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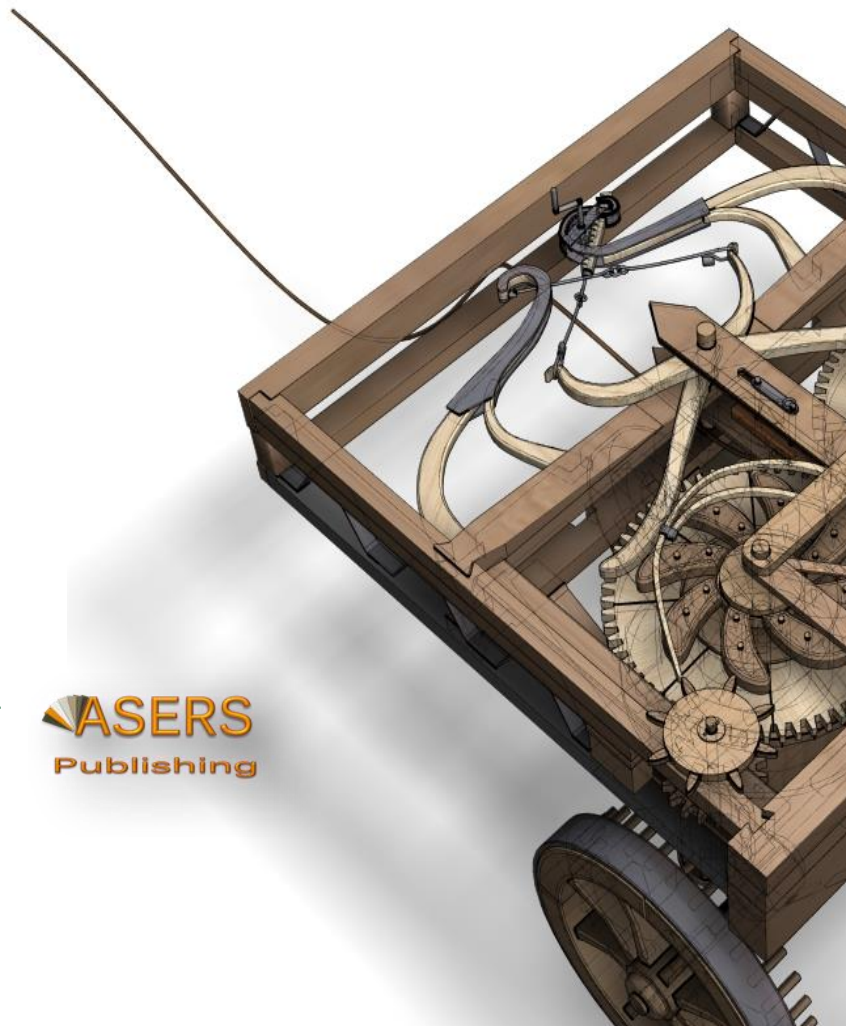
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Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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The Role of Small and Medium - sized Enterprises to Promote Halal Tourism: The Case of Indonesia

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Abstract:

Purpose - The tourism industry on a global scale has become a competitive market and knowing about the experience of tourists plays an important role in destination development. One of the growing segments in the tourism industry is halal tourism. The competitiveness of Indonesia as the most country with the largest Muslim population demonstrates a need for improvement at promoting halal tourism. This study planned to find out the role of different factors such as amenities, access and attraction on the satisfaction and intention to visit of Muslim tourists.

Design – The outcomes determined important attributes which can be useful for SMEs, destination marketers and stakeholders in Indonesia to have a better marketing strategy for promoting halal tourism.

Methodology - A quantitative approach was used where self-administrated questionnaires were distributed among Muslim inbound tourists in Jakarta, Indonesia. Statistical analysis such as descriptive analysis, simple and multiple linear regression were used to analyze the collected data.

Findings - The results of this study found 'amenities' significantly affected the satisfaction of Muslim tourists who visited Indonesia and there was a significant relation between satisfaction and intention to revisit this country.

Originality - This research was one of the few to assess the importance of SMEs to promote halal tourism in Indonesia.

Keywords: halal tourism; Indonesia; Muslim; satisfaction; SMEs.

JEL Classification: Z32.

