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**CORRESPONDING
AUTHOR**

Aldian Setia Luhur

✉ aldiansetialhr.id@gmail.com

Fakultas Ekonomi dan Bisnis
Islam, Universitas Islam Su-
matra Utara, Medan
Indonesia

Analysis of the Influence of Sharia-Based Service Quality and Tourist Satisfaction on Tourist Loyalty at Beach Tourist Destinations in Serdang Bedagai Regency

Aldian Setia Luhur*, Atika

Ekonomi Islam, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam
Negeri Sumatra Utara, Medan, Indonesia

Abstract: This study aims to analyze the influence of Sharia-based service quality and tourist satisfaction on tourist loyalty at beach tourist destinations in Serdang Bedagai Regency. The study employs a quantitative approach with an associative research design. Data were collected through the distribution of questionnaires to 100 respondents selected using accidental sampling. Data analysis was performed using multiple linear regression with the aid of IBM SPSS Statistics. The results indicate that the quality of Sharia-based services has a positive and significant effect on tourist loyalty, with a t-value of 5.121 and a p-value of 0.000. Tourist satisfaction also has a positive and significant effect on tourist loyalty, with a t-value of 3.684 and a significance level of 0.000. Simultaneously, Sharia-based service quality and tourist satisfaction have a significant effect on tourist loyalty, with an F-value of 27.748 and a significance level of 0.000. The coefficient of determination (R^2) value of 0.364 indicates that tourist loyalty can be explained by Sharia-based service quality and tourist satisfaction by 36.4%, while the remainder is influenced by other factors outside the scope of this study. The results of this study indicate that improving Sharia-based service quality and tourist satisfaction are important factors in building tourist loyalty at beach tourist destinations.

Keywords: Sharia-Based Service Quality, Tourist Satisfaction, Tourist Loyalty, Halal Tourism, Beach Tourism.

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INTRODUCTION

The rapid growth of halal tourism in Indonesia has been accompanied by increasing demand for tourism services that comply with Sharia principles. As the country with the world's largest Muslim population, Indonesia has significant potential to develop halal tourism across various destinations, including natural and coastal attractions. According to the *Global Muslim Travel Index* (2025), Indonesia remains one of the world's leading halal tourism destinations due to its natural attractions, cultural diversity, halal culinary offerings, and adequate worship facilities (Global Muslim Travel Index, 2025). In addition, the tourism sector is projected to contribute 4.8–5.6% to Indonesia's Gross Domestic Product (GDP) in 2025 (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2025). This trend is also reflected in Serdang Bedagai Regency, North Sumatra Province, one of the region's leading coastal tourism destinations, which recorded 2,461,555 domestic tourist trips throughout 2025 (North Sumatra Provincial Central Statistics Agency, 2026). The consistently high number of tourist visits indicates the region's strong tourism potential and highlights the importance of maintaining tourist loyalty through repeat visits.

Serdang Bedagai Regency is well known for its beach tourism, with destinations such as Bali Lestari Beach, Pondok Permai Beach, Cermin Beach Theme Park, Sri Mersing Beach, Romantis Beach, and Mangrove Beach offering coastal scenery, recreational activities, and increasingly developed tourism facilities. Besides serving as major tourist attractions, these destinations contribute to regional economic growth by stimulating local businesses, creating employment opportunities, and increasing Local Revenue (Serdang Bedagai Regency Government, 2025). Therefore, improving tourism service quality is essential not only to enhance visitor satisfaction and loyalty but also to support sustainable tourism development in the region (Serdang Bedagai Regency Government, 2025; Ermelia, Imsar, & Harahap, 2023; Mawadda, Aslami, & Harahap, 2023).

Table 1. Complete Data on the Distribution of Tourist Visits to Serdang Bedagai Regency in 2025

No	Tourist Attraction	Visits (%)
1	Bali Lestari Beach	25%
2	Pantai Pondok Permai	20,5%
3	Cermin Beach Theme Park	16,9%
4	Sri Mersing Beach	14,3 %
5	Romantis Beach	9,7 %
6	Klang Beach	7,1 %
7	Others	6,5 %
Total		100 %

Source: Serdang Bedagai Department of Youth, Sports, Tourism, and Culture 2026

Based on Table 1, Bali Lestari Beach was purposively selected as the research site because it recorded the highest proportion of tourist visits in Serdang Bedagai Regency (25%), exceeding Pondok Permai Beach (20.5%), Cermin Beach Theme Park (16.9%), and Sri Mersing Beach (14.3%). As one of the region's leading beach destinations, Bali Lestari Beach offers comprehensive tourism facilities, a distinctive Balinese atmosphere, diverse recreational attractions, and convenient accessibility, making it representative for examining the influence of Sharia-based service quality and tourist satisfaction on tourist loyalty. According to the North Sumatra Provincial Central Statistics Agency, Serdang Bedagai Regency recorded 2,461,555 domestic tourist trips throughout 2025, with the highest number of visits occurring in April, while visitor numbers remained relatively stable during the remaining months (North Sumatra Provincial Central Statistics Agency, February 2026 "Tourist Trips to Serdang Bedagai Regency Throughout 2025". This consistent visitation pattern indicates the potential for repeat visits and highlights the importance of maintaining tourist loyalty through improved service quality.

