FACTORS AFFECTING THE ATTRIBUTES OF HALAL DESTINATIONS IN WEST SUMATRA TOURISM

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ABSTRACT

More research needs to be done that explicitly explains the indicators affecting the attributes of halal destinations in West Sumatra tourism, which is the primary concern of this study. This research is urgently needed to support the significant potential of Muslim tourism in West Sumatra, which is characterized by Minangkabau culture and high Islamic values. This study aims to identify, analyze, and explore the indicators of halal destination attributes in the context of tourism in West Sumatra by integrating the concepts of halal and halal tourist destinations. The novelty of the research is reflected in the introduction of the attributes of halal destination indicators using the latest annual data from West Sumatra. This study employs a quantitative approach with a questionnaire instrument that was distributed to 400 respondents who had visited West Sumatra, achieving a return rate of 87.5%. Exploratory Factor Analysis (EFA) was conducted using SPSS version 24.0 for Windows, followed by Confirmatory Factor Analysis (CFA) using Analysis of Moment Structures (AMoS) version 24.0 for Windows. The results indicate that the halal destination attributes among tourists in West Sumatra are influenced by three main factors: Muslim Friendly Tourism Quality (MFTQ), Cultural Tourism Quality (CQT), and Muslim Friendly Tourism Standards (MFTS). These findings are essential for destination managers to design effective strategies to attract and meet the needs of Muslim travelers, which is a growing market segment.
Keywords: Halal Attributes, Halal Destinations, Halal Destination Attributes.

INTRODUCTION

Halal tourism is one of the fastest-growing industries (Palupi et al., 2017; Razzaq et al., 2016). The number of Muslim travelers worldwide will reach 230 million by 2026. The turnover of money in the halal tourism industry increased from $177 billion in 2017 to around $274 billion in 2023 and is expected to rise again by 25% in 2024 (Destryawan, 2024). With the largest Muslim population in

the world, Indonesia has an excellent opportunity to become a halal destination. In the Global Muslim Travel Index (GMTI) version, Indonesia and Malaysia are ranked among the world's best halal tourist destinations, with 5 leading halal tourist destinations, including West Sumatra (Crescent, 2023)

West Sumatra, a key player among Indonesia's flagship destinations (Melasari, 2023; Muhammad & Saputra, 2021), is renowned for its Minangkabau culture and intense Islamic principles, making it highly attractive to Muslim tourists. The majority of the Islamic population further supports the concept of halal tourism, with available attributes such as halal restaurants and worship facilities that allow travelers to practice their faith (Gaffar et al., 2024; Mazlan et al., 2023; Mursid, 2023). However, further development is needed to enhance the travel experience and ensure full compliance with Islamic principles. By adopting a comprehensive and integrated approach, West Sumatra can provide a satisfying experience for Muslim travelers in all aspects of the destination (Abror et al., 2020; Sodawan & Hsu, 2022).

Shariah-compliant service quality and authentic cultural experiences are essential components of halal tourism (Jeaheng et al., 2020), according to previous studies (Abror et al., 2024; Bastaman, 2019; Gaffar et al., 2024; Rahmawati et al., 2022; Supian et al., 2022). However, research on halal destination attributes in West Sumatra is still minimal. Most previous studies focus on one aspect and consider how the overall tourism experience can be integrated with halal attributes (Jeaheng & Han, 2020; Ratnasari et al., 2021). Therefore, more thorough and comprehensive research is needed to produce metrics that can be used to evaluate and improve the quality of halal tourism in West Sumatra (Arifai, 2023; Budiyoko et al., 2022).