Introduction

Tourism industry on a global scale has become a highly competitive market and realizing international travellers' needs, interests, demands, and behaviours plays an important role in destination development (Shafaei and Mohamed 2015). The tourism industry has been growing fast in recent decades and has directly contributed to the gross domestic product (GDP) of the countries which promote themselves as destinations for vacations. Additionally, this industry reflects governments capitalizing on different products and services such as the cultural, recreational, pilgrimage, and business sectors (WTTC 2017). One of the growing segments in the tourism field is halal tourism (Oktadiana, Pearce, and Chone 2016; Ulfy *et al.* 2021).

Battour and Ismail (2016) defined halal tourism as: "any tourism object or action which is permissible according to the Islamic teachings to use or engage by Muslims in the tourism industry" (p. 2). Until now, most studies propose that destinations which are motivated to attract Muslim tourists should attend to multiple features

of the halal lifestyle such as food (halal restaurants, cafes), accommodation preferences (halal hotels/halal resorts), transportation practices (halal trips), fashion, shopping, medical requirements and finance (Battour and Ismail 2016; El-Gohary 2016; Mayock 2015).

The importance of the Muslim tourism market can be documented by several statistical facts. It is expected that the population of Muslims will increase to 2.8 billion or 30% of the world's population by 2050 (Pew Research Center 2015; Scott and Jafari 2010). The majority of the Muslim population (60%) lives in Asia and 20% live in the North Africa and Middle East. In 2013, the revenue from Muslim tourists amounted to US\$ 140 billion (11.6% of the global market). It is projected that by 2020 the number of Muslim tourists will increase to 150 million and its revenue will increase to US\$ 238 billion (Liau 2016; MasterCard & Crescent Rating 2015; Mayock 2015; The Business Year 2016). The statistics show that Muslim tourists are a group that is worthy of research in the tourism and hospitality fields of study. Another reason for developing halal tourism is the growing number of online booking websites that are designed specifically for Muslim tourists and offer a variety of halal tours and accommodations (Mohsin *et al.* 2016). However, up until now, research about halal tourism is still in the early stages (Kim, Im and King 2015).

Some Muslim countries (e.g., Iran and Saudi Arabia) have announced the concept of halal tourism by banning unlawful Islamic tourism activities (Din 1989; Shafaei and Mohamed 2015). Further, an increasing number of non-Muslim countries (e.g., Japan, South Korea, Thailand and New Zealand) have been offering halal tourism by offering and delivering services and products which are Muslim-friendly.

Halal tourism is developing as the demand from Muslim tourists increases. Different industries such as hotels, restaurants, cafes, attractions, travel agents, and airlines are trying to match their products and services to Muslim tourists' requirements to be more in line with halal tourism necessities (Battour and Ismail 2016). Along with the growing market of halal tourism, Muslim tourists are observing the same behavior with their non-Muslim tourist counterparts as increasing demands on facilities to reflect their value are perceived well. Based on statistical data from the Global Islamic Economy Report in 2015, the value of the global Muslim travel market was worth US\$140 billion in 2013 and was expected to increase to US\$ 169 billion in 2016 (Reuters 2017/18). Some of the leading countries in halal tourism are Malaysia, UAE, Qatar, Kuwait, Indonesia, Thailand, and Turkey (Reuters, 2017/18). As part of the global Islamic economy, the growth of halal tourism in Indonesia is an alternative product for the tourism industry (Samori, Salleh and Khalid 2016). Marketers and researchers recognize the importance of halal tourism as a valuable market (Battour and Ismail 2016; Jia and Chaozhi 2021). The fast-growing interest in halal tourism is partially associated with the continuous growth of the population of Muslims in the world (Battour and Ismail 2016).

In Southeast Asia, Indonesia is one of the fast-growing countries in terms of the tourism industry and the number of tourists who visit Indonesia as a tourism destination has increased (Euro Monitor International 2013). Referring to statistical data published in 2016 by the Central Bureau of Statistics of Indonesia (BPS), 11.2 million inbound tourists visited Indonesia (BPS 2017). The variety of culture and natural beauty, food and history in Indonesia as tourism products has strong potential to attract tourists (Battour and Ismail 2016; Shafaei 2017). The topic of halal tourism has been receiving attention from researchers and research about this topic is on the rise. This provides an opportunity for Indonesia as a country with a Muslim majority population to focus more on this market by understanding better the requirements of Muslim tourists when they visit a destination. Halal tourism as a growing segment of the tourism industry significantly increases government revenue, and it hopes to expand the market in future (Varagur 2017).