Based on interviews with several visitors, Bali Lestari Beach is considered an attractive tourist destination due to its distinctive Balinese atmosphere, natural scenery, strategic location,

and potential to encourage repeat visits (Fadhil, January 11, 2026). However, the preliminary interviews also revealed several issues related to Sharia-based service quality. Respondents reported that some restrooms and ablution facilities were not properly maintained during peak visitor periods, while the prayer room lacked cleanliness and adequate worship equipment, particularly during major holidays. In addition, prayer items such as mukena were sometimes unsuitable for use because of poor cleanliness, and the management's response to visitor complaints was perceived as relatively slow (Fadhil, 2026; Fikri, January 11, 2026; Putri, January 11, 2026).

These findings indicate that although Bali Lestari Beach attracts a high number of visitors and demonstrates strong potential for repeat visits, improvements in facility maintenance, cleanliness, worship facilities, and service responsiveness remain necessary. Enhancing these aspects is expected to strengthen Sharia-based service quality, increase tourist satisfaction, and ultimately foster greater tourist loyalty. Previous research on service quality, satisfaction, and customer and tourist loyalty has been extensively conducted by various researchers, particularly those from the Faculty of Islamic Economics and Business at the State Islamic University of North Sumatra (FEBI UINSU). Previous studies conducted by researchers from the Faculty of Islamic Economics and Business, State Islamic University of North Sumatra (FEBI UINSU), consistently demonstrate that service quality plays a significant role in improving customer satisfaction and loyalty. Siregar et al. (2023) found that e-service quality positively influences e-loyalty through customer satisfaction as an intervening variable. Similarly, Inayah (2020) and Lubis et al. (2023) reported that high-quality banking services significantly enhance customer satisfaction. Furthermore, studies by Nugraha et al. (2024) and Hafizh et al. (2023) revealed that the implementation of self-service technology and digital Islamic banking services improves customer satisfaction, which subsequently strengthens customer loyalty. Collectively, these findings confirm that service quality and customer satisfaction are fundamental determinants of sustainable customer loyalty across various Islamic financial service settings.

Other studies within the FEBI UINSU academic community further emphasize the importance of service quality, individual perceptions, and user experience in shaping satisfaction, trust, and loyalty. Rahmawan et al. (2024), Bancin et al. (2025), and Hasanah et al. (2025) consistently reported that positive perceptions, adequate support, and high-quality services encourage stronger commitment and satisfaction. These findings are supported by Rusdiyanto and Suranti (2021), who concluded that customer satisfaction mediates the relationship between service quality and customer loyalty. Studies in the tourism sector have also produced consistent findings. Rahayu and Candra (2023), Andriani and Jannah (2025), Hananah (2025), Primadona et al. (2025), and Hariani et al. (2024) reported that service quality, tourist satisfaction, perceived value, trust, and the implementation of Sharia principles positively influence tourist loyalty and support the sustainable development of halal tourism destinations. These studies highlight the importance of delivering high-quality, Sharia-compliant services to enhance tourists' experiences and encourage repeat visits.

Previous studies consistently demonstrate that service quality is a key determinant of customer and tourist satisfaction, while satisfaction plays an essential role in fostering loyalty across several service contexts, including Islamic banking, digital financial services, hotels, and halal tourism destinations (Siregar et al., 2023; Inayah, 2020; Lubis et al., 2023; Nugraha et al., 2024; Hafizh et al., 2023; Rusdiyanto & Suranti, 2021; Rahayu & Candra, 2023; Andriani & Jannah, 2025; Hananah, 2025; Primadona et al., 2025; Hariani et al., 2024). However, the existing literature has several contextual limitations. A substantial proportion of previous studies examines service quality in hotels, Islamic banking and financial services, or halal tourism destinations in general. These settings differ from beach tourism, where service quality must simultaneously address recreational needs, environmental cleanliness, worship facilities, and service practices consistent with Islamic values in an open coastal environment. Consequently, empirical evidence specifically examining Sharia-based service quality in beach tourism destinations remains limited. More specifically, evidence from beach destinations in Serdang Bedagai Regency and Bali Lestari Beach is still scarce. This contextual limitation creates a research gap regarding whether

Sharia-based service quality and tourist satisfaction can explain tourist loyalty in a coastal tourism setting.

