

The Influence of Sense of Community on Destination Loyalty Mediated by Destination Satisfaction and Destination Image of Halal Tourism in Indonesia

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Abstract— This study aims to examine the influence of sense of community on destination loyalty, mediated by destination satisfaction and destination image in the context of halal tourism in Indonesia. The research focuses on prominent halal tourism regions such as Aceh (as a Sharia-based destination), Jakarta (urban halal tourism), and Lombok (renowned for its excellence in halal tourism). A quantitative approach was employed, collecting data through questionnaires from 152 respondents who have travel experience and an interest in tourism. In this study, sense of community serves as the independent variable, while destination satisfaction and destination image act as mediating variables, and destination loyalty is the dependent variable. The results reveal that sense of community has a positive and significant impact on destination loyalty, both directly and indirectly through destination satisfaction and destination image. These findings highlight the importance of developing a solid community bond, enhancing tourist satisfaction, and building a positive image to improve tourist loyalty toward halal destinations in Indonesia.

Keywords— Sense Of Community, Destination Satisfaction, Destination Image, Destination Loyalty, Halal Tourism.

I. INTRODUCTION

One of the industries that drives the national and regional economy is the tourism industry [1]. The halal tourism industry in Indonesia has experienced rapid growth in recent years. This is because Indonesia has a large Muslim population, and the demand for Muslim tourists looking for destinations in line with their religious values is increasing. This growth is also supported by government policies and infrastructure development that supports the needs of tourists visiting tourist destinations [2].

Halal tourist destinations in Indonesia offer various facilities and services to meet the needs of Muslim tourists, including mosques, halal restaurants, and alcohol-free and gambling-free attractions [3]. However, to attract and retain Muslim tourists, halal tourist destinations do not have to provide facilities and services in accordance with Islamic law but also create a strong sense of comfort and togetherness among tourist guests. This effort is important to build tourist loyalty and encourage repeat visits to the destination.

A sense of community is a sense of belonging, connectedness, and mutual support among members of a group. In the context of halal tourism, a sense of togetherness can be interpreted as a sense of belonging and connectedness with other Muslim tourists at a destination [4]. A sense of community is created through various factors such as social

interaction between tourists, participation in joint activities, and a sense of belonging to local culture and traditions [5]. The active involvement of local communities in preserving their culture and traditions, as seen in the Kandri Tourism Village, plays an important role in creating an atmosphere of togetherness that enriches the halal tourism experience.

A sense of community can influence increased tourist loyalty. If tourists have a strong sense of belonging, this will have a positive impact on their desire to return to the destination [6]. Therefore, it is very important for tourism business owners to develop strategies that can create memorable experiences for visitors. These strategies can include providing friendly facilities, activities that involve social interaction, and respect for local cultural values. Thus, tourist destinations are not only places to visit but also places to build deep emotional relationships with tourists. Consumer satisfaction with their travel experiences is certainly the hope of tourism business owners.

Destination satisfaction is obtained when someone feels that their needs can be met. When satisfaction is met, a sense of loyalty to a tourist destination is formed [7]. This strategy can be used by tourism managers in forming or conceptualizing the services provided to each visitor. Consistent satisfaction can also encourage tourists to recommend the destination to others. Thus, satisfaction not only has an impact on individual loyalty but also expands the reach of word-of-mouth promises.

In addition to satisfaction, tourism image also plays an important role in attracting tourists. Tourism image is a perception or picture that tourists have of a destination. The perception that sticks in the minds of consumers about a tourist destination is certainly a factor so that consumers can choose to visit the destination. A positive image can be formed through pleasant experiences, effective promotions, and testimonials from previous tourists. Therefore, it is important to build and maintain the image of a destination as an important strategy in sustainable tourism management [8]. With the many factors that influence the formation of tourism loyalty, a strategy is certainly needed for tourism stakeholders in developing their tourist destinations. Utilizing several factors that create a sense of togetherness by providing a good image and response so that tourism loyalty is formed in the halal tourism environment in Indonesia.

