified pull factors included "social opportunities and amenities," "natural and cultural amenities" and "night entertainment." Pull aspect is the observable capital and the awareness and expectations of travelers regarding the qualities, attractions, or virtues of a certain destination; therefore, when a decision is taken to make a travel destination, it plays an important position. (Karl & Schmude, 2017). The factor draw is the exterior intensity of the destination's natural and historical sights, its lodging, its inhabitants, its leisure amenities, and marketing photos (Islam et al., 2017)

Conceptual Framework

Based on motivation theory, this study has developed conceptual framework by integrating push-pull factors and halal friendly hospitality services. The Figure 2 shows the conceptual framework.

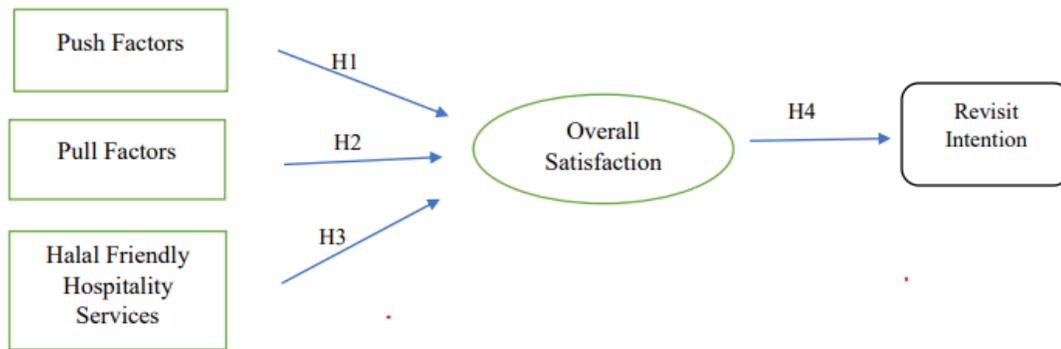


Figure 2: Conceptual Framework

Halal-Friendly Hospitality Services

Halal-friendly hospitality services refer to accommodations and amenities that cater to the dietary and lifestyle needs of Muslim travelers. These services include providing halal food options, prayer facilities, and other accommodations that align with Islamic principles. One study conducted by the Islamic Tourism Centre (ITC) found that halal-friendly services are a major factor in determining the travel destination for Muslim tourists. The study surveyed 1,500 Muslim travelers from various countries and found that nearly 80% of respondents considered halal-friendly services to be "very important" or "important" when choosing a travel destination (ITC, 2017). Another study by the Global Muslim Travel Index (GMTI) found that the demand for halal-friendly tourism is on the rise, with an expected growth rate of 6.6% annually. The study also found that Muslim travelers are willing to pay a premium for halal-

friendly services, with the average daily expenditure being 30% higher than that of non-Muslim travelers (GMTI, 2018).

In order to meet the growing demand for halal-friendly services, it is important for hospitality providers to understand and fulfill the specific needs of Muslim travelers. This may include offering halal food options, providing prayer facilities, and ensuring that other accommodations align with Islamic principles (Nash, 2019). Overall, the researchers suggest that providing halal-friendly services is an important factor for Muslim travelers when choosing a travel destination and that demand for such services is on the rise. Hospitality providers that can effectively meet the needs of Muslim travelers are likely to see an increase in business from this growing market segment.

In the business of hospitality, experience has shown that providers who are willing and able to meet the provisions of Halal-friendly services, either voluntarily or through regulatory requirements, are better able to serve Muslim travelers (Amer Nordin & Abd Rahman, 2018). However, the concept of Halal-friendly hospitality can be challenging for providers due to the absence of a standardized halal standard (Saad, Ali & Abdel-Ati, 2014). For example, Muslim tourists may express dissatisfaction with their accommodations (Laila, Kholidah, & Abdurrahman, 2012), and providers may miss out on opportunities to tap into the national and global Halal tourism market (Samori, Ishak, & Kassan, 2014). As a result, it is important for hospitality providers to understand the concept of Halal-friendly services in order to better serve their Muslim customers and benefit from the growing Halal tourism industry.