El-Gohary (2016) highlighted the fact that research regarding halal tourism is still not yet well developed. Therefore, for Indonesia which has a Muslim majority population it will be an opportunity to develop the research. Additionally, until now halal tourism in Indonesia is underdeveloped because this market has not received enough support (Nirwandar 2015). There are some problems with the growth of halal tourism in Indonesia, and specifically in Jakarta. The level of assurance in this market in Indonesia is still low. The infrastructure of halal tourism in Indonesia is still low as the three main features of the tourism industry (access, amenities, and attractions) are not dedicated enough through halal tourism and has not received adequate support from the government (Prodjo 2016). Hence, this research plans to identify the factors which are important for Muslim tourists to Indonesia by understanding the antecedents of their satisfaction and their intention to revisit.

The findings will be beneficial for SMEs in Indonesia's market since most of the hospitality and tourism industries in Indonesia are running by them. Findings of this study will provide opportunities and benefits for different parties such as Ministry of Tourism, SMEs, marketers and stakeholders by understanding of experience of Muslim tourists during their vacation in Indonesia and it put them in a better position to maintain and improve

their services in order to increase the satisfaction of Muslim tourists. By better serving Muslim tourists, Indonesia can be in a better position when competing with neighboring countries who focus on this growing market.

1. Literature Review

1.1 Small and Medium Sized Enterprises and Indonesia's Economy

The small and medium-sized enterprises (SMEs) sector play an extremely important part in the modern economy, proving to be the most attractive and innovative system. The number of employees in SMEs varies from industry to industry and is different from one country to another. According to Rudjito, a definition of an SME is a business that has an important role in the economy of Indonesia, both from the perspective of employment and from the number of businesses (Id CloudHost 2020). According to the Indonesian Statistics Agency (Badan Pusat Statistik 2020), micro businesses are business units with up to four permanent workers. Small businesses range from 5 to 19 workers, and medium business from 20 to 99 people (Badan Pusat Statistik 2020). In terms of their importance, SMEs contribute significantly to job creation, social stability and the economic welfare of a destination (Dalgıç and Fazlıoğlu 2021; Ladzani and Van Vuuren 2002).

In Indonesia, SMEs play a vital role in economic activities in different sections such as trade, food production, wood, minerals, and the hospitality and tourism businesses. In 2001 SMEs contributed approximately 59.3% to the country's GDP and 10% to trade and agriculture (Adiningsih 2004) and it created jobs for 99.3% of the Indonesian workforce. Previous studies highlighted the importance of SMEs to support tourism (Jayne 2004; Rogerson 2008). In terms of hospitality and tourism industry, its development is undoubtedly supported by SMEs which are one of the main supports of the national economy and contributes to economic growth dominating more than 95% of the structure of the national economy (Ratnasari *et al.* 2019). Halal nowadays is not only related to religion in terms of halal standard or halal certification but also perceived as a 'best value' indicator for development of economy (Zailani *et al.* 2015). The halal industry can increase the salary and improve the quality of life of people through trade, service provision, investment and job opportunities (Sultanian *et al.* 2016). One of the growing industries to apply halal requirement is the tourism industry.

1.2 Halal Tourism and Indonesia's Market

Halal tourism is defined as "any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in the tourism Industry" (Battour and Ismail 2016, 2). Halal tourism depends on different tourism activities which are acceptable for Muslim tourists. However, when Muslim tourists travel overseas, many worries whether they will receive the halal products and services they need in the destinations (Battour and Ismail 2016). Halal tourism is a relatively new feature in the tourism industry, and it was formed based on religious and spiritual motivation as part of a traveling lifestyle (Patheos 2009). Halal tourism offers an exclusive stretched facility for Muslim tourists. The description of halal tourism is mainly apparent as a tourism product that only provides services which are acceptable or lawful based on Islamic laws. Ryan (2016) discussed competitiveness and enhanced awareness among different tourism destinations around the world regarding the understanding of Muslim tourists' needs and wants.