II. LITERATURE REVIEW AND RESEARCH

A. Sense Of Community

Humans are social creatures, where humans cannot live their lives alone [9]. Humans also need to have a community or good interaction relationships in carrying out their daily lives. A sense of togetherness is a social interaction relationship that produces interaction, close relationships, a sense of belonging and requires commitment [10]. When associated with tourist destinations, it can be interpreted that the existence of an interactive relationship between tourists and managers, tourists and the local community, or tourists and other tourists can influence the formation of a sense of communities.

A sense of community or a sense of attachment to a community can influence tourist loyalty to a halal tourism destination. A sense of community includes four main elements: membership, influence, fulfillment of needs, and emotional ties. Tourists who feel part of a community in a particular tourist destination tend to have a strong emotional bond, which can increase their loyalty [11]. According to Ismail & Ahmad (2024) a sense of togetherness has several elements, such as: (1) Membership: namely the feeling of belonging and being accepted by the community. As a human being, of course, one needs recognition from the surrounding community. (2) Influence: namely feelings that can influence and be influenced by the community. (3) Fulfillment of needs, namely the feeling that individual needs can be met through the community. (4) Shared emotional bonds: namely shared experiences that strengthen emotional bonds between community members [12].

In implementing a sense of community in halal tourism destinations, stakeholders can carry out several strategic plans, such as building comprehensive halal facilities and services, such as mosques, halal restaurants, and information centers that can help tourists feel comfortable and accepted while at tourist locations. In addition, holding community events and activities such as celebrating Islamic holidays and bazaars that involve local communities in these activities [13].

B. Destination Satisfaction

Destination satisfaction is an overall evaluation made by tourists based on their experience when visiting a particular destination. In the context of halal destinations, destination satisfaction includes how a destination meets the needs and expectations of Muslim tourists, such as the availability of facilities and services that comply with Islamic law [14]. Muslim friendly facilities such as clean and comfortable mosques and the presence of halal restaurants can increase satisfaction in traveling. Additional values, such as providing religious education in halal tourist destinations with halal and friendly services that give an authentic impression and reflect the values of Islamic teachings, will increase satisfaction with tourist destinations and trigger a sense of comfort and build tourist loyalty to halal tourist destinations.

Destination satisfaction refers to the assessment made by tourists whose output is in the form of decisions and actions. If tourists get high satisfaction, it will certainly affect tourist loyalty to the tourist destination. Satisfaction refers to the intention to revisit the destination [15], making word-of-

mouth recommendations made by tourists, as well as emotional loyalty by building bonds with tourists and with local communities in tourist attractions [16]. Efforts to implement increasing satisfaction in halal tourism are by conducting audits and halal certificates for assessing tourist facilities and destinations by ensuring the sharia standards of tourist destinations. In addition, staff training on Islam, developing culture, and having Islamic values are most important and must be in accordance with the values taught in Islam [17].

C. Destination Image

The perception of tourists or potential tourists towards a destination as a whole is known as the destination image. This image is formed from various important elements that tourists pay attention to, such as tourist attractions, availability of facilities, quality of service, and impressions formed from both personal experiences and information they receive. When the image formed is positive, this contributes to increased interest in returning and strengthening tourist loyalty to the destination [1].

In building a good image, knowledge and beliefs are needed about the physical characteristics and services available at halal destinations, such as natural beauty, cleanliness, infrastructure, security, and halal facilities provided. In addition, feelings and emotions felt, such as comfort and feelings of happiness and satisfaction, also add value to creating an image of a halal tourist destination [18].

A positive destination image can attract tourists by creating a desire to visit, which is often influenced by word-of-mouth recommendations or previous tourist experiences. This has a direct impact on increasing the number of tourist visits. The satisfaction felt during the visit also encourages the intention to return to the destination [19]. A strong image also helps destinations differentiate themselves from other competitors while strengthening tourists' positive perceptions of the place.

D. Destination Loyalty

Tourist loyalty is the tendency of tourists to return to a destination and recommend it to others. This loyalty reflects the satisfaction and emotional attachment of tourists to the destination experience. Tourist loyalty is essential for the expansion and sustainability of the tourism sector in the halal tourist destination industry [20]. Customer loyalty is the result of efforts such as cultivating a destination image, a sense of community, and tourist satisfaction in visiting tourist destinations.