Therefore, this study seeks to fill the identified research gap by investigating the influence of Sharia-based service quality and tourist satisfaction on tourist loyalty at Bali Lestari Beach. The novelty of this research lies in extending the application of Sharia-based service quality from contexts that have been more frequently studied—such as hotels, Islamic financial institutions, and general halal tourism destinations—to a specific beach tourism destination. By focusing on Bali Lestari Beach, this study provides empirical evidence on how worship facilities, environmental cleanliness and comfort, and service attitudes consistent with Islamic values relate to tourist loyalty in a coastal setting. Thus, the study contributes to the development of beach-based halal tourism research in Indonesia while providing destination-specific evidence for sustainable tourism management.

LITERATURE REVIEW

Tourist Loyalty

Tourist loyalty refers to the attitudes and behaviors of tourists that indicate a desire to revisit a tourist destination because they are satisfied with the travel experience they had during their visit. Tourist loyalty is one of the primary objectives in tourist destination management because loyal tourists tend to make repeat visits, provide positive recommendations to others, and are committed to choosing the same tourist destination over others. In the tourism sector, tourist loyalty is greatly influenced by service quality, the comfort of facilities, safety, and the travel experience felt while at the tourist site. Rahayu and Candra (2023) state that service quality has a positive effect on tourist loyalty at halal tourist destinations; therefore, improving service quality can encourage tourists to return and recommend the destination to others.

According to research by Suhartanto, Dean, Ismail, and Sundari (2021), tourist loyalty is reflected in the intention to revisit a destination and the willingness to recommend it to others after having a satisfying travel experience (Suhartanto et al., 2021). Furthermore, Afendi and Ghofur (2021) state that customer loyalty toward Islamic financial institutions can be fostered by fulfilling customers' spiritual needs and religious commitments, which in turn lead to increased customer satisfaction and loyalty (Afendi & Ghofur, 2021). Thus, tourist loyalty serves as a key indicator of successful tourism destination management, as it fosters the long-term sustainability of tourist visitation numbers. Indicators of Tourist Loyalty Include: 1) The desire to revisit the destination, 2) The willingness to recommend the destination to others, 3) The commitment to continue choosing the destination. (Kadi et al., 2021; Purnama et al., 2023; Riptiono et al., 2023; Van Vien et al., 2024).

Sharia-Based Service Quality

Sharia-based service quality refers to the provision of services to tourists that adhere to the principles of Islamic Sharia in every aspect of service delivery. In halal tourism, service quality focuses not only on general service aspects but also addresses the spiritual needs of Muslim tourists, such as the availability of prayer facilities, a clean environment, halal food, and courteous service that aligns with Islamic values. High-quality service at halal tourism destinations can increase tourist satisfaction and foster tourist loyalty to the visited destination (Rahayu & Candra, 2023). According to Rahayu and Candra (2023), service quality refers to a service provider's ability to deliver services that meet tourists' expectations, thereby creating a positive travel experience, increasing satisfaction, and fostering tourist loyalty toward the destination visited. Furthermore, Hariani et al. (2024) explain that the provision of amenities and services tailored to the needs of Muslim tourists can enhance comfort, trust, and satisfaction during halal travel.

Research by Pattaray and Herman (2024) indicates that facilities and services tailored to the needs of Muslim tourists are key factors in shaping tourist satisfaction. In the context of beach tourism, Sharia-based service quality can be achieved through the cleanliness of places of worship, the comfort of tourist sites, the availability of halal food, and friendly, Islamic-oriented service provided to tourists. Indicators of Sharia-Based Service Quality: 1) Availability of places of

worship, 2) Cleanliness and comfort of the tourist environment, 3) Service attitudes consistent with Islamic values (Pattaray & Herman, 2024; Hariani et al., 2024).

Tourist Satisfaction

Tourist satisfaction is the emotional response of tourists after comparing their expectations prior to their visit with the actual experiences they had while at the tourist destination. Tourist satisfaction is a key factor in determining the success of a tourist destination because satisfied tourists tend to return and give positive reviews of the destination (Fajriyati et al., 2022). In the context of halal tourism, tourist satisfaction is influenced by service quality, facility cleanliness, safety, environmental comfort, and the availability of worship facilities that support the activities of Muslim tourists (Wibowo & Khoiruddin, 2022). Tourist satisfaction refers to the level of a tourist's feelings after comparing their expectations prior to the visit with the actual experiences gained during the trip, particularly regarding the quality of service and facilities provided by the tourism destination management. Tourist satisfaction is achieved when the service, facilities, and travel experiences meet or exceed tourists' expectations (Fajriyati et al., 2022).

Furthermore, in the context of halal tourism, tourist satisfaction is influenced by service quality, comfort, cleanliness, and the availability of facilities that support the needs of Muslim tourists while they are at the tourist destination (Wibowo & Khoiruddin, 2022). A high level of tourist satisfaction will foster a more positive travel experience and increase the likelihood of tourists returning in the future. Indicators of Tourist Satisfaction: 1) The alignment of expectations with the service received, 2) Satisfaction with tourism facilities, 3) Satisfaction with the overall travel experience (Jayadi et al., 2022; Masjhoer et al., 2023).