The development of Halal Destination Attributes indicators is significant because it provides Sharia-compliant facilities and services and incorporates local cultural values by Islam (Jia & Chaozhi, 2020; Maesaroh et al., 2024). Integrating Minangkabau culture with Islamic customs and laws in West Sumatra is essential in creating an authentic and welcoming Muslim tourism experience. According to Salsabila Muntaz et al. (2022), developing these indicators should involve various stakeholders, such as government, industry players, academics, and local communities. In addition, developing indicators of Destination Halal Attributes in West Sumatra must consider infrastructure issues and public awareness of the importance of halal certification (Muksalmina et al., 2022; Sofyan et al., 2022). Not only food and beverages but also accommodation facilities and places of worship require halal certification. One can ensure that the services offered in West Sumatra meet Muslim travelers' expectations by increasing the public's and industry players' understanding and awareness of the importance of halal standards (Oemar et al., 2023; Surya et al., 2018). Therefore, developing comprehensive indicators will help West Sumatra become more attractive as a halal tourist spot and give tourists more confidence (Surya et al., 2018; Zulvianti et al., 2022).

Some of the most relevant previous research has examined halal destination attributes. Research from (2021) indicates that halal destination attributes in west Sumatra can be reflected in halal services to increase tourist satisfaction. Meanwhile, another critical thing in halal destination attributes is the

nuances or Islamic atmosphere that can enhance the emotional experience of visitors Mursid & Anoraga, (2022)

Meanwhile, in other countries, research from Hasan (2024) revealed that essential factors in halal destinations in Bangladesh include a social environment following Islamic religious guidelines for halal food and beverages. In the international scope, the study of a more modest aspect, namely halal tourism, reflects indicators related to some of the most important things to be considered, ranging from the management of infrastructure and Islamic objects to a clean and safe tourism environment (Rusydiana et al., 2021)

Based on the review of previous research, there is a research gap in that no research explicitly examines indicators suitable to describe halal destination attributes in the context of tourism in West Sumatra in general. In the same location, previous research only explored the influence and impact of halal destinations in the context of tourism and could not state the standard indicators that could be used.

Based on the above, this study aims to identify, analyze, and explore indicators of halal destination attributes in the context of tourism in West Sumatra. It considers the challenges and opportunities that exist through developing a model that integrates halal attributes and halal destinations. The novelty of this research is reflected in the introduction of the latest indicators related to halal attributes and destination attributes that have not been studied in the West Sumatra region with the latest data.

The urgency of this research is the foremost step in taking advantage of the great opportunity of halal destinations in West Sumatra, which various parties must immediately optimize. With a large Muslim population and rich local wisdom, West Sumatra has tremendous potential as a source of economic growth, prosperity, and regional progress. The main focus of this research is to create comprehensive and relevant indicators that can be used as a basis for developing more effective halal tourism management and promotion strategies. With the right indicators, West Sumatra can improve its quality and attractiveness as a leading halal tourism destination in Indonesia and the global market. The findings of this study are expected to be applied to other destinations that also want to develop halal tourism as part of a sustainable economic growth strategy (Abror et al., 2024; Sodawan & Hsu, 2022).

RESEARCH METHOD

Study Design

The quantitative design utilized two main research variables: Halal attributes and destination attributes. This type of research aims to explain the relationship between these variables objectively. The research was conducted over eight months, from January 2024 to August 2024. Primary data was gathered from sample responses to questionnaire questions, while secondary data was obtained from literature reviews related to halal destinations and all matters concerning the research object.

Measurements

This study adapted the measurement of halal attributes from previous studies (Abbasian et al., 2024; Joel Cruz-Tarrillo et al., 2023; Miftahuddin et al., 2023; Shah Alam et al., 2023; Sthapit et al., 2024; Yağmur & Aksu, 2020). Factors measured in previous studies by (Bernardo et al., 2023 Fan et al., 2021 Marlinda et al., 2023 and Monferrer Tirado et al., 2024) included service quality, availability of public transportation, worship facilities, cleanliness and sanitation, privacy and safety for women, and suitable accommodation.