The form of this loyalty is marked by the return of visitors who have visited the tourist destination, the creation of various communities that live in the tourist destination environment, and a good response to the tourist destination [21]. The benefits of loyalty to a tourist destination, such as recurring income and free promotions such as word-of-mouth recommendations, competitive advantages between tourists that are channeled through the creativity of communities that live and thrive in halal tourist destinations, and sustainable development to improve the quality of tourist destination services [22].

E. The influence of a sense of community on destination satisfaction

According to [4] A sense of community arises as a result of membership strategies, the influence of the community, fulfillment of needs, and shared emotional ties, and the fulfillment of these indicators is a form of achieving individual satisfaction. In the research conducted [23] with the results showing that the stronger the sense of belonging in a community, the more it will spur active participation in its community. In the research it is also mentioned that the active participation of tourists in running it is a form of achieving a destination satisfaction supported by previous findings from [24] communities that have a high sense of togetherness show a higher level of local tourism satisfaction, thus supporting the sustainability of the destination. Based on the discussion of previous research, the hypothesis in this study can be formulated as follows:

H1: Sense of community has a positive and significant effect on destination satisfaction.

F. The influence of a sense of community on destination image

Destination image is a collection of various perceptions and assessment results of tourists who have visited a tourist destination. In the digital era, it is very easy to obtain perceptions or assessments of a destination, one of which is obtained from the tourism community, reviews of previous visitors. A good tourism image will display a positive tourism nuance and invite many visitors to try to visit it [25]. In the results of the study [26] stated that the role of local community involvement in destination development has been proven to significantly influence the image of the destination. Supported [27] by the findings, the collaboration of visitors and local residents in spatial planning and the development of sustainable activities strengthens the image of an authentic and environmentally friendly destination. Based on the discussion of previous research, the hypothesis in this study can be formulated as follows:

H2: Sense of community has a positive and significant effect on destination image

G. The influence of destination satisfaction on destination loyalty

Satisfaction can be obtained from various things, such as friendly service, a tourist environment that meets expectations, and the availability of adequate access to information. Satisfaction in traveling is one of the starting points in starting the intention to visit or make a return visit [28]. According to Rahayu and Candra in [3]. The quality of service in halal tourist destinations plays an important role in creating satisfaction for tourists. This satisfaction then contributes to the growth of loyalty to the destination. This finding is supported by [29]. Which states that the welfare obtained by tourists significantly affects the level of satisfaction. And the level of satisfaction then drives tourist loyalty. Based on the discussion of previous research, the hypothesis in this study can be formulated as follows:

H3: Destination satisfaction has a positive and significant influence on destination loyalty

H. The influence of destination image on destination loyalty

A positive tourism image describes that the destination has a good impression. The tourism image is formed from the testimonials or impressions given by the tourist spot to its visitors. The acquisition of the tourism image is obtained from the service, atmosphere, and how the destination provides a good experience to tourists. A good image will attract the attention of tourists to come to visit or make repeat visits [30]. According to Apriani and Meliantari in [31]. Stated that the quality of service and pleasant destination atmosphere form a positive image that strengthens the intention to return. Supporting previous findings by [32]. Destination image has a significant effect on tourism satisfaction, which then has an impact on tourism loyalty. This study confirms that tourism image is an important factor in the formation of tourism loyalty towards halal tourists. Based on the discussion of previous research, the hypothesis in this study can be formulated as follows:

H4: Destination image has a positive and significant influence on destination loyalty

I. The influence of a sense of community on destination loyalty

In the world of tourism, a sense of togetherness often grows through interactions, emotional relationships, and social participation that are established between tourists, as well as between tourists and local residents. Recent research reveals that this bond not only creates a deep emotional experience but also plays an important role in building tourist loyalty to a destination [33]. in the study [4]. The conclusions were that the more tourists felt a sense of community belonging, the more loyal they were to the place. Supported by research [34]. Emotional closeness, solidarity, and understanding of sympathy between tourists contribute directly to strengthening tourist loyalty, both in the form of positive word of mouth and the intention to revisit. Based on the discussion of previous research, the hypothesis in this study can be formulated as follows:

H5: Sense of community has a positive and significant influence on destination loyalty

J. The influence of destination satisfaction in mediating a sense of community towards destination loyalty

Destination satisfaction is a key element in forming loyalty to a destination, both through emotional bonds and social ties in the community. The sense of community formed between tourists and their social environment can increase the level of satisfaction during sustainable tourism activities. In this context, satisfaction acts as a mediator that bridges the influence of a sense of community on destination loyalty to the destinations visited [35]. Supported by Apriana and Hudaiby in [16]. Shows that tourists' positive views of the quality of a destination's attractions contribute significantly to increasing their level of satisfaction. This satisfaction then encourages tourists to voluntarily spread positive information about the destination by word of mouth, which reflects a form

of behavioral loyalty. These findings confirm that satisfaction plays an important intermediary role in strengthening the link between the sense of togetherness that is built through pleasant experiences at a destination and tourist loyalty to that place.. Based on the discussion of previous research, the hypothesis in this study can be formulated as follows:

H6: Destination satisfaction mediates the influence of sense of community on destination loyalty

K. *The influence of destination image in mediating a sense of community towards destination loyalty*

The involvement of local communities and tourism communities has a major contribution in building a good destination image. Their warmth in interacting, friendliness, and active participation in presenting authentic tourism experiences create a strong emotional bond with tourists. This bond then forms a positive view of the destination, which is reflected in the destination image. This impressive image encourages the growth of tourist loyalty because they feel emotionally connected and want to return to enjoy similar experiences. Therefore, the destination image serves as an important link between a sense of community and loyalty to a destination [18]. In line with the findings [36]. Revealing that the involvement of local communities has a good impact on forming a positive perception of the destination, which not only contributes to the welfare of local residents but also increases the attractiveness of the destination in the eyes of tourists. Thus, community participation is not just a complementary element but is a key strategy in realizing a sustainable and repeatedly sought-after tourist destination. Based on the discussion of previous research, the hypothesis in this study can be formulated as follows:

H7: Destination image mediates the influence of sense of community on destination loyalty

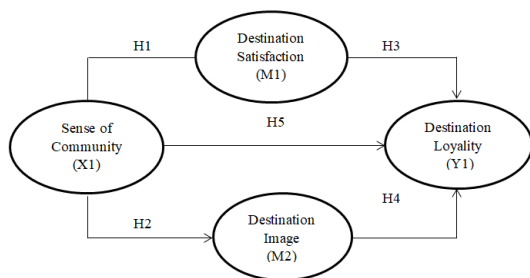


Fig. 1. Theoretical model

III. RESEARCH METODOLOGY

This study is a structured and systematic effort to analyze the influence between several variables related to halal tourism loyalty in Indonesia. The approach used in this study is a quantitative approach with an explanatory research type. The aim is to explain the causal relationship between independent, mediating, and dependent variables, namely how sense of community affects destination loyalty, both directly and through destination satisfaction and destination image. According to Yazdani and Shirvaini in [37]. Explanatory research aims to explain the relationship between variables and how one variable affects another variable.

The study's participants were Muslim travelers who had traveled to Indonesia's halal tourism sites. The sampling technique used the nonprobability sampling method, precisely with purposive sampling. According to Memon and Thurasamy in [38]. Purposive sampling is a sampling technique based on certain criteria that are relevant to the research objectives, where not all members of the population have the same opportunity to be selected as samples. The primary data collected were processed using Microsoft Excel software and analyzed statistically using Smart Partial Least Squares (SmartPLS 3.0) software. According to Dewanto in [39]. PLS-SEM is a multivariate analysis technique that can test the relationship between latent variables and the relationship with their indicators simultaneously..

IV. RESULTS AND DISCUSSION

A. Respondent Data Description

The description of the respondent data in this study describes the characteristics of the respondent's background, which is an important part of understanding the differences in perception between individuals. Each respondent has a unique background and characteristics that have the potential to influence their perception of the research object. This study was conducted on Muslim tourists who had visited halal tourist destinations in Indonesia, with a total of 152 respondents.