Hypotheses

Based on the literature review and the identified research gap, this study formulates three hypotheses: H1: Sharia-based service quality has a positive and significant effect on tourist loyalty. H2: Tourist satisfaction has a positive and significant effect on tourist loyalty. H3: Sharia-based service quality and tourist satisfaction simultaneously have a positive and significant effect on tourist loyalty.

METHOD

This study employs a quantitative approach using an associative research design. The quantitative approach was chosen because this study aims to measure and analyze the influence of sharia-based service quality and tourist satisfaction on tourist loyalty at beach tourist destinations in Serdang Bedagai Regency (Sugiyono, 2022). An associative study was used to determine the relationship and influence among the research variables, which consist of the quality of Sharia-based services as the independent variable (X1), tourist satisfaction as the independent variable (X2), and tourist loyalty as the dependent variable (Y) (Prasetyo & Jannah, 2020). The data sources in this study consist of primary and secondary data. Primary data were obtained through direct observation at the research site and the distribution of questionnaires to tourists at Bali Lestari Beach in Serdang Bedagai Regency. Observations were conducted to obtain an overview of the condition of tourist facilities, places of worship, environmental cleanliness, and Sharia-based tourism services. Meanwhile, secondary data were obtained from documentation, scientific journals, books, archives, and statistical publications relevant to the study (Arikunto, 2021).

A questionnaire was used as the primary method for collecting research data, employing a five-point Likert scale consisting of the following response options: strongly agree, agree, neutral, disagree, and strongly disagree (Sugiyono, 2022). The questionnaire was administered to tourists who had previously visited the study site to assess respondents' perceptions of the quality of Sharia-based services, tourist satisfaction, and tourist loyalty. Documentation was conducted by collecting supporting data in the form of photographs of the research site, data on the number of tourist visits, tourism management records, previous research journals, and other documents related to the study. The population in this study consists of all tourists who visited Bali Lestari Beach in Serdang Bedagai Regency in 2025. Based on data from the North Sumatra Provincial

Statistics Agency (BPS), the total number of tourist trips to Serdang Bedagai Regency was 2,461,555. Since Bali Lestari Beach accounts for 25% of these visits, the study population is estimated at 615,389 tourists. The sample size was determined using the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Explanation:

n = Sampel Size

N = Populasi Size

e = Margin of error (10% = 0.10)

Given:

N = 615.389

e = 10% = 0,10

Therefore:

$$\begin{aligned} n &= \frac{615389}{1 + 615389(0,1)^2} \\ n &= \frac{615389}{1 + 6153,89} \\ n &= \frac{615389}{6154,89} \\ n &= 99,84 \end{aligned}$$

The sample size was rounded to 100 respondents. Therefore, this study employed 100 respondents selected using the accidental sampling technique, which involves tourists encountered directly at the research site who are willing to participate in the study (Sugiyono, 2022). Respondents were required to have visited Bali Lestari Beach, be at least 17 years old, have used the tourism and worship facilities, be willing to complete the questionnaire, and understand the research questions. Data were analyzed using IBM SPSS Statistics through instrument validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, and hypothesis testing (Ghozali, 2021). Hypothesis testing included the t-test, F-test, and coefficient of determination (R^2) to examine the partial and simultaneous effects of Sharia-based service quality and tourist satisfaction on tourist loyalty (Sugiyono, 2022).

Respondent Characteristics

To provide a clearer description of the sample, respondent characteristics should be reported by gender, age, educational level, occupation, region of origin, and visit frequency. The manuscript currently reports the total sample of 100 respondents but does not contain the corresponding frequency distribution for these characteristics. Therefore, the following table is provided as a reporting template and must be completed using the original questionnaire or SPSS frequency output before submission.

Table 2. Respondent Characteristics

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	46	46%
	Female	54	54%
Age	17–25 years	30	30%
	26–35 years	28	28%
	36–45 years	25	25%
	≥46 years	17	17%
Education	Elementary/Junior High	4	4%
	Senior High School	51	51%

	Diploma/Bachelor or above	45	45%
Occupation	Student	21	21%
	Private employee	26	26%
	Entrepreneur	12	12%
	Civil servant/other	41	41%
Region of origin	Serdang Bedagai	33	33%
	Outside Serdang Bedagai	67	67%
Visit frequency	First visit	2	2%
	2–3 visits	44	44%
	More than 3 visits	54	54%

Source: Data Processed by Researchers, 2026

RESULTS AND DISCUSSION

Validity Test

A validity test is used to determine whether the statements in a questionnaire are valid. With a sample size (n) = 100 and $\alpha = 0.05$, the table value of r is 0.1966. An item is considered valid if the calculated r is greater than the table value of r :