Despite limited research on halal-friendly tourism features in the literature, there are a few studies that have defined the conceptual meaning of halal tourism, practices and its various aspects. Jafari and Scott (2014) explained Islamic tenets that provide an essential understanding of the rapid increase in the halal tourism market. The hospitality and tourism industry covers various forms such as food, accommodation, transportation, airports and attractions that create challenges and difficulties for non-Muslim destination managers and policy makers who try to find how to start effectively targeting and developing in this market. The availability of praying rooms, halal food, pork and alcohol-free places, and separate male and female gym facilities and spa are some of the halal features that must be fulfilled according to Islamic law, called 'sharia' (Battour, Battor and Bhatti 2014; Jafari and Scott 2014) and should be considered by non-Muslim countries when they plan to target Muslim tourists.

Oktadiana, Pearce, and Chon (2016) discussed considerations of what Muslim tourists want, such as the availability of their eating habits (accessibility to halal foods/restaurants), the non-drinking of alcohol, accommodation, and religious practices (qibla direction in hotel room/Koran in rooms). Furthermore, it was suggested by previous studies that there might be a relationship between perception and satisfaction of tourists on halal tourism (Battour *et al.* 2014; Eid and El-Gohary 2015; Grisseman and Stokburger-Sauer 2012; Han *et al.* 2017; Iniesta-Bonillo *et al.* 2016). Muslim tourists are very detailed when it comes on selecting products and services, especially regarding halal certification for every products and services provided for them in destinations.

There are some important factors regarding the growth of halal tourism market. Firstly, Islam is the fastest growing religion in the world. This is reflected in the increasing number of Muslim populations in the world,

accounting for 1.8 billion people and making up 24.1% people of the world population in 2015. It is expected the number of Muslims will grow by 70% in 2060, accounting for 3 billion people (Lipka and Hackett 2017). Secondly, the number of destinations claiming themselves as halal destinations for tourists is on the rise. Therefore, those countries are able to accommodate the needs of Muslim tourists by providing products and services legitimized accordingly with the requirements of Islam as well as creating new experiences to further differentiate services for halal tourism from general tourism (Mastercard-Crescentrating 2018). Furthermore, some Non-Muslim countries such as Japan are also entering this market and developing and promoting halal tourism to attract Muslim tourists. For example, in the 2020 Olympic Games, they planned to attract international tourists, especially those who are Muslims (The National 2014). Thirdly, during Ramadhan (fasting month) Muslims travel, whether it is for pilgrimage in Saudi Arabia, traveling to reunion with their family/friends, or merely go on a long vacation with their families. Lastly, globalization and expanding technology help to develop halal tourism to be faster and eventually Muslim travelers can effortlessly get information and differentiate between halal and non-halal products or services (Mastercard-Crescentrating 2018).

In Indonesia, halal tourism started in earnest in 2012, when the Ministry of Tourism implemented a 'soft' launching of Indonesia as a halal tourism destination; in 2013 the grand launching was carried out in twelve provinces as halal friendly destinations. Indonesia, as an officially secular country (yet having the largest Muslim population in the world), has tried to focus on the essence of Islam and implement the halal concept into the culture of Indonesian people, to attract more international tourists and put it into physical practice by having more tourism and hospitality businesses, such as halal hotels, restaurants, cafes, and spas.

In Indonesia halal tourism has an outstanding economic vision which helps to increase government revenue (Jaelani 2017). Jaelani (2017) stated that halal tourism in Indonesia showed potential. It was found that there were three main aspects to halal tourism: attraction, amenities, and access to extend facilities for Muslim tourists (Haneef 2017). Another study argued halal tourism is neglected from the literature and more work is needed in this market (Battour and Ismail 2016). Although only limited studies cope with halal tourism, Battour and Ismail (2014) have identified some attributes of this form of tourism. In fact, the perception of Muslim tourists on the attributes of halal tourism is a possible subject to be debated and it has a connection to the satisfaction of tourists and their visit intention.

1.3 Halal Tourism Aspects

Previous studies explored the impact of tourism infrastructure on a destination focusing on tourism infrastructure and recommended access, amenities, and attraction (3As) are important factors for development of tourism for a destination (Haneef 2017; Jaelani 2017). Haneef (2017) found those three aspects motivated potential tourists to visit a destination which was advertised by the marketing campaign.