i. Prayers Facilities

A few empirical types of research mainly explore the motives of Muslim tourists. It is also important to note that no study has taken place on multiple nationalities surrounding Muslim tourist motivations. The present study seeks to recognize potential tourism reasons that cause Muslim tourists to travel in order to fill this gap. Moreover, some researchers used the principle of the desire to fly (push and pull) to concentrate on the building by continuously moving objects. Nonetheless, the methodological study of the association between tourism and tourist satisfaction was exceedingly limited. In addition to researching just tourist intentions for Muslim visitors, these researchers will also examine the linkage between tourist intentions and overall tourist satisfaction. Earlier work (Chi & Q., 2008; Devesa et al., 2010; Dunn Ross; Fang et al., 2008; Yoon & Uysal 2005; Zabkar et al., 2010) have studied the impact of religious attributes on overall satisfaction with halal tourism.

ii. Halal Food

Quality of the Halal food is also a significant influence on the choices of travellers. It was a justification for the behaviour of an individual. Omani students, who felt the provision of Arab food and Halal food to attract their destination was highly desirable to them (Mohsin and Mohammed, 2011). Battour (2018) suggested making a directory accessible for Muslim tourists to some destinations of nearby Halal restaurants. According to Battour Battor and Mohd Nazari (2012), Muslims are required to live with restrictive diets while travelling, access to Halal food and comfort leads towards stress-free vacations abroad. Marketers will conduct marketing campaigns to support the Halal availability of food and beverages while promoting a destination for Islamic tourists (Battour, Battor & Bhatti, 2014).

iii. Islamic Entertainment

For hoteliers, catering to Muslim hotel guests is crucial for Islamic tourism. Many Muslim scholars argue that a place can be considered 'Haram' if sexual promiscuity is prevalent and genders are mixed freely (AlHamarneh & Steiner, 2004). Tranby & Zulkowski (2012) also suggest that religion plays a significant role in shaping attitudes towards sex in a society. In the Islamic world, both men and women are expected to cover their chests and upper thighs, and in some Islamic countries, only a woman's face can be exposed (Henderson, 2003). However, gender mixing in swimming pools is allowed in most hotels, which can be problematic for Muslim women who wear swimwear that does not adhere to Islamic teachings. Hoteliers can accommodate both genders by offering swimming facilities that are in line with their religious values.

Razalli et al. (2013) recommend that hoteliers educate their staff about Islamic values, which can be achieved through training programs for social workers. Such efforts will ensure that Muslim consumers are satisfied as hotel staff can interact with them more effectively. Moreover, certain hotels may offer karaoke rooms where alcohol is served, but consuming alcohol is forbidden for Muslims as it is considered the most disgraceful of all evils in many Qur'anic verses. Therefore, Muslims avoid visiting places where alcohol is consumed or served (Hashim et al., 2007; Zamani & Henderson, 2010).

iv. Islamic Dress Code

The Islamic code of clothing emphasizes modesty and aims to minimize social vulnerability and immorality. Within Islam, both women and men are encouraged to wear attire that is simple, respectful, and dignified (Jouili, 2015). Scholars further assert that Shariah law prohibits clothing that may be considered offensive. Consequently, Muslims place significant importance on adhering to local dress codes when traveling abroad, as it helps identify suitable attire and ensures comfort within the travel destinations. The Holy Quran also instructs: "O Prophet! Tell your wives, your daughters, and women of the believers to draw their cloaks close over themselves. That is more suitable so that they may be recognized and not harassed" (33:59). According to Islamic teachings, Muslim women are expected to cover their hair and bodies appropriately, only revealing themselves to their family members or "Muhrim" (Timothy & Iverson, 2006). This practice aligns with the requirements outlined by Shariah law.

v. General Islamic Morality

Muslim guests are required to accept their hotel customers' unpleasant or unethical actions. Shariah specifically prohibits Muslims from committing adultery or fornication. Incapable of upholding public sexually appropriate activities. The source of this is a range of passages in the Holy Quran, including 'no adultery is touched, because it is disgraceful and barbarous, paving the way for other evils' (Holy Quran, 17:32). Many Muslim scholars accept that traveling areas where sexual permission is popular to promote tourism is not acceptable. The hotel operator will therefore strictly track the behaviour of other guests, which may damage the image of the hotel.

Overall Satisfaction

Customer satisfaction is defined by "overall feeling or attitude that a customer has towards a product after it is bought" (Darmawan, 2019). It is also found to be central to the selling operation of corporations (Machleit & Mantel, 2001). In sense of tourism, it is especially applicable to the principle of touristic happiness, which is difficult to answer because the tourist commodity is by definition "complex" (Holden, 2004). From a tourism perspective, the same concept applies to tourists because tourists are also subscribers to the services provided. Thus, their decision to visit again also depends on the satisfaction factor. In the discussion of the concept of tourist satisfaction, another term often used is

travel satisfaction, which is a result of a tourist's 21 satisfaction after their own experience or the experience of a product or service provided (Heung, 2000).