Table 3. Validity Test

No	Variable	Item	R Count	R Table	Description
1	Sharia-Based Service Quality	X1.1	0,521	0,1966	Valid
		X1.2	0,604	0,1966	Valid
		X1.3	0,545	0,1966	Valid
		X1.4	0,545	0,1966	Valid
		X1.5	0,399	0,1966	Valid
		X1.6	0,369	0,1966	Valid
2	Tourist Satisfactio	X2.1	0,679	0,1966	Valid
		X2.2	0,654	0,1966	Valid
		X2.3	0,560	0,1966	Valid
		X2.4	0,681	0,1966	Valid
		X2.5	0,613	0,1966	Valid
		X2.6	0,444	0,1966	Valid
3	Tourist Loyalty	Y1.1	0,465	0,1966	Valid
		Y1.2	0,645	0,1966	Valid
		Y1.3	0,610	0,1966	Valid
		Y1.4	0,513	0,1966	Valid
		Y1.5	0,694	0,1966	Valid
		Y1.6	0,554	0,1966	Valid

Source: Data Processed by Researchers, 2026

Based on the validity test results, all items in the variables Sharia-Based Service Quality (X1), Tourist Satisfaction (X2), and Tourist Loyalty (Y) had calculated r values greater than the critical r value of 0.1966. The item-total correlation values for variable X1 range from 0.369 to 0.604, for variable X2 from 0.444 to 0.681, and for variable Y from 0.465 to 0.694. Thus, all items are deemed valid and capable of accurately measuring the construct under study, making them suitable for use in further research analysis.

Reliability Test

A reliability test is used to evaluate a questionnaire to determine whether the statements in the questionnaire are reliable. In this study, reliability was assessed using Cronbach's alpha, a method used to test the consistency of all scales used in the study. The statements in the questionnaire can be considered reliable if the Cronbach's alpha value is greater than 0.60:

Table 4. Reliability Test

No	Variable	Cronbach's Alpha	Standard R	N of Items	Description
1	Sharia-Based Service Quality	0.610	0.60	6	Reliable
2	Tourist Satisfaction	0.659	0.60	6	Reliable
3	Tourist Loyalty	0.602	0.60	6	Reliable

Source: Data Processed by Researchers, 2026

The reliability test results show that the Sharia-Based Service Quality variable (X1) has a Cronbach's Alpha value of 0.610, the Tourist Satisfaction variable (X2) has a value of 0.659, and the Tourist Loyalty variable (Y) has a value of 0.602. All Cronbach's Alpha values are above the minimum threshold of 0.60, so the research instrument is deemed reliable.

Classical Assumption Test

A normality test is used to determine whether the residuals in a regression model are normally distributed. A good regression model is one in which the residuals are normally distributed. If the significance value (Asymp. Sig.) is greater than 0.05, then the data are normally distributed.

**Table 5. Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.68930486
Most Extreme Differences	Absolute	.077
	Positive	.056
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.148 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data Processed by Researchers, 2026

Based on the results of the normality test using the Kolmogorov-Smirnov method, the Asymp. Sig. (2-tailed) value was found to be 0.148. This value is greater than the significance level of 0.05 ($0.148 > 0.05$), so it can be concluded that the residual data in this study are normally distributed. Thus, the regression model satisfies the assumption of normality.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a strong relationship or correlation among the independent variables in a regression model. A good regression model is one that does not exhibit multicollinearity. The decision criteria are as follows: if the Tolerance value is greater than 0.10 and the VIF value is less than 10, then there is no multicollinearity.

Table 6. Multicollinearity Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6.212	2.272		2.734	.007		
Sharia-Based Service Quality	.493	.096	.433	5.121	.000	.915	1.093
Tourist Satisfaction	.266	.072	.312	3.684	.000	.915	1.093

a. Dependent Variable: Tourist Loyalty

Source: Data Processed by Researchers, 2026

Based on the results of the multicollinearity test, it was found that the variables of Sharia-based service quality and tourist satisfaction had a tolerance value of 0.915 (> 0.10) and a Variance Inflation Factor (VIF) value of 1.093 (< 10). Thus, it can be concluded that the regression model does not exhibit multicollinearity; therefore, there is no high correlation among the independent variables, and the regression model is suitable for use.

Heteroscedasticity Test

A heteroscedasticity test is used to determine whether there is variation in the residual variances from one observation to another. A good regression model is one that does not exhibit heteroscedasticity or has constant residual variances (homoscedasticity). If the points on the scatterplot are randomly scattered above and below the number 0 and do not form a specific pattern, then there is no heteroscedasticity.