Moreover, these three aspects can shape a positive image through marketing programs to generate more demand for the growing market of halal tourism. By applying the proper blend of infrastructural offices and administrations that help positive image, the success or goal for destination development and marketing can be guaranteed. The goal of any destination in the tourism industry is to relate decision-making and choices through promotion and branding activities. The image of halal tourism destination is known as one of the influencer impressions in the halal tourism destination choice process (Jeong and Holland 2012).

1.4 Access

It is important for any destination to know Muslim tourist travel behavior when they want to do promotion and branding through access. In halal tourism access is defined as facilities and services through the industry provided for tourists. Furthermore, it can also refer to the access to halal amenities, halal friendly phone applications, halal website information, and halal friendly airports (Battour 2018). Easy access to halal tourism destination regarding international transport is considered an essential central aspect of the development of tourism. Haneef (2017) defined access as anything related to the operation, interaction, transport model, routes, stations, and terminals as main services in the tourism industry. Accessing the halal tourism market encourages halal amenities to be more widely available and it is considered very important to Muslim tourists (Battour 2018).

In the halal tourism industry travel packages must deliver full holiday experiences through product and services according to halal certification (The Guardian 2010; Ulfy *et al.* 2021). For example, in the 2014 FIFA World Cup held in Brazil, initiatives produced by the Brazil Federation of Muslim Association (FAMBRAS) provided Muslim football fans/tourists with guidance about prayer times, mosque locations in host cities, emergency services, and venue details (Albawaba 2014) to attract Muslim tourists to this event. Air Nippon Airways provide halal meals for Muslim tourists, and major airports in Japan offer a prayer room for Muslim

tourists (The National 2014). Although Thailand is a country with a minority population of Muslims the country took the initiative of launching a halal friendly application to attract more Muslim tourists (Battour 2018). These days, websites and blogs are important sources of information by providing a variety of subjects such as accommodation, restaurants, spas, shopping destinations, activities, and halal cultural sites (Mastercard-Crescentrating 2018).

1.5 Amenities

Muslim tourists are very concerned with hotels, restaurants, cafes, and spas that do not follow halal principles. The halal amenities industries should deliver services for Muslim's tourists which can encompass halal food, alcohol free beverages, a Koran in each hotel room, a prayer room with qibla direction, and appropriate entertainment (Alam and Sayuti 2011). Muslim tourists purchase behavior are affected by the basic principle of halal prevention for dietary reasons (Alam and Sayuti 2011). Halal tourism amenities have a critical role to provide satisfaction and good experience for inbound Muslim tourists. Amenities essentials will bring comfort and convenience for Muslim tourists during their trips.

Amenities infrastructure are mainly halal hotels, halal restaurants, halal cafes, and halal spas. Generally, these businesses are important aspects of halal tourism in Indonesia and directly affect the experiences and satisfaction of inbound tourists who visited this country (Hassan 2015). Halal food is an important need for Muslim tourists during their trip. Halal restaurants are important requirements of the amenity's aspect of halal tourism. Certification is imperative in the halal tourism industry as the restaurant industry needs to meet obligations in their main processing areas, dining spaces, toilets, staff involved in food preparation and services. This underlines the strict requirements of halal tourism premises to conform to Muslim dietary rules (Borkhan, Derahman and Rahman 2017).

Accommodations such as hotels are another important aspect of amenities in halal tourism. Hotels should have a prayer room, a qibla direction in the rooms, a relaxing environment or a family-friendly environment, and restaurants in hotels should provide halal meals for tourists to increase the confidence and loyalty of Muslim tourists (Hassan 2015). The spa is also considered another important aspect of amenities in halal tourism destinations. The spa should offer separate female and male areas; furthermore, staff in the female section should be female, and staff in the male section should be male as these matters are considered important by Muslim tourists (Duman 2011). According to a study by Hassan (2015), amenities which include hotels, restaurants, and spas directly influence Muslim tourists' satisfaction and their revisit intention.

1.6 Attractions

An attraction is defined as a region which attract tourists to visit and stay temporarily at that destination (Haneef 2017). Halal tourism attractions are implemented to offer appropriate experiences for Muslim tourists and treat them with respect. An attraction is another form of product in the tourism industry to cater to Muslim tourists in Indonesia and encourage them to visit different regions. To promote the attraction of halal tourism several parties such as the government, NGOs, tour operators and other SMEs active in the tourism industry are involved to promote regions and they should know if the region is suitable for Muslim tourism.