Data collection

The study involved 400 people who had visited West Sumatra's tourist attractions. A purposive sampling method was used to select the respondents to ensure they had experiences relevant to the study. The criteria for respondents in purposive sampling are: 1) Respondents have visited at least one halal tourist destination in West Sumatra, and 2) Respondents understand halal values in the concept of tourist destinations. Technically, data collection in purposive sampling is carried out by distributing questionnaire links on forums or travel agents, websites, and social media related to halal tourism in West Sumatra and in collaboration with local tourism management organizations. The questionnaire contained questions to measure participants' perceptions of destination features and halal attributes in West Sumatra. Of the 400 questionnaires distributed, 350 people considered the data feasible and could be used for further analysis.

Data Analysis

Statistical Package for Social Science (SPSS) software version 24.0 for Windows and Analysis of Moment Structures (AMoS) version 24.0 for Windows were used for data analysis. Cronbach's Alpha was used to test the validity and credibility of the study. The study results were analyzed by Exploratory Factor Analysis (EFA) to identify critical indicators for halal attributes and destination attributes and Confirmatory Factor Analysis (CFA) to validate and test the factor model proposed in the study, specifically relating to West Sumatra tourism.

RESULTS AND DISCUSSION

Respondent Overview and Experience
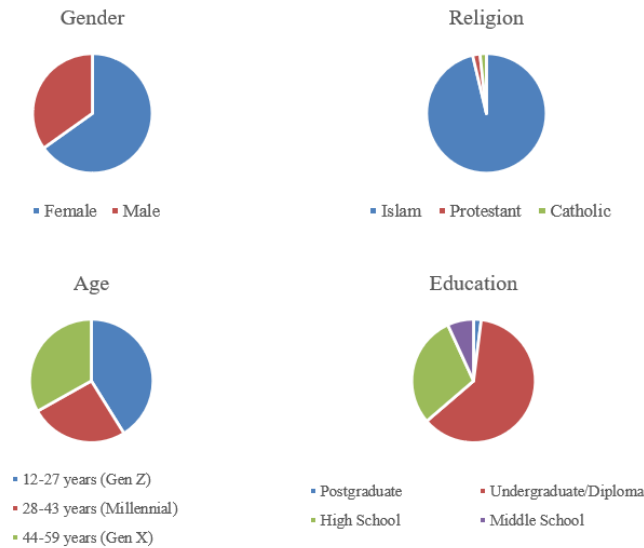### *General Categories of Respondents*

Figure 1. General Categories of Respondents

Based on Figure 1, it is known that as many as 228 respondents are female, while only 122 are male. The respondents were divided into three religious categories, namely Islam, as many as 337 people (96.29%); Protestants, as many as seven people (2%); and Catholics, as many as six people (1.71%). Based on education level, a total of 114 people (41.15%) are Gen Z, followed by Gen X with 116 people (33.14%), and Millennials as many as 90 people (25.71%). Meanwhile, the education level of the majority of respondents was Undergraduate/Diploma with 216 people (61.71%), followed by High School with 103 people (29.43%), Middle School with 24 people (6.86%) and Postgraduate with seven people (2%).
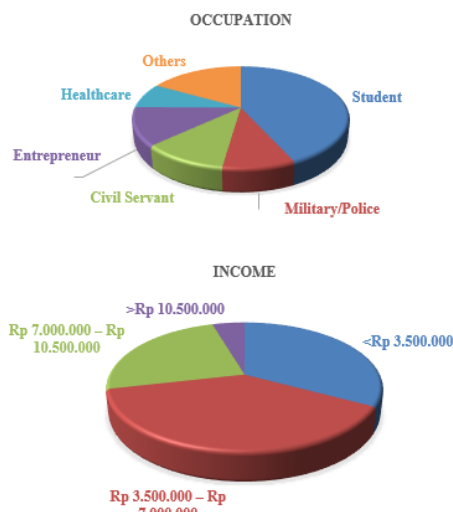

Figure 2. Socioeconomic Category of Respondent

Based on Figure 2, It is known that most respondents are still students, with a total of 151 people (43.14%). Other categories with a distribution are Entrepreneurs 42 people (12%), Civil Servants 38 people (10.86%), Military/Police 32 people (9.14%), Healthcare 28 people (8%), while the rest work in other sectors 59 people (16.86%)

Meanwhile, in terms of monthly income, 115 people (32.86%) have incomes less than Rp 3,500,000, 135 people (38.57%) have incomes between Rp 3,500,000 and Rp 7,000,000, 84 people (24%) have incomes between Rp 7,000,000 and Rp 10,500,000, and only 16 people (4.57%) have incomes more than Rp 10,500,000.