Revisit intention

Customer Loyalty is well-known in marketing literature through word-of-mouth communication and the willingness to repurchase (Marcos & Coelho, 2022). The willingness to repurchase is defined as customers' willingness to purchase the products again (Szymanski & Henard, 2001), while word-of-mouth communication (WOM) is defined as the customer's intention to maintain the relationship with the seller (Maxham, 2001). Thus, a customer who repeats purchases or recommends the product to other people is usually defined as having customer loyalty.

HYPOTHESES DEVELOPMENT

Based on the insights gathered from the literature, this study has constructed four vital hypotheses, each reflecting a facet of the relationship between various factors and the overall satisfaction and revisit intention of tourists.

H1: Push factors bear a significant relationship with the overall satisfaction of tourists during their travel to a specific country.

H2: Pull factors are significantly related to the overall satisfaction of tourists during their travel to a specific country.

H3: A substantial relationship exists between Halal-friendly hospitality and overall satisfaction.

H4: A significant relationship is evident between overall satisfaction and the intention to revisit.

RESEARCH METHODS

Data Collection Process

The data collection process for this research targeted Muslim tourists above the age of 18 visiting Malaysia from various countries. Purposive sampling was the chosen method for selecting participants for the survey. This method was employed because it allowed for the specific selection of participants who were not only willing to provide information but also possessed knowledge relevant to the research topic. To determine the sample size, the researchers utilized Yamane's (1967) formula, as shown below:

$$n = N / (1 + N(e)^2)$$

Where:

n = represents the desired sample size.

N = signifies the population size.

e = denotes the level of precision or sampling error, with the sampling error in this study set at 5 percent.

By applying this formula, the researchers calculated that the desired sample size, represented as 'n,' should amount to 400. This calculation was founded on a 95 percent confidence level and a 5 percent error level. Subsequently, approximately 400 questionnaires were disseminated among tourists in Kuala Lumpur and Selangor. Out of the distributed questionnaires, a total of 320 were returned by the respondents. After thorough scrutiny and evaluation of the returned questionnaires, it was determined that 300 of them were suitable for data analysis. The data collected from these 300 questionnaires were subjected to comprehensive analysis using SPSS V23, a widely recognized statistical software package, facilitating a rigorous examination of the research data.

Validity Process

The validity of a study's findings and the reliability of its research instruments are of paramount importance. Ensuring the survey's validity, in this case, involved several crucial steps:

Content Validity: The survey questions were designed and formulated meticulously to ensure that they accurately captured the aspects of Halal-friendly hospitality services and their impact on Muslim tourists. The questions were aligned with the research objectives and the variables under investigation.

Expert Review: Prior to survey deployment, the questionnaire was subjected to an expert review. Specialists in the fields of tourism and hospitality assessed the questionnaire for clarity, relevance, and alignment with the research objectives.

Pilot Testing: A small-scale pilot test was conducted with a subset of potential respondents. This step allowed for the identification of any ambiguities, confusing questions, or other issues that could affect the survey's validity. Necessary adjustments were made based on the feedback received during this pilot phase.

Cognitive Interviewing: Some participants in the pilot test were engaged in cognitive interviews. During these interviews, they were asked to verbalize their thought processes while answering the survey questions. This technique helped identify any misinterpretations or uncertainties in the questionnaire. The culmination of these steps ensured the content validity and clarity of the survey instrument, enhancing the overall validity of the research.

Survey

The survey used in this study was carefully crafted to elicit valuable insights from Muslim tourists. It comprised several sections and utilized Likert scale questions to gauge respondents' perceptions and attitudes.

Demographic Information: This section collected essential demographic data, such as age, gender, country of origin, and travel experience. *Push and Pull Factors:* Participants were queried about their motivations for traveling, including push and pull factors that influenced their decision to visit Malaysia.

Halal-Friendly Hospitality Services: This section delved into respondents' experiences and preferences regarding Halal-friendly amenities, including Halal food, prayer facilities, and other relevant services.

Satisfaction and Revisit Intention: Participants were asked to express their levels of satisfaction with their travel experiences, considering the Halal-friendly hospitality services. They were also questioned about their intentions to revisit Malaysia.