Industries should provide quality assurance of products and services to be in line with halal tourism requirements for Muslim tourists (Nurdiansyah 2018; Sartiya 2021). An attraction of a destination needs to have extended facilities through the halal tourism industry to address the needs of Muslim tourists. Attractions need to be halal friendly providing for the needs of Muslim tourists with tour guides trained in the faith-based needs of Muslim tourists, the availability of halal food outlets (in theme parks, and attractions), prayer rooms for Muslim tourists, and staff information counters trained in Muslim tourism needs (Crescent Rating 2018).

Attraction has an essential role in halal tourism since it can affect the satisfaction of tourists. Attractions should be pleasing and accomplish the criteria of halal tourism. Initiatives through attractions are found to be a way to satisfy the needs of Muslim tourists (Henderson 2009). Halal media and halal recreation are supporting elements of the attraction aspect. Products and services are content focusing on cultural ambience that find acceptability in western markets (Reuters 2017/18). There are challenges in providing media and recreation due to rising Islamophobia affecting the industry which is supporting the attractions aspect of halal tourism (Reuters 2017/18). Therefore, it is important for destinations to consider this issue when promoting halal tourism.

1.7 Satisfaction and Revisit Intention

A previous study stated that satisfaction is defined as fulfilment responded towards attitudes that affect post-purchase behavior of customers (Lovelock and Wirthz 2010). In halal tourism destinations, satisfaction referred to

the emotional perspective in Muslim tourists and if their expectations have been met. Knowing Muslim tourists' satisfaction is a key area for halal tourism development in Indonesia. By understanding the image of Indonesia as a halal tourism destination, hotels and attractions can provide experiences to satisfy Muslim tourists during their trips to this country. It was found that personal involvement, attachment, and experiences play an important role in the satisfaction of Muslim tourists (Haneef 2017). Muslim tourists who are satisfied with their experience will mostly recommend the destination to friends, family, and colleagues expressing favorable information about the destination. Previous studies have shown that destinations must focus on identifying various dimensions of Muslim tourists' experiences quality, infrastructure, and commitment in the halal tourism industry to ensure their satisfaction (Rahmawati *et al.* 2021; Sofyan 2012).

A study by Haneef (2017) stated that overall satisfaction will affect the revisit intention of Muslim tourists and make them loyal to that destination. The revisit intention has been a triggering behavior regarded as an extension of satisfaction. Revisit intention is related to the internal emotional aspects of each tourist (Huang and Hsu 2009). In halal tourism, revisit intention of a destination is defined as a future visit which can be evaluated from different factors such as adventure experience, economics, destination information, travel arrangement, and halal certification (Duman 2011). Activities which lead to tourist's satisfaction will encourage their revisit intention and they recommend those experiences to families, friends, and relatives by expressing their emotion through word of mouth and sharing in social medias (Haneef 2017). Muslim tourists who had a pleasurable experience in the destination will also play a significant role to encourage revisit intentions and influence others at the stage of selecting a destination. Prebensen and Xie (2017) stated that satisfaction of customers was a vital factor in the service industry. Iniesta-Bonillo *et al.* (2016) claimed that satisfaction is the individual's cognitive-affective state of mind which is derived from the experience which tourists had during their vacation; therefore, knowing the satisfaction of tourists is an important part in the field of tourism. It is also supported by Prebensen and Xie (2017) who highlighted the importance of the satisfaction of tourists in the tourism and hospitality industry, and by knowing satisfaction we may understand the behavioral intentions of people.

Intentions refer to an individual's plan and action to participate, consume, and use or not use a specific service or product (Han and Hyun 2017). Most studies in the marketing field have confirmed the consequences of intention behavior. Oliver (1997) defined intention behavior as the interest or willingness of an individual to engage in a behavior. However, both intentions to repurchase and recommendation intention are essentially elements of customer intention behavior (Oliver 1999). Similarly, Han and Ryu (2007) reported that revisit intention is a significant and acceptable tool to measure a tourist's future behavior. Some scholars identified intention behavior as a functional construct, which is related to customer loyalty such as revisit intention and recommendation intention (Choo *et al.* 2016; Mason and Paggiaro 2012; Tanford and Jung 2017). In conclusion, researchers conclude that attributes and elements for both terms can be used to elaborate customer behavioral intentions (Han 2013).