Respondents' Experience

As shown in Table 1, most respondents (46.29%) visit tourism destinations in West Sumatra less than once a year. Recreation is the primary purpose (62%), and it is usually done with family (32.57%) and couples (29.43%). The most frequently visited place is Jam Gadang (22.59%).

Table 1. Respondents' experience

Criteria	Category	Frequency	Percentage
Visit frequency	< 1 time per year	162	46.29
	1-5 times per year	107	30.57
	> 5 times per year	81	23.14
Purpose of visit	Recreation	217	62.00
	Education	68	19.43
	Research	34	9.71
	Work	28	8.00
	Others	3	0.86
With whom	Alone	46	13.14
	Family	114	32.57
	Partner	103	29.43
	School/Work Friends	79	22.57
	Others	8	2.29
Tourist Destination	West Sumatra Grand Mosque	78	6.38
	Harau Valley	187	15.30
	Air Manis Beach	116	9.49
	Adityawarman Museum	89	7.28
	Lake Singkarak	172	14.08
	Siti Nurbaya Bridge	218	17.84
	Miniature Mecca	86	7.04
Source of Information	Social Media	183	52.29
	Friend's Recommendation	102	29.14
	Internet Articles	57	16.29
	Print Media	6	1.71
	Others	2	0.57

Evaluation of the Measurement Model

This study measures reliability using Cronbach's Alpha Measurement Model evaluation. With a reliability coefficient (Cronbach Alpha) of 0.791, Table 2 shows that the 31 questionnaire indicators have excellent internal consistency and are reliable for evaluating the Halal Destination Attribute variable.

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.791	31

The first assumption in Exploratory Factor Analysis (EFA) asserts that the correlation between variables must meet the Kaiser-Meyer-Olkin (KMO) value of Sampling Adequacy > 0.5 and have a significance < 0.05 to ensure sample adequacy in the analysis. Based on Table 4, the Kaiser-Meyer-Olkin sample suitability measure is 0.829 with a significance of 0.000.

Table 3. KMO and Bartlett Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.829
Bartlett's Test of Sphericity	Approx. Chi-Square	2140.135
	df	325
	Sig.	.000

According to Table 3, the Kaiser-Meyer-Olkin sample fit measure is 0.829, more significant than 0.5, indicating that the sample is large enough to conduct factor analysis (Kaiser, 1974). On the other hand, a significance of 0.000 less than 0.05 indicates a strong correlation between the indicators to be tested in factor analysis (Bevans, 2010). Therefore, the assumptions of KMO and Bartlett's Test are met. Factor analysis of the indicators resulted in five new factors representing each indicator, as shown in Table 5.

Table 4. Total Variance Explained

Total Variance Explained								
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.296	16.524	16.524	2.048	7.879	7.879	2.900	11.156	11.156
2	3.802	14.624	31.148	3.234	12.440	20.319	2.836	10.907	22.062
3	2.232	8.585	39.733	2.702	10.399	30.709	2.187	8.410	30.473
4	1.638	6.299	46.032	1.386	5.331	36.041	1.235	4.751	35.224
5	1.200	4.617	50.649	1.006	3.866	39.907	.918	3.530	38.754
6	1.016	3.907	54.556	602	2.316	42.224	.902	3.469	42.224
7	.889	3.421							
8	.836	3.216							

In Table 4, the "Factor" column shows six factors representing the Halal Destination Attribute variable. These factors are calculated using SPSS with a criterion greater than 1. With an eigenvalue of 4.296, factor 1 can explain 16.524% of the Variance, eigenvalue 3.802 can explain 14.624% of the Variance, eigenvalue 2. 232 can explain 8.585% of the Variance, eigenvalue 1.638 can explain 6.299% of the Variance, eigenvalue 1.200 can explain 4.617% of the Variance, and eigenvalue 1.016 can explain 3.907 percent of the Variance.