The sampling technique was carried out using non-probability sampling with a purposive sampling approach; namely, respondents were selected based on certain criteria, namely those who had direct experience of visiting halal tourist destinations. Data collection was carried out online by distributing questionnaires using the Google Form platform and using a 5-point Likert scale as a measurement tool for perception. The description of the respondent's characteristics includes several demographic attributes such as gender, age, last education, occupation, monthly income, and frequency of visits to halal tourist destinations. All of this data is useful for supporting further analysis in interpreting the research results.

TABLE I. Responden Characteristics Based on Gender

Gender	Frequency (Respondent)	Percentage %
Man	90	59,2
Woman	62	40,8
Total	152	100

Source: SmartPLS 3.0 Author Output

From Table 1 above, it can be seen that the gender of the respondents can be classified into two categories, namely male and female, with male respondents being more dominant. From the respondents used as samples for this research, 90 respondents, accounting for 59.2%, are male, and 62 respondents, accounting for 40.8%, are female.

From table 2, it can be seen that as many as 93 respondents, with a percentage of 61.2%, are in the age range of 18-24 years. A total of 44 respondents, with a percentage of 28.8%, were in the age range of 25-34 years. A total of 10 respondents, with a percentage of 6.6%, are in the age range of 35-44. A total of 2 respondents with a percentage of 1.3% and

3 respondents with a percentage of 2% are above 55 years old. From the data, visitors can be seen to be dominated by young people, namely 18-24 years.

TABLE 2. Responden Characteristics Based on AGE

Age Range (Years)	Frequency (Respondent)	Percentage %
18-24	93	61,2
25-34	44	28,8
35-44	10	6,6
45-54	2	1,3
>55	3	2
Total	152	100

Source: SmartPLS 3.0 Author Output

TABLE 3. Characteristics of Respondents Based on the frequency of halal tourism visits in Indonesia

Frequency visits	Frequency (Respondent)	Percentage %
Rarely (less than once a month)	14	9,2
Often (once a month)	79	52
Very often (once every two or three weeks)	44	28,9
Almost every week (Once a week)	15	9,9
Total	152	100

Source: SmartPLS 3.0 Author Output

From table 3 above, it can be seen that as many as 14 respondents, with a percentage of 9.2%, made visits rarely or less than once a month. As many as 79 respondents, with a percentage of 52%, made visits often or once a month. As many as 44 respondents, with a percentage of 29.9%, made visits very often or once every two to three weeks. and As many as 15 respondents, with a percentage of 9.9%, made visits almost every week or once a week. It can be seen that it is dominated by visits with a frequency of often or once a month.

B. Data Analysis

Based on the research method, the results of the data analysis are as follows :

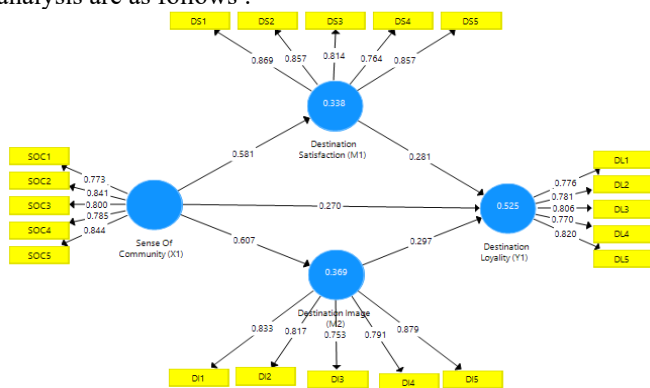


Fig. 2. Outer Model Schematic

Validity tests (convergent and discriminant validity), reliability tests, and multicollinearity tests were used to evaluate this model.

Convergent validity is tested using an outer loading value greater than 0.7. However, lavuri and Jaiswal (2023 stated that a loading value of 0.50 to 0.60 is considered sufficient for preliminary studies in developing a measurement scale [40]. Then outer loading in table 4 is declared valid.