2. Methodology

To measure the level of satisfaction and intention to revisit of inbound tourists regarding the halal tourism experience in Indonesia, a set of self-administered questionnaires consisting of six segments (access, amenities, attraction, satisfaction, intention to revisit and socio-demographic factors) was distributed to tourists awaiting departure in Jakarta's domestic and international airport and to some halal hotels, restaurants, spas, and cafes in Jakarta, Indonesia. For selecting the respondents this study used judgmental sampling. The questionnaire was established based on a review of literature and was revised by the researchers using a literature review and adjusted for content validity. The first segment of the questionnaire consisted of seven questions and measured various aspects of experiences related to 'access' using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The measurement in the first section was adopted from past studies (Battour 2018). The second section with twelve questions measured the 'amenities' (Borkhan, Derahman and Rahman 2017). The third section with eight questions measured the 'attraction' aspects (Haneef 2017). The fourth section measured 'satisfaction' with eight questions (Babolian Hendijani 2018; Haneef 2017). The fifth section of the questionnaire measured the intention to revisit with three items (Hendijani 2015; Hosany and Witham 2010). The last section collected the socio-demographic characteristics of the tourists. A pilot test with a sample of 15 respondents was conducted to check the reliability of items and the results of a Cronbach's Alpha test showed (access = .731; amenities = .850; attraction = .670; satisfaction = .886; and intention to revisit = .761) all variables were at an acceptable level of more than 0.6 (Sekaran and Bougie 2016).

Data collection was conducted from January to March 2019. After removing incomplete sets of questionnaires, 150 (83.17%) valid questionnaires were used to analyze Muslim tourists' satisfaction and

intention to revisit with their experience in Jakarta. In addition to the usual descriptive analysis such as means and frequencies, simple and multiple linear regression analysis were conducted. All data processing was conducting using SPSS version 22 to address the objectives of this study.

3. Result

The profile of the sample indicates that more respondents were male (66.7%) than female tourists (33.3%). Most tourists were in the age group of 31 to 40 years old (28.7%), most were married (80.7%) and had higher education degrees (70%). Most of the respondents who travelled to Jakarta were repeat visitors (52.7%) and the length of stay of most tourists was between 6 and 12 days (63.3%). Most respondents had a monthly level of income of more than US\$3000 (40.7%), were employed/self-employed (89.4%) and most were from Asian countries (68%) and the majority traveled for business purposes (42%).

Table 1. Profile of Respondents

Socio-demographic aspects		No.	%
Gender			
	Male	100	66.7 %
	Female	50	33.3 %
Marital Status			
	Single	27	18 %
	Married	121	80.7 %
	Widowed/Divorced	2	1.3 %
Age			
	19-39 years old	36	24 %
	31-40 years old	43	28.7 %
	41-50 years old	40	26.7 %
	>50 years old	31	20.7 %
Level of Education			
	High School/Diploma	2	1.3 %
	Bachelor's degree	43	28.7 %
	Master/Doctoral Degree	105	70 %
Occupation			
	Student	9	6 %
	Unemployed	3	2 %
	Employed	67	44.7 %
	Self employed	67	44.7 %
	Retired	4	2.7 %
Monthly Income			
	<USD\$ 1000	11	7.3 %
	1001-2000	30	20 %
	2001-3000	48	32 %
	> USD \$ 30001	61	40.7 %
Frequency			
	First timer	71	47.3 %
	Repeat visitor	79	52.7 %
Length of Stay			
	Under 6 days	35	23.3 %
	6-12 days	95	63.3 %
	More than 12 days	20	13.4 %
Reason			
	Business travel	63	42 %
	Leisure	54	36 %
	Visiting friends/family	33	22 %
Nationality			
	Asian	102	68 %
	European	40	26.7 %
	African	2	1.3 %
	Australian	6	4 %

Table 1 shows the detailed profile of respondents.

The impact of the halal experiences tourists had with overall satisfaction was significant $[(F = 3, 146) = 10.827, p = .000]$ and contributed 18.2 per cent ($R^2 = .182$) to the overall satisfaction of tourists. The findings indicated that 'amenities' ($\beta = .338, p = .000$) was the significant factor affecting the satisfaction of tourists. The results also indicated there was not any significant relationship between 