Nonetheless, the six components can account for 42.224% of the total Variance. Any indicators that belong to these factors can be found using the Maximum Likelihood extraction method of Exploratory Factor Analysis (EFA). The highest loading values for each indicator were identified to do this, i.e., values above 0.4 for each indicator, as shown in Table 5.

Table 5. New Factors

Factor	Indicator
Factor 1	F8, F10, F7, F12, F9, F11, F23
Factor 2	F18, F19, F20, F29, F21, F17, F28
Factor 3	F4, F3, F2, F5, F1, F6
Factor 4	F24, F25, F15
Factor 5	F30
Factor 6	F16, F14

Indicators are organized according to the largest factor load values. Indicators not mentioned above (F13, F22, F26, F27, and F31) are included here. Factor 1 has seven indicators with high factor loadings above 0.5. Meanwhile, factor 2 and factor 3 have five indicators with factor loadings above 0.5, which indicates that the second factor is also strong enough to represent the Halal Destination Attribute variable.

Confirmatory Factor Analysis (CFA) requires a minimum of three indicators. The goal is to ensure that the model is well identified (df < 0) so that the model estimation will succeed (Kusnendi & Ciptagustia, 2023). Therefore, factors 5 and 6 were not included in the Confirmatory Factor Analysis (CFA) test. Factor 1 consisted of seven initial indicators, converted into six, as shown in Figure 3.
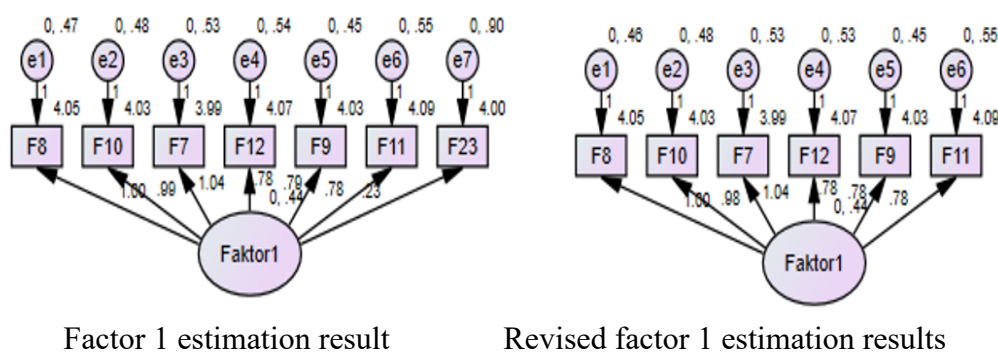

Factor 1 estimation result   Revised factor 1 estimation results

Figure 3. Parameter Estimation Results of Factor 1 Measurement Model

The factor 1 model was corrected and retested because the factor weight coefficient of F23 was less than the minimum required limit of 0.50. So, F23 is indicated to be invalid and unreliable in measuring factor 1. At the same time, other indicators have factor weight coefficient values of F8 (0.698), F10 (0.699), F7 (0.686), F12 (0.578), F9 (0.612), and F11 (0.578). This indicates that the indicators used as factor 1 measurement indicators have sufficient validity and

convergence. In addition, the results of the parameter estimation of the factor measurement model 1 global fit test model showed a p-value of 0.502, Cmin /df of 0.925, RMSEA of 0.000, GFI of 0.991, AGFI of 0.980, CFI and TLI of 1. This indicates that after being revised, the factor measurement model 1 fits the data and can be generalized to the population. The AVE value of 0.511 is greater than the minimum required limit value of 0.50, the CR value of 0.806, and the MR of 0.812 is greater than the minimum required limit of 0.70. This indicates that the factor 1 measurement model has sufficient convergent validity and reliability, so the indicators are valid and reliable for further data analysis.