The Likert scale, a widely used measurement tool, was employed throughout the survey to assess respondents' opinions and sentiments. It typically consists of a range of statements or questions to which participants indicate their level of agreement or disagreement. In this study, a Likert scale was used to quantify responses and gauge the strength of respondents' opinions on various aspects related to Halal-friendly hospitality services. The scale ranged from "Strongly Disagree" to "Strongly Agree," allowing for a nuanced evaluation of participants' perceptions. The survey was a meticulously designed instrument that encompassed various sections to explore different dimensions of the research topic. The use of the Likert scale added depth to the responses, enabling a comprehensive analysis of the data. The steps taken to ensure validity further bolstered the survey's reliability and relevance to the research objectives.

RESULT AND FINDINGS

Descriptive Analysis

The results indicate that 66.1 percent of the respondents were male, while 33.9 percent were female. This gender distribution suggests that males play a more prominent role in engaging in tourist activities compared to females. The majority of the respondents (72.1 percent) belonged to the age group of 20-40, with a smaller percentage (27.9 percent) being over 40 years old. Therefore, the survey responses predominantly reflect the attitudes and perceptions of the middle-aged and younger participants, considering those above 40 as the older segment.

Table 2
Profile of the Respondents

Characteristics	Percentage
Gender	
- Male	66.1%
- Female	33.9%
Age Group	
- 20-40 years old	72.1%
- Over 40 years old	27.9%
Educational Level	
- College Diploma or Matric	29%
- Bachelor's Degree or Higher	27%

Additionally, in terms of educational level, a significant proportion of the respondents were well-educated, with approximately 29 percent holding a college diploma or matriculation qualification and around 27 percent possessing at least a bachelor's degree or higher. This data indicates the inclination of the educated generation to engage in tourist activities.

Reliability and Validity Test

In accordance with Robert (2012), the reliability of the measurement was assessed using Cronbach's Alpha test, which yielded a result of 0.715. This value, being close to 1.0, indicates a high level of internal consistency reliability. Reliability, as defined by Carmines and Zeller (1979), refers to the extent to which a measurement produces consistent and stable results. Testing the reliability of a study's measurement instruments is crucial because it ensures consistency across different components of the instrument (Huck, 2007).

Table 3
Reliability Test

Variable	Cronbach's Alpha	No. of item
Push Factor	0.734	12
Pull Factor	0.836	15
Halal-Friendly Hospitality Service	0.878	15
Overall Satisfaction	0.890	10
Revisit Intention	0.910	4

Correlation Analysis

Table 4 below shows the correlation between the push factor and overall satisfaction, with a correlation coefficient value of $r = 0.042$. This indicates a statistically significant relationship, as the value of r is less than 0.005. Therefore, hypothesis 1 is accepted based on these findings.

Table 4
Push Factor and Overall Satisfaction

		Push Factor	Overall Satisfaction
Push Factors	Spearman Correlation	1	.781
	Sig. (2-way)	.	.042
	N	300	300
Overall Satisfaction	Spearman Correlation	.666	1
	Sig. (2- way)	.034	.
	N	300	300

The relationship between the pull factor and overall satisfaction is displayed in Table 5, with a correlation coefficient value of $r = 0.032$. This value, being lower than 0.05, indicates a statistically significant relationship between the pull factor and overall satisfaction. As a result, hypothesis H2 is supported based on these findings.

Table 5
Pull Factor and Overall Satisfaction

		Pull Factor	Overall Satisfaction
Pull Factors	Spearman Correlation	1	.881
	Sig. (2-way)	.	.032
	N	300	300
Overall Satisfaction	Spearman Correlation	.636	1
	Sig. (2- way)	.033	.
	N	300	300

The relationship between halal-friendly hospitality and service and overall satisfaction is presented in Table 6, with a correlation coefficient value of $r = 0.038$. This value, being lower than 0.05, indicates a statistically significant relationship between halal-friendly hospitality and service and overall satisfaction. Therefore, hypothesis H3 is supported based on these findings.

Table 6
Halal-friendly hospitality and Overall Satisfaction

		Halal-friendly hospitality	Overall Satisfaction
Halal-friendly hospitality	Spearman Correlation	1	.754
	Sig. (2-way)	.	.038
	N	300	300
Overall Satisfaction	Spearman Correlation	.655	1
	Sig. (2- way)	.028	.
	N	300	300

The relationship between overall satisfaction and revisit intention is displayed in Table 7, with a correlation coefficient value of $r = 0.043$. This value, being lower than 0.05, indicates a statistically significant relationship between overall satisfaction and revisit intention. Consequently, hypothesis H4 is supported based on these findings.