TABLE 4. Responden Characteristics Based on AGE

Item	Destination Image	Destination Loyalty	Destination Satisfaction	Sense of Community
DI1	0.833			
DI2	0.817			
DI3	0.753			
DI4	0.791			
DI5	0.879			
DL1		0.776		
DL2		0.781		
DL3		0.806		
DL4		0.770		
DL5		0.820		
DS1			0.869	
DS2			0.857	
DS3			0.814	
DS4			0.764	
DS5			0.857	
SOC1				0.773
SOC2				0.841
SOC3				0.800
SOC4				0.785
SOC5				0.844

Source: SmartPLS 3.0 Author Output

TABLE 5. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Sense of community	0,654
Destination satisfaction	0,694
Destination image	0,666
Destination loyalty	0,626

Source: SmartPLS 3.0 Author Output

In order to be assessed using Average Variance Extracted (AVE), construct validity must have a standard value greater than 0.5. This can be seen from the test results in table 5 above that the value of each variable shows AVE > 0.5 with the following specifications: sense of community of 0.654, destination satisfaction 0.694, destination image 0.666, and tourist loyalty 0.626. Thus, all indicators for each variable in this study show appropriate and valid results, so that it can be stated that they have adequately fulfilled the discriminant validity criteria.

TABLE 6. composite Reliability

Variable	Composite Reliability	Description
Sense of community	0,904	VALID
Destination satisfaction	0,919	VALID
Destination image	0,908	VALID
Destination loyalty	0,893	VALID

Source: SmartPLS 3.0 Author Output

From table 6, if the composite reliability value of a variable is ≥ 0.7 , then the variable is said to be dependent. Based on table 6 above, the composite reliability value for each variable is sense of community 0.904, destination satisfaction 0.919, destination image 0.908, and destination loyalty 0.9. So it can be concluded that each variable in this study is reliable or well distributed.

Based on Table 7, it can be seen that the Variance Inflation Factor (VIF) value of the variable indicator has a value < 5, so there is no collinearity between each measured variable. After that, a reliability test is carried out by looking at the Cronbach Alpha value > 0.7. Rho-A value > 0.7. And the composite reliability value is > 0.6 [40].

TABLE 7. variance inflation factor (VIF)

variable	Sense of community	Destination satisfaction	Destination image	Destination loyalty
Sense of community	-	1.000	1.000	1,798
Destination satisfaction	-	-	-	1,756
Destination image	-	-	-	1,841
Destination loyalty	-	-	-	-

Source: SmartPLS 3.0 Author Output

TABLE 8. Discriminant validity and construct reliabilities

Construct	Cronbach's alpha	Rho-A	Composite reliability
Sense of community	0,889	0,896	0,919
Destination satisfaction	0,875	0,890	0,908
Destination image	0,868	0,874	0,904
Destination loyalty	0,851	0,858	0,893

Source: SmartPLS 3.0 Author Output

Based on the data in table 8, it can be seen that the Cronbach alpha, composite reliability, and rho-A values of each variable have met the requirements to be said to be reliable. After all constructs in the measurement model are confirmed to meet the validity and reliability requirements, the next step is to analyze the structural model its an inner model. This model aims to evaluate the causal relationship between latent constructs contained in the study.

TABLE 9. R-square

Construct	R-square
Sense of community	0,369
Destination satisfaction	0,525
Destination image	0,338

Source: SmartPLS 3.0 Author Output

Based on table 9, it can be concluded that the R-square of path model 1 = 0.369. This means that the ability of the destination loyalty variable to explain destination image is 36.9%, weak. The R-square of path model 2 = 0.525. This indicates that the capacity of destination loyalty to be explained by destination happiness and destination image is just 52.5%, which is only fair. The R-square of path model 3 = 0.338. This means that the ability of the sense of community variable to explain destination satisfaction is 33.8%, weak. After that, look at the T-statistic > 1,96 and P-value < 0,0 5 by doing bootstrapping [40].