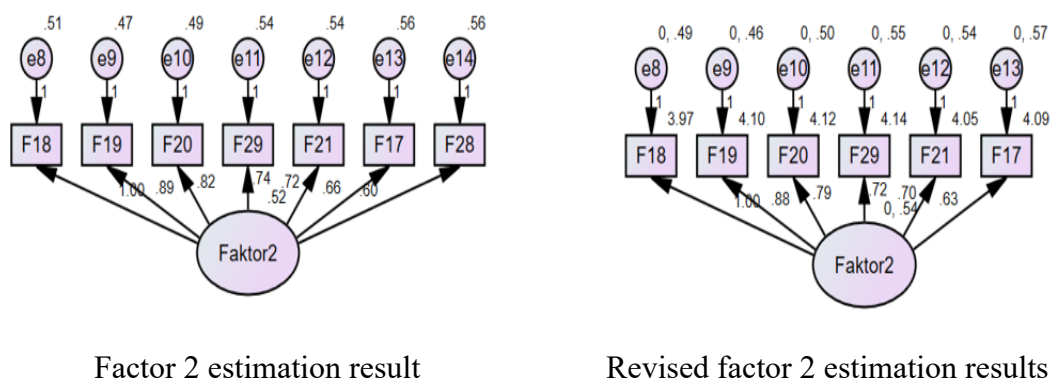Factor 2 also consists of seven initial indicators, converted into six, as shown in Figure 4.

Factor 2 estimation result   Revised factor 2 estimation results

Figure 4. Parameter Estimation Results of Factor 2 Measurement Model

Since the factor weight coefficient of F28 was less than the required minimum of 0.50, the factor 2 model was revised and retested. The factor coefficient values of other indicators are 0.726, 0.691, 0.639, F29, 0.582, F21, and F17, respectively, indicating that the indicators used to measure factor 2 are invalid and unreliable. The parameter estimation results of the global fit test of the factor 2 measurement model showed a p-value of 0.236, Cmin/df of 1.290, RMSEA of 0.030, GFI of 0.988, AGFI of 0.973, CFI of 0.994, and TLI of 0.990. This shows that, after the change, the factor 2 measurement model fits the data and can be generalized to the population. The AVE value of 0.492 is less than the minimum required but almost equal to 0.50. The CR value of 0.793 and MR of 0.804 are higher than 0.70. This indicates that the factor 2 measurement model has adequate convergent validity and reliability. Therefore, the indicators are still valid and reliable for future data analysis.

Factor 3, which consisted of the previous six initial factors, was transformed into five indicators, as shown in Figure 5.
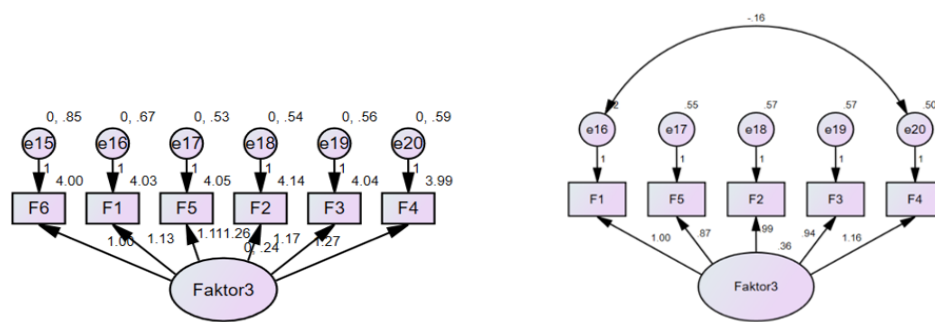
Factor 3 estimation result   Revised factor 3 estimation results