Table 7
Overall Satisfaction and Revisit Intention

		Overall satisfaction	Revisit Intention
Overall Satisfaction	Spearman Correlation	1	.894
	Sig. (2-way)	.	.043
	N	300	300
Revisit Intention	Spearman Correlation	.765	1
	Sig. (2-way)	.035	.
	N	300	300

Assessment of Structural Model

Table 8 presents the coefficients of each variable. Notably, there is a significant relationship between the push factor, pull factor, and Halal-friendly hospitality service with revisit intention, as indicated by the significance values of 0.03, 0.023, and 0.00, respectively, all of which are below 0.05. Additionally, examining the beta coefficients allows us to draw conclusions regarding the relative impact of each independent variable. Among all the independent variables, the Halal-friendly hospitality service exhibits the strongest influence, with the highest beta value of 0.587. Following closely is the pull factor, with a beta coefficient value of 0.465. The push factor, with a beta coefficient of 0.333, also significantly affects revisit intention.

Table 8
Summary of Multiple Linear Regression

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Model					
(Constant)	.287	.341		-.739	.461
Overall Satisfaction					
Push Factors	.672	.079	.333	7.438	.030
Pull Factors	.564	.065	.465	6.656	.023
Halal-Friendly hospitality	.477	.044	.587	7.234	.000
N: 300					
Dependent Variable:					
Revisit Intention					

DISCUSSION OF FINDINGS, CONCLUSION AND POLICY IMPLICATIONS

The study has unearthed crucial interactions among the various variables under scrutiny. The findings underscore the significant influence of push factors on the decision-making processes of Muslim tourists when selecting their tourism destination. These push factors, reflective of tourists' intrinsic motivations and desires, such as novelty and escape from routine, were found to be pivotal in shaping their destination choices. Additionally, this study brings to the forefront the pivotal role played by pull factors and the availability of tour packages offered by local councils. The allure of destination-specific attractions like scenic beauty, historical sites, and cultural experiences significantly swayed the

destination choices of the participants. Moreover, the study highlights the interconnectedness of tourist happiness with their destination decision-making. It was found that content and satisfied tourists were not only more inclined to engage in positive word-of-mouth but also exhibited a strong desire to revisit their chosen destination.

Furthermore, the psychological dimension of destination loyalty was prominently illuminated in the study's findings. It is widely acknowledged that destination loyalty manifests through multiple avenues, including destination advertisements, return visits, and comparisons with other individuals. Pleasure emerged as a dominant influencer of the willingness to recommend a destination to others and the intention to revisit in the future. Consistency in performance and a high level of satisfaction were revealed as key drivers of destination loyalty and increased visitation. Tourists often consider or revisit a destination based on the recommendations of relatives or associates, treating destinations as social entities. Thus, the dedication of tourists to a destination is manifested through their willingness to recommend it to others and their desire to return.

Moreover, the study aligns with the idea that previous positive experiences of visitors are likely to lead to satisfaction. Favorable experiences encountered during travel, including services, amenities, and other opportunities, wield a positive influence on both subsequent return visits and the spread of positive word-of-mouth among families and acquaintances. This correlation between tourist satisfaction and the likelihood of revisiting a destination underscores the profound implications of ensuring high-quality services and visitor satisfaction for a destination's reputation. The study also highlights the role of satisfaction as a key factor in attracting tourists to destinations, recommending these destinations to others, and fostering the desire to revisit.

In conclusion, this study has revealed a complex interplay of factors that significantly impact the travel decisions and destination loyalty of Muslim tourists. Push factors, pull factors, and the overall happiness of tourists were found to be intertwined in shaping destination choices and influencing the likelihood of revisiting. High levels of satisfaction and positive word-of-mouth, indicative of destination loyalty, were closely linked with travelers' experiences during their visits. The findings of this study hold immense implications for the burgeoning halal tourism industry in Malaysia. By directly investigating the preferences of Muslim tourists within Malaysia, this research provides valuable insights that can drive improvements in the country's halal tourism sector. The identified factors influencing clients' intentions to visit halal tourism destinations can serve as a valuable resource for various government authorities, including the Ministry of Domestic Trade and Consumer Affairs (MDTCA), Ministry of Health (MOH), Royal Malaysian Customs Department, Department of Veterinary Services, Department of Standards Malaysia, and JAKIM. These authorities can leverage this data to formulate strategic plans for the growth of halal tourism in Malaysia and explore export opportunities in countries with substantial Muslim populations.