TABLE 10. T-statistic and P-value

Variable relationship	T-stastitic	P-value	Information
Sense of community → Destination Satisfaction	9,079	0,000	Hypotesis accepted
Sense of community → Destination image	9,530	0,000	Hypotesis accepted
Destination satisfaction → Destination Loyalty	2,816	0,005	Hypotesis accepted
Destination image → Destination Loyalty	2,607	0,009	Hypotesis accepted
Sense of community → Destination Loyalty	2,977	0,003	Hypotesis accepted

Source: SmartPLS 3.0 Author Output

Based on the results of table 10, it shows that the relationship between exogenous and endogenous variables will be explained in the explanation below, namely:

1. The first hypothesis proves whether sense of community has an effect on destination satisfaction in lala tourism in Indonesia. The results of the table above show a p-value of 0.000; thus the p-value < 0.05. So it can be concluded that the first hypothesis is accepted because there is a positive and significant influence between sense of community and destination satisfaction in halal tourism in Indonesia.
2. The second hypothesis proves whether a sense of community has an effect on the formation of destination image in halal tourism in Indonesia. The results of the table above show a p-value of 0.000; thus the p-value > 0.05. So it can be concluded that the second hypothesis is accepted because there is a positive and significant influence between sense of community and destination image in halal tourism in Indonesia.
3. The third hypothesis proves whether destination satisfaction has an effect on destination loyalty in halal tourism in Indonesia. The results of the table above show a p-value of 0.003; thus, the p-value < 0.05. So it can be concluded that the third hypothesis is accepted because there is a positive and significant influence between destination satisfaction and destination loyalty in halal tourism in Indonesia.
4. The fourth hypothesis proves whether destination image has an effect on destination loyalty in halal tourism in Indonesia. The results of the table above show a p-value of 0.009; thus, the p-value < 0.05. So it can be concluded that the fourth hypothesis is accepted because there is a positive and significant influence between destination image and destination loyalty in halal tourism in Indonesia.
5. The fifth hypothesis proves whether a sense of community has a direct influence on destination loyalty in halal tourism in Indonesia. The results of the table above show a p-value of 0.003; thus, the p-value < 0.05, so it can be concluded that the fifth hypothesis is accepted because there is a positive and significant influence between sense of community and destination loyalty in halal tourism in Indonesia.

TABLE 11. Spesific indirect effect

Variable relationship	T-stastitic	P-value	Information
Sense of community → Destination satisfaction → Destination loyalty	2,423	0,016	Hypotesis accepted
Sense of community → Destination image → Destination loyalty	2,817	0,005	Hypotesis accepted

Source: SmartPLS 3.0 Author Output

Based on the results of table 11, it shows that the mediating variable can deliver exogenous variables, and endogenous variables will be explained in the explanation below, namely:

1. The sixth hypothesis proves whether destination satisfaction mediates between sense of community and destination loyalty in lala tourism in Indonesia. The results of the table above show a p-value of 0.016; thus, the p-value < 0.05. So it can be concluded that the sixth hypothesis is accepted because there is a positive and

significant influence that destination satisfaction mediates between sense of community and destination loyalty in halal tourism in Indonesia.

2. The seventh hypothesis proves whether destination image mediates between sense of community and destination loyalty in lala tourism in Indonesia. The results of the table above show a p-value of 0.016; thus, the p-value < 0.05. So it can be concluded that the sixth hypothesis is accepted because there is a positive and significant influence that destination image mediates between sense of community and destination loyalty in halal tourism in Indonesia.

C. Discussion

. The results of this study indicate that all hypotheses used in this research model are accepted and statistically significant. All relationships between variables, both directly and indirectly, have been proven to have a real influence in building loyalty to halal tourism in Indonesia.