Figure 5. Parameter Estimation Results of Factor 3 Measurement Model

Since the factor weight coefficient of F6 was less than the required minimum of 0.50, the factor 3 model was revised and retested. The factor weight coefficients of other indicators are F1 (0.607), F5 (0.576), F2 (0.618), F23 (0.600), and F4 (0.700), which indicates that the indicators used as pointing indicators have been changed. The parameter estimation results of the global fit test of the factor 3 measurement model after modification show a p-value of 0.319, Cmin/df of 1.177, RMSEA of 0.024, GFI and TLI of 0.994, AGFI of 0.978, and CFI of 0.998. This shows that the factor 3 measurement model can be generalized to the population and fits the data after the change. The AVE value of 0.486 is less than the minimum required but close to 0.50. The CR value of 0.758 and MR value of 0.763 are higher than 0.70. This indicates that the factor 3 measurement model has sufficient convergent validity and reliability, so the indicators are valid and reliable for future data analysis.

Since the factor weight coefficient F24 was less than the minimum required, the analysis of factor model 4 was not continued. The Confirmatory Factor Analysis (CFA) test validated three factors with each indicator, as shown in Table 6, as the indicators did not meet the main CFA requirements if the model was changed.

Table 6. Newly Validated Factors

Factor	Indicator
Factor 1	F8, F10, F7, F12, F9, F11
Factor 2	F18, F19, F20, F29, F21, F17
Factor 3	F4, F3, F2, F5, F1

Discussion

This study validated three new factors using confirmatory factor analysis (CFA). The first factor is Muslim-Friendly Tourism Quality (MFTQ), a holistic concept that integrates a range of ancillary services specifically designed to meet the needs, wants, and preferences of Muslim travelers (Kemenparekraf, 2021), with a focus on providing amenities, attractions, and accessibility that are aligned with Islamic sharia principles. This research identifies six key indicators that make up the MFTQ framework: First, destination cleanliness not only creates a hygienic environment but also emphasizes the importance of purity in a religious context (Solehudin et al., 2024; Yudha Trishananto et al., 2024); second, the

availability of comprehensive halal information allows Muslim tourists to proactively access products and services that comply with Islamic law, including clear labeling and certification of halal products and services (Shmailan, 2023; Wulandari et al., 2023).

Third, convenience facilities that include the provision of adequate private space and worship facilities, such as prayer rooms, separate swimming pools for men and women, and halal-certified restaurants are essential to accommodate Muslim travelers' spiritual and privacy needs (Saputri et al., 2023; Suastrini, 2023); fourth, entertainment facilities designed not to conflict with Islamic values, such as segregated recreation areas and activities that avoid incompatible elements (Itang & Peristiwo, 2023); fifth, activities that reflect and respect Islamic values, such as visits to historical sites with religious significance or participation in religious events (Budiman & Naqiyah, 2023; Syamsurrijal et al., 2023); and sixth, the availability of halal products in shopping areas, which not only fulfills consumption needs but also ensures that the entire shopping experience is in line with religious beliefs (Shmailan, 2023), thus overall MFTQ plays an essential role in shaping tourism experiences that are inclusive, welcoming, and in line with Islamic values for Muslim tourists.

In addition, these findings could have practical implications, especially for managers or owners of halal tourist destinations in West Sumatra. They can implement a comprehensive strategy to develop infrastructure that supports MFTQ (Takhim et al., 2023). They should ensure consistent cleanliness of the destinations, provide clear and accessible halal information (Mutaqin & Dharin, 2024), and offer worship facilities such as prayer rooms and children's playgrounds. Furthermore, the managers should offer halal-certified services and products and create entertainment areas that align with Islamic values.

Cultural Hospitality Quality (CHQ) is a concept that focuses on integrating hospitality and respect for cultural values in every aspect of tourist services, aiming to create a welcoming and inclusive experience for every visitor. In this study, the CHQ factors are divided into six main elements: first, staff courtesy reflecting respectful appreciation and attention to guests' needs (Samake & Xiongying, 2023). Second, consistent and high-quality destination service standards ensure tourist satisfaction, and third, local hospitality welcomes and supports positive interactions between tourists and locals (Gao, 2023). Fourth, culturally respectful social interactions, where all parties engage with full awareness of the cultural diversity that exists, and fifth, authenticity of Muslim cultural experiences that allow Muslim travelers to experience and participate in local cultural traditions and practices that are authentic and by Islamic values (Putra et al., 2023); and sixth, inclusiveness of cultural diversity that ensures that every traveler, regardless of cultural or religious background, feels welcome and valued, thus enriching the overall tourism experience (De-La-Cruz-Diaz et al., 2023).