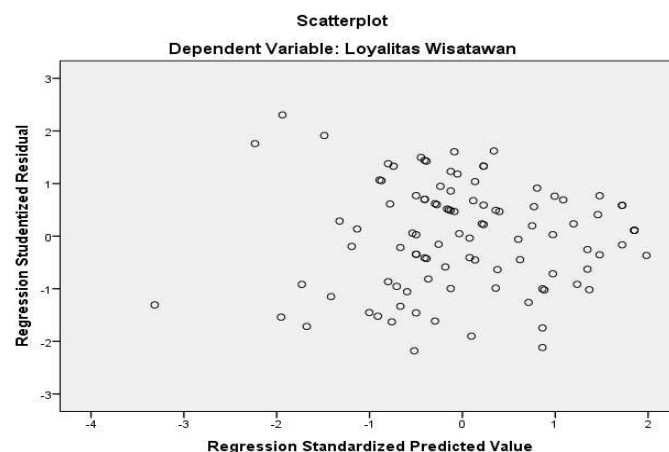


Figure 1. Heteroscedasticity Test

Source: Data Processed by Researchers, 2026

Based on the results of the heteroscedasticity test using a scatterplot, it can be seen that the residual points are randomly distributed and scattered above and below the 0 mark on the Y-axis without forming any specific pattern. This indicates that the regression model does not exhibit heteroscedasticity, and thus the assumption of homoscedasticity in the regression model has been met.

Multiple Linear Regression Test

A multiple linear regression test was conducted to determine the effect of the independent variables namely, Sharia-based service quality and tourist satisfaction—on the dependent variable, tourist loyalty. This analysis aims to examine the direction of the relationship and the magnitude of the effect of each independent variable on tourist loyalty. The results of the multiple linear regression test in this study are presented in the following table. The multiple linear regression equation is formulated as follows: $Y = a + b_1X_1 + b_2X_2 + e$.

Table 7. Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.212	2.272		2.734	.007
Sharia-Based Service Quality	.493	.096	.433	5.121	.000
Tourist Satisfaction	.266	.072	.312	3.684	.000

a. Dependent Variable: Tourist Loyalty

Source: Data Processed by Researchers, 2026

Based on the unstandardized coefficients (B) in the table:

- Constant (a) = 6.212
- Sharia-Based Service Quality (X_1) = 0.493
- Tourist Satisfaction (X_2) = 0.266

Therefore, the regression equation is: $Y = 6.212 + 0.493X_1 + 0.266X_2$

Meaning: Based on the results of the multiple linear regression analysis, the regression equation is $Y = 6.212 + 0.493X_1 + 0.266X_2$. The constant value of 6.212 indicates that if the variables for Sharia-based service quality and tourist satisfaction are held constant (0), then tourist loyalty has a value of 6.212. The regression coefficient for Sharia-based service quality, 0.493, indicates that a 1-unit increase in Sharia-based service quality will increase tourist loyalty by 0.493, assuming all other variables remain constant. Furthermore, the tourist satisfaction coefficient of 0.266 indicates that a 1-unit increase in tourist satisfaction will increase tourist loyalty by 0.266, assuming all other variables remain constant.

T-Test (Partial Test)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. Decisions are made based on the significance value (Sig.) at a 5% significance level ($\alpha = 0.05$). If the Sig. value is < 0.05 , then the independent variable has a significant effect on the dependent variable. Conversely, if the Sig. value is > 0.05 , then the independent variable does not have a significant effect on the dependent variable. H_a means there is an effect, and H_0 means there is no effect.

Table 8. T-Test (Partial Test) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.212	2.272		2.734	.007

Sharia-Based Service Quality	.493	.096	.433	5.121	.000
Tourist Satisfaction	.266	.072	.312	3.684	.000

a. Dependent Variable: Tourist Loyalty

Source: Data Processed by Researchers, 2026

The t-test is used to determine the partial effect of each independent variable on the dependent variable. Decisions are made based on the significance value (Sig.) at a 5% significance level ($\alpha = 0.05$). If the Sig. value is < 0.05 , then the independent variable has a significant effect on the dependent variable. Conversely, if the Sig. value is > 0.05 , then the independent variable does not have a significant effect on the dependent variable. H_a means there is an effect, and H_0 means there is no effect.

F-Test (Simultaneous Test)

An F-test was conducted to determine whether the independent variables—namely, Sharia-based service quality and tourist satisfaction—simultaneously (together) influence tourist loyalty. The decision criterion is as follows: if the Sig. value is < 0.05 , then the independent variables simultaneously influence the dependent variable. If the Sig. value is > 0.05 , then the independent variables do not simultaneously influence the dependent variable.

Table 9. F-Test (Simultaneous Test)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	409.636	2	204.818	27.748	.000 ^b
Residual	716.004	97	7.381		
Total	1125.640	99			

Source: Data Processed by Researchers, 2026

Based on the results of the F-test in the ANOVA table, the calculated F-value was 27.748 with a significance level of 0.000. Since the significance level is less than 0.05 ($0.000 < 0.05$), H_0 is rejected and H_1 is accepted. This indicates that sharia-based service quality and tourist satisfaction simultaneously have a positive and significant effect on tourist loyalty. Thus, it can be concluded that improving sharia-based service quality and tourist satisfaction together can increase tourist loyalty.

Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) is used to determine the extent to which independent variables explain the variation in the dependent variable in a regression model. In addition, the R value indicates the degree of association between the independent and dependent variables simultaneously, while the adjusted R-squared is used to assess the model's performance after adjusting for the number of independent variables used.