It is imperative to recognize that the global halal market is a behemoth, estimated to be valued at USD 2.3 trillion, excluding Islamic Finance. Leveraging the findings of this study can not only foster growth in the local halal tourism industry but also tap into export potential in other countries with significant Muslim populations. The findings of this study provide a foundation for several policy implications as follow:

Enhancing Destination Experience: Authorities and industry stakeholders should prioritize efforts to enhance the overall destination experience. This includes improving the quality of services, amenities, and attractions that cater to the desires and preferences of Muslim tourists.

Promotion of Halal Tourism: There should be a concerted effort to promote Malaysia as a halal-friendly tourism destination, both domestically and internationally. This can include targeted marketing campaigns and collaborations with travel agencies.

Quality Assurance: Ensuring consistent high-quality services is essential to foster destination loyalty. Government agencies can implement quality assurance programs to maintain and elevate service standards.

Facilitating Word-of-Mouth Marketing: Satisfied tourists can be powerful advocates for a destination. Encouraging positive word-of-mouth marketing can be a cost-effective strategy for promoting halal tourism in Malaysia.

Export Opportunities: Recognizing the global demand for halal products and services, Malaysian authorities can explore export opportunities in countries with sizable Muslim populations. This can lead to significant economic benefits for the country.

LIMITATIONS OF THE STUDY

The research faces limitations primarily related to its confined data collection areas in the Klang Valley, which may restrict the generalizability of findings due to urban-rural variations in factors such as living costs, educational income, and mobility. Additionally, the study's focus on a limited set of variables warrants future research exploring a broader range of factors influencing the intention of Muslim consumers to visit halal-based destinations. Furthermore, as government efforts to promote the halal industry evolve over time, it is recommended that researchers continuously revisit and adapt their investigations to reflect changing dynamics and priorities in the field.

ACKNOWLEDGEMENT

REFERENCES

- Aji, H. M., Muslichah, I., & Seftyono, C. (2021). The determinants of Muslim travellers' intention to visit non-Islamic countries: a halal tourism implication. *Journal of Islamic Marketing*, 12(8), 1553-1576
- Al-Hamarneh, A., & Steiner, C. (2004). Islamic tourism: Rethinking the strategies of tourism development in the Arab world after September 11, 2001. *Comparative Studies of South Asia, Africa and the Middle East*, 24(1), 173-182.
- Amer Nordin, N. S., & Abd Rahman, F. (2018). A Critical Review of the Muslim-Friendly Hospitality Services Standard (MS 2610: 2015) in Malaysia. In Proceedings of the 3rd International Halal Conference (INHAC 2016) (pp. 211-222). Springer Singapore
- Azam, M. S. E., & Abdullah, M. A. (2020). Global halal industry: realities and opportunities. *IJIBE (International Journal of Islamic Business Ethics)*, 5(1), 47-59.
- Battour, M, Ismail, M. N., & Battor, M. (2011). The Impact of destination attributes on Muslim tourist's choice. *International Journal of Tourism Research*, 13(6), 527540
- Battour, M. (2018). Muslim travel behavior in halal tourism. *Mobilities, tourism and travel behavior-contexts and boundaries*, 3-16
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges, and future. *Tourism management perspectives*, 19, 150-154.
- Battour, M., Battor, M., & Bhatti, M. A. (2014). Islamic attributes of destination: Construct development and measurement validation, and their impact on tourist satisfaction. *International Journal of Tourism Research*, 16(6), 556-564.
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823-840.,
- Botha, C., Crompton, J. L., & Kim, S. S. (1999). Developing a revised competitive position for Sun/Lost city, South Africa. *Journal of Travel Research*, 37(4), 341-352.