1. In the first and second hypotheses that test the sense of community on tourist satisfaction and tourist image, it shows that there is a positive influence on the sense of community in creating destination satisfaction and creating destination image perceptions. This finding is in line with research conducted by [41]. Which states that a sense of community can strengthen the emotional experience of tourists so that it can create increased destination satisfaction and destination image of a destination. When contextualized with this research, namely halal tourism, a sense of community, such as shared religious values, positive interactions, and social support between tourists, can strengthen the positive image of the destination and increase their satisfaction during their visit.
2. The results of this study also show that the third and fourth hypotheses, namely destination satisfaction and destination image, have a positive effect on destination loyalty. These results support research conducted by [42]. Which states that positive perceptions of destinations and satisfaction during visits will form emotional bonds and increase tourists desire to revisit and recommend the destination to others. In the context of this study, it is important for halal tourist destination managers in Indonesia to provide facilities according to sharia, local friendliness, and authentic and distinctive spiritual experiences.
3. Hypothesis 5 also shows that a sense of community directly affects tourist loyalty. This finding is in line with previous research conducted by [4] which states that emotional ties and social involvement of tourists in the halal tourism community create a tendency to be loyal to a particular destination. The stronger the sense of connectedness between fellow tourists and with the local community, the greater the likelihood that tourists will return. In the context of this study, the sense of belonging and social ties between Muslim tourists have a real impact on loyalty to a destination. Therefore, tourism managers need to pay attention to how this strategy can

be created by building and managing halal tourism community communication with the strategy of forming online forums, visitor testimonials, and loyalty member programs. In addition, facilitating positive social interactions between fellow tourists such as building gathering areas and maintaining the consistency of halal values in Islam because loyalty is not only formed from good facilities, but from a feeling like "I am part of this place".

4. Last, the sixth and seventh hypotheses are the mediating role of destination satisfaction and destination image on the sense of community and destination loyalty. The results of the specific indirect effect test show that both variables significantly mediate the influence of the sense of community on destination loyalty. This shows that the sense of community not only builds loyalty directly but also indirectly through positive perceptions and experiences mediated by destination satisfaction and destination image. This finding supports the multivariate SEM approach and is in line with the theory by [43]. Where the mediating variable functions to explain how and why the relationship between variables X and Y can occur. In the context of research, destination satisfaction and destination image have proven to be bridges/mediators between the sense of community and destination loyalty. Although the sense of community directly influences the creation of loyalty, the effect will be stronger if tourists also feel satisfied and have a positive perception of a destination. The strategy that managers must carry out is to focus on increasing visitor satisfaction by providing comfortable, clean, and Sharia-compliant halal services. As well as strengthening the destination image by carrying out visual branding and positive promotions, giving the impression of a modern and friendly destination for the Muslim community.

V. CONCLUSION AND SUGGESTION

A. Conclusion

Based on the results of data analysis and discussion that have been done, it can be concluded that all variables in this research model show a significant relationship. Sense of community is proven to have a direct effect on destination loyalty and also has an indirect effect through destination satisfaction and destination image, which act as mediating variables. First, sense of community has a positive effect on destination satisfaction and destination image. This shows that the stronger the sense of community and attachment of tourists in the halal tourism community, the higher the level of satisfaction and positive perception of the destination visited. Second, destination satisfaction and destination image are proven to have a significant effect on destination loyalty. Tourists who are satisfied and have a positive perception of a destination tend to show an intention to revisit and recommend the tourist destination to others. Third, a sense of community also has a direct effect on destination loyalty, which shows that emotional and social attachment between tourists and the community can strengthen tourist loyalty to a destination. Finally, destination

satisfaction and destination image act as mediators in the relationship between sense of community and destination loyalty. This means that a strong sense of community will be more effective in forming loyalty if supported by a level of satisfaction and positive perception of a destination. Thus, this study emphasizes the importance of building a sense of community in the halal tourism community to create a satisfying and memorable tourism experience to encourage destination loyalty.

B. Suggestion

Based on the findings in this study, there are several suggestions put forward for managers of halal tourism destinations in Indonesia to create and facilitate Muslim tourism communities through a series of activities held and create social interaction spaces with an Islamic nuance. This is important to strengthen the sense of togetherness. Building services and providing facilities and clear information are key to destination satisfaction. High satisfaction will encourage sustainable tourist loyalty. Designing a destination image with consistent branding, Islamic visuals, and promotions that target the Muslim tourist segment. Positive perceptions of the destination will strengthen the influence of the sense of community on loyalty. In further research, it is recommended to expand the scope of the area, add other variables, and use a mixed-approach method to enrich the results of the analysis. With the implementation of the right strategy, halal tourism destinations in Indonesia can continue to develop sustainably and maintain loyalty from domestic and foreign Muslim tourist segments.

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