Table 10. Coefficient of Determination Test (R^2)
Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.603 ^a	.364	.351	2.71689

Source: Data Processed by Researchers, 2026

Based on Table 10, the R-squared value is 0.364, which means that the variables “Tourist Satisfaction” and “Sharia-Based Service Quality” account for 36.4% of the variation in the dependent variable, while the remaining 63.6% is explained by other factors outside the scope of this study. The Adjusted R-Square value of 0.351 indicates that, after adjustments, the model’s ability to explain the dependent variable is 35.1%. Thus, the research model has sufficient ability to explain the dependent variable.

DISCUSSION

The Effect of Sharia-Based Service Quality on Tourist Loyalty

The results of the partial test show that the Sharia-based service quality variable has a calculated t-value of 5.121, which is greater than the critical t-value of 1.98472 ($5.121 > 1.98472$), with a significance level of $0.000 < 0.05$. This proves that Sharia-based service quality has a positive and significant effect on tourist loyalty. Therefore, H1 is accepted and H0 is rejected. The finding confirms that better Sharia-based service quality is associated with higher tourist loyalty, reflected in tourists’ intention to revisit, recommend the destination, and continue choosing it.

These results stem from the fact that tourists evaluate a destination not only based on its natural beauty but also on the quality of service they experience during their visit. At the Bali Lestari Beach tourist destination, the availability of adequate places of worship, a clean environment, the friendliness of staff, and services that align with Sharia values provide a sense of comfort and safety for tourists, particularly Muslim tourists. When tourists’ physical and spiritual needs are well met, their travel experience becomes more positive, thereby fostering loyalty. This finding also aligns with the on-site conditions observed by the researchers during the pre-survey. Although Bali Lestari Beach has a high visitor volume, several challenges were still identified, such as the cleanliness of the prayer rooms, the condition of the ablution areas, and prayer equipment that is not yet optimal. These conditions indicate that the quality of Sharia-based services is an aspect that tourists pay close attention to. Therefore, if the management is able to continuously improve these facilities, tourist loyalty levels have the potential to increase significantly.

Theoretically, the findings of this study align with the view of Rahayu and Candera (2023), who state that Sharia-based service quality refers to a service provider’s ability to meet the needs of Muslim tourists through services that comply with Sharia principles. Furthermore, the findings of this study also support the research by Rahayu and Candera (2023), which demonstrates that service quality has a positive effect on tourist loyalty toward halal tourism destinations. The practical implication of these findings is that the management of Bali Lestari Beach needs to prioritize improving the quality of Sharia-based services by maintaining worship facilities, improving environmental cleanliness, providing adequate worship equipment, and enhancing staff responsiveness in handling tourist complaints. These efforts are expected to enhance the positive travel experience, thereby encouraging tourists to return and recommend the destination to other travelers.

The Effect of Tourist Satisfaction on Tourist Loyalty

The results of the partial test show that the tourist satisfaction variable has a calculated t-value of 3.684, which is greater than the critical t-value of 1.98472 ($3.684 > 1.98472$), with a significance level of $0.000 < 0.05$. Therefore, H2 is accepted and H0 is rejected, indicating that tourist satisfaction has a positive and significant effect on tourist loyalty. The higher the level of satisfaction with the services and travel experiences received, the stronger the intention to revisit, recommend the destination, and maintain preference for Bali Lestari Beach.

At Bali Lestari Beach, tourist satisfaction is influenced by various factors, such as the beauty of the beach, easy accessibility, a full range of recreational facilities, and an attractive tourist atmosphere. However, the results of the observations also indicate that there are still several service aspects that need improvement, particularly regarding the cleanliness of places of worship and the speed with which staff respond to tourist complaints. Improvements in these areas will enhance overall tourist satisfaction, thereby strengthening tourist loyalty.

Theoretically, these findings align with the views of Fajriyati et al. (2022), who state that tourist satisfaction is an emotional response after tourists compare their expectations with the actual experiences gained during their trip. These findings also support the research by Primadona et al. (2025), which found that tourist satisfaction has a positive effect on tourist loyalty toward halal tourism destinations. The practical implications of these findings are that the management of Bali Lestari Beach needs to conduct periodic evaluations of the quality of service and tourist facilities through tourist satisfaction surveys, provide easily accessible complaint channels, and continuously improve service quality. In this way, tourist satisfaction can be sustained, thereby fostering ongoing tourist loyalty.

The Simultaneous Effects of Sharia-Based Service Quality and Tourist Satisfaction on Tourist Loyalty

The F-test results show that Sharia-based service quality and tourist satisfaction simultaneously have a positive and significant effect on tourist loyalty. This is evidenced by a calculated F-value of 27.748 with a significance level of $0.000 < 0.05$, so H_0 is rejected and H_3 is accepted. Thus, both independent variables jointly contribute to changes in tourist loyalty. The result indicates that tourist loyalty is influenced by the combination of the quality of Sharia-based services and the level of satisfaction experienced by tourists during their visit.