- Carmines, E. G., & Zeller, R. A. (1979). *Reliability and validity assessment* (Vol. 17). Sage publications.
- CEIC. (2021). Retrieved from <https://info.ceicdata.com/en/our-insights-malaysia-economic-snapshot-q2-2021-report>
- Cha, S., McCleary, K. W., & Uysal, M. (1995). Travel motivations of Japanese overseas travelers: A factor-cluster segmentation approach. *Journal of travel research*, 34(1), 33-39.
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624-636.
- Collins, D., & Tisdell, C. (2002). Gender and Differences in Travel Life Cycles. *Journal of Travel Research*, 41(2), 133-143.
- Collins, K. G. (2020). Sustainability and the Emergence of the Texas Wine Industry: An Exploration of the Transitional Moments with a Focus on the Hill Country and High Plains Region.
- Crompton, J. L., & McKay, S. L. (1997). Motives of visitors attending festival events. *Annals of tourism research*, 24(2), 425-439.
- Darmawan, D. (2019). The effect of customer satisfaction on trust and customer loyal. *Management & Accounting Research Journal*, 3(2).
- Devesa, M., Laguna, M., & Palacios, A. (2010). The role of motivation in visitor satisfaction: Empirical evidence in rural tourism. *Tourism management*, 31(4), 547-552.
- Eid, R. (2013). Integrating Muslim Customer Perceived Value, Satisfaction, Loyalty and Retention in the Tourism Industry: An empirical study. *International Journal of Tourism Research*, 1–12. <https://doi.org/10.1002/jtr>
- Fang Bao, Y., & Mckercher, B. (2008). The effect of distance on tourism in Hong Kong: A comparison of short haul and long haul visitors. *Asia Pacific Journal of Tourism Research*, 13(2), 101-111.
- Floyd, A. (2017). For the Benefit and Enjoyment of the People: A Study of Contemporary American Interactions with National Parks and Wilderness (Doctoral dissertation).
- Getz, D., & McConnell, A. (2011). Serious sport tourism and event travel careers. *Journal of sport management*, 25(4), 326-338.
- GMTI (Global Muslim Travel Index). (2018). The State of the Global Islamic Economy Report.
- Goossens, C. (2000). Tourism information and pleasure motivation. *Annals of tourism research*, 27(2), 301-321.
- Hashim, N. H., & Murphy, J. (2007). Branding on the web: Evolving domain name usage among Malaysian hotels. *Tourism Management*, 28(2), 621-624.
- Henderson, J. C. (2003). Managing tourism and Islam in peninsular Malaysia. *Tourism management*, 24(4), 447-456.
- Hernández-Lobato, L., Solis-Radilla, M. M., Moliner-Tena, M. A., & Sánchez-García, J. (2006). Tourism destination image, satisfaction and loyalty: a study in Ixtapa-Zihuatanejo, Mexico. *Tourism geographies*, 8(4), 343-358.
- Heung, V. C. (2000). Satisfaction levels of mainland Chinese travelers with Hong Kong hotel services. *International Journal of Contemporary Hospitality Management*, 12(5), 308-315.
- Holden, A. (2004). *Tourism studies and the social sciences*. Routledge.
- Huang, S., & Hsu, C. H. (2009). Effects of travel motivation, experience, perceived constraint, and attitude on revisit intention. *Journal of travel research*, 48(1), 29-44.
- Huck, S. W. (2007). Reform in statistical education. *Psychology in the Schools*, 44(5), 527-533.
- Islam, S., Hossain, M. K., & Noor, M. E. (2017). Determining drivers of destination attractiveness: The Case of nature-based tourism of Bangladesh. *International Journal of Marketing Studies*, 9(3), 10-23
- ITC (Islamic Tourism Centre). (2017). *Muslim Travel Survey Report*.
- Jouili, J. S. (2015). *Pious practice and secular constraints: Women in the Islamic revival in Europe*. Stanford University Press.
- Karl, M., & Schmude, J. (2017). Understanding the role of risk (perception) in destination choice: A literature review and synthesis. *Tourism: An International Interdisciplinary Journal*, 65(2), 138-155