Tourism owners or managers can implement the best strategy by prioritizing staff training on cultural hospitality values and social interactions that respect diversity (Kokt & Sentso, 2024). This includes creating high and consistent service standards to ensure tourist satisfaction, as well as building partnerships with the local community to support positive interactions. By collaborating with local communities and industry players, destinations can

attract more Muslim travelers, enhance their experiences and create a positive image for halal tourism in the region.

Muslim Friendly Hospitality Standards (MFHS) are rules and procedures created and implemented by tourist destinations to ensure that every service and facility they offer can fully meet the needs of Muslim travelers. To make a travel experience that complies with Islamic principles, MFHS incorporates five key indicators. First is the availability of halal food and beverage products. This means that tourist destinations must provide halal-certified products to ensure that Muslim tourists can enjoy and keep them halal (Abror et al., 2024; Budiyoko et al., 2022; Gaffar et al., 2024; Rasyid et al., 2023; Shmailan, 2023; Wulandari et al., 2023). To ensure that visitors enjoy their meals, the food quality must meet high hygiene and food safety standards and be prepared with good taste (Arifai, 2023). Second, to fulfill the spiritual needs of Muslim tourists, adequate and well-maintained worship facilities, such as clean and comfortable mosques or prayer rooms and proper ablution places, are essential (Iskandar et al., 2023; Nurozi, 2021; Suastrini, 2023)

Third, as Muslim travelers need precise prayer times and Qibla directions, tourist destinations should also provide accurate information (Abror et al., 2020). Fourth, women's privacy and safety should be top priorities (Gaffar et al., 2024). This can be achieved by providing separate areas in public places, such as swimming pools and sports facilities, to make Muslim tourists feel safe and comfortable (Mazlan et al., 2023; Sodawan & Hsu, 2022; Suastrini, 2023). These standards help tourist destinations attract more Muslim travelers and ensure that the experience remains based on Islamic principles.

Halal tourism owners looking to meet the needs of Muslim travelers effectively can implement an integrated management system that prioritizes the comfort of worship and Muslim-friendly services (Manan et al., 2023). This system may include providing clear and accurate information about prayer times and qibla directions throughout the destination and installing signage to help travelers find worship facilities, such as clean and comfortable mosques and prayer rooms. Additionally, training staff on the importance of Islamic hospitality and cultural sensitivity can ensure a pleasant experience for visitors. Integrating these aspects into their tour packages can attract more Muslim travelers seeking authentic experiences.

CONCLUSION

Using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA), this study found and validated three main components that contribute to Muslim-friendly destination characteristics: Muslim Friendly Tourism Quality (MFTQ), Cultural Tourism Quality (MFHS), and Muslim Friendly Tourism Standard (MFHS). MFTQ covers aspects related to the quality of the destination that are friendly to the needs of travelers. The standard of services and facilities intended to meet the specific needs of Muslim travelers, such as the availability of halal food, places of worship, and privacy and security for women, is called MFHS.

The results of this study are expected to be useful for tourist destination managers who want to develop and promote Muslim-friendly destinations. By understanding these factors, tourist destinations can create better strategies to attract and meet the needs of Muslim travelers, which is a growing market segment. According to Islamic principles and respect for local culture, the quality of services can increase the attractiveness of tourist destinations and strengthen their position in the halal tourism market worldwide. Researchers are advised to improve this model by adding new indicators or modifying the existing model. This is important to ensure that the factors identified can explain the Halal Destination Attribute variable more comprehensively. In addition, further research may consider testing this model across different geographical or cultural contexts to determine whether the factors are universally applicable or require customization for specific local contexts.

ACKNOWLEDGEMENTS

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