The results of this study are consistent with the research by Rahayu and Candra (2023), which states that service quality and tourist satisfaction collectively enhance tourist loyalty to halal tourism destinations. These findings also support the view of Hariyani et al. (2024) that the implementation of high-quality halal destination attributes will increase tourist satisfaction, trust, and loyalty. The practical implication of these findings is that the management of Bali Lestari Beach needs to continuously improve the quality of Sharia-based services by upgrading worship facilities, maintaining environmental cleanliness, enhancing staff responsiveness, and conducting regular evaluations of tourist satisfaction levels. These efforts are expected to increase tourist loyalty, thereby supporting the sustainable development of halal tourism destinations in Serdang Bedagai Regency.

CONCLUSION AND SUGGESTIONS

Based on the results of a study conducted on 100 tourists visiting Bali Lestari Beach in Serdang Bedagai Regency, the hypothesis testing results show that H_1 is accepted: Sharia-based service quality has a positive and significant effect on tourist loyalty ($t = 5.121$; Sig. = 0.000). H_2 is also accepted: tourist satisfaction has a positive and significant effect on tourist loyalty ($t = 3.684$; Sig. = 0.000). Furthermore, H_3 is accepted because Sharia-based service quality and tourist satisfaction simultaneously have a positive and significant effect on tourist loyalty ($F = 27.748$; Sig. = 0.000). The two independent variables explain 36.4% of the variation in tourist loyalty, while the remaining 63.6% is explained by other factors outside the research model. These findings indicate that improving Sharia-based service quality together with tourist satisfaction is an important strategy for strengthening tourist loyalty and supporting the development of halal-based beach tourism in Serdang Bedagai Regency.

Simultaneously, the quality of Sharia-based services and tourist satisfaction have a positive and significant effect on tourist loyalty. The research results show that these two variables account for 36.4% of tourist loyalty, while the remaining 63.6% is influenced by other factors outside the research model. These findings indicate that improving the quality of Sharia-based services, coupled with increased tourist satisfaction, is a key strategy for building tourist loyalty and supporting the development of halal-based beach tourism in Serdang Bedagai Regency.

SUGGESTION

For the management of Bali Lestari Beach, it is recommended to improve the quality of Sharia-based services by maintaining places of worship, enhancing the cleanliness of the tourist area, providing adequate worship equipment, and improving the speed and friendliness of staff in serving tourists. These efforts are expected to increase tourist satisfaction while maintaining their

loyalty. For the Serdang Bedagai Regency Government, the results of this study can serve as a basis for formulating policies on halal tourism development, particularly for beach tourism destinations, through the improvement of infrastructure, capacity building for tourism managers, and the promotion of sustainable halal tourism destinations. For future researchers, it is recommended to include other variables that may influence tourist loyalty, such as destination image, tourist trust, perceived value, price, travel experience, and facility quality. Additionally, future research could expand the scope to include various other halal tourism destinations, thereby improving the generalizability of the findings.

IMPLICATIONS

Theoretically, this study contributes to the development of research on Sharia-based service quality and tourist loyalty by demonstrating that the concept of service quality, when operationalized through the availability of worship facilities, cleanliness and comfort of the tourism environment, and service attitudes consistent with Islamic values, is relevant not only to Islamic financial institutions, hotels, or general halal tourism destinations but also to beach tourism. The positive and significant effects found in this study strengthen the proposition that Sharia-based service attributes can become an important mechanism for creating positive tourist experiences and strengthening loyalty. The significant role of tourist satisfaction further supports the theoretical view that tourists' evaluations of their experiences are closely connected to their behavioral intentions, particularly revisit and recommendation intentions. Thus, the findings extend the empirical application of Sharia-based service quality and tourist loyalty concepts to a coastal tourism context. Practically, this study shows that the quality of Sharia-based services and tourist satisfaction are important factors in increasing tourist loyalty to halal beach destinations. The findings can serve as input for tourism managers to improve service quality, worship facilities, cleanliness, responsiveness, and tourist comfort, as well as provide a basis for local governments to develop sustainable halal tourism policies. These practical implications are specifically relevant to Bali Lestari Beach in Serdang Bedagai Regency.

LIMITATIONS

This study was conducted exclusively at Bali Lestari Beach in Serdang Bedagai Regency and used only two independent variables, namely Sharia-based service quality and tourist satisfaction. The sample consisted of 100 respondents selected using accidental sampling, which limits the generalizability of the findings. In addition, the current manuscript does not report the detailed frequency distribution of respondent characteristics such as gender, age, education, occupation, region of origin, and visit frequency; these characteristics should be completed from the original respondent dataset before final submission. Future research is therefore encouraged to use a larger and more representative sample, include additional determinants of tourist loyalty, and compare several beach or halal tourism destinations.

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