- Kim, H. S., Sherman, D. K., & Taylor, S. E. (2008). Culture and social support. *American psychologist*, 63(6), 518
- Laila, N., Kholidah, H., & Abdurrahman, D. (2012). The role of Islamic principles in Islamic hospitality. In *International Halal Conference (InHAC 2012)* (pp. 216-225). Kuala Lumpur, Malaysia: Elsevier.
- Machleit, K. A., & Mantel, S. P. (2001). Emotional response and shopping satisfaction: Moderating effects of shopper attributions. *Journal of business research*, 54(2), 97-106.
- Marcos, A. M. B. D. F., & Coelho, A. F. D. M. (2022). Service quality, customer satisfaction and customer value: holistic determinants of loyalty and word-of-mouth in services. *The TQM Journal*, 34(5), 957-978
- Maxham III, J. G. (2001). Service recovery's influence on consumer satisfaction, positive word-of-mouth, and purchase intentions. *Journal of business research*, 54(1), 11-24.
- Ministry of Tourism Malaysia. (2019). Retrieved from https://www.tourism.gov.my/files/uploads/annual_report_2019.pdf
- Mohamed, B., & Mohd. (2014). *The role of destination attributes in Islamic tourism*. EDP Sciences
- Mohamed, M. B., & Moustafa, B., & Mohd, N.I. (2014). Islamic attributes of destination: construct development and measurement validation, and their impact on tourist satisfaction. *International Journal of Tourism Research*, 16(6).
- Mohsin, A., & Mohammed, A. (2011). Holidaying overseas: attitudes and travel motivations of degree students in Oman. In *Proceeding from The Inaugural India International Hotel, Travel & Tourism Research Conference: Examining and Debating Trends, Challenges and Issues*, 19th to 22nd January.
- Nash, S. (2019). Meeting the needs of Muslim travelers in the hospitality industry. *Journal of Tourism and Hospitality Management*, 17(3), 1-10.
- Rahman, M. K., Zailani, S., & Musa, G. (2017). What travel motivational factors influence Muslim tourists towards MMITD?. *Journal of Islamic Marketing*, 8(1), 48-73.
- Razalli, M. R., Yusoff, R. Z., & Mohd Roslan, M. W. (2013). A framework of halal certification practices for hotel industry. *Asian Social Science*, 9(11), 316-326
- Roberts, N., & Grover, V. (2012). Investigating firm's customer agility and firm performance: The importance of aligning sense and respond capabilities. *Journal of business research*, 65(5), 579-585.
- Ross, E. L. D., & Iso-Ahola, S. E. (1991). Sightseeing tourists' motivation and satisfaction. *Annals of tourism research*, 18(2), 226-237.
- Saad, H. E., Ali, B. N., & Abdel-Ati, A. A. (2014). Sharia-Compliant Hotels In Egypt: Concept And Challenges. *Advances in Hospitality and Tourism Research (AHTR)*, 2 (1), 1-15.
- Sahida, W., Zulkifli, W., Rahman, S. A., Awang, K. W., & Man, Y. B. C. (2014). Developing the framework for halal-friendly tourism in Malaysia. *International Business Management*, 5(6), 295-302.
- Samori, Z., Ishak, A. H., & Kassan, N. H. (2014). Understanding the development of halal food standard: Suggestion for future research. *International Journal of Social Science and Humanity*, 4(6), 482-486.
- Suid, I. S., Nor, N. A. M., & Omar, H. (2017). A review on Islamic tourism and the practical of Islamic attributes of destination in tourism business. *International Journal of Academic Research in Business and Social Sciences*, 7(12), 255-269
- Szymanski, D. M., & Henard, D. H. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. *Journal of the academy of marketing science*, 29(1), 16-35.
- Temtime, Z. T., & Solomon, G. H. (2002). Total quality management and the planning behavior of SMEs in developing economies. *The TQM magazine*, 14(3), 181-191.
- Timothy, D. J., & Iverson, T. (2006). Tourism and Islam: Considerations of culture and duty. In *Tourism, religion and spiritual journeys* (pp. 186-205). Routledge.
- Tranby, E., & Zulkowski, S. E. (2012). Religion as cultural power: The role of religion in influencing Americans' symbolic boundaries around gender and sexuality. *Sociology Compass*, 6(11), 870-882

- Uysal, M. and Hagan, L. A. (1993). Intentions of pleasure travel and tourism. In M.Khan, M. Olsenand T. Var (Eds.), *VNR's Encyclopedia of Hospitality and Tourism* (pp. 798–810). New York: Van Nostrand Reinhold
- Weidenfeld, A., & Ron, A. (2008). Religious needs in the tourism industry. *Anatolia: international journal of tourism and hospitality research*, 19(2), 18-22.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism management*, 26(1), 45-56.
- Yu, L., & Goulden, M. (2006). A comparative analysis of international tourists' satisfaction in Mongolia. *Tourism management*, 27(6), 1331-1342.
- Žabkar, V., Brenčič, M. M., & Dmitrović, T. (2010). Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. *Tourism management*, 31(4), 537-546.
- Zamani - Farahani, H., & Henderson, J. C. (2010). Islamic tourism and managing tourism development in Islamic societies: the cases of Iran and Saudi Arabia. *International journal of tourism research*, 12(1), 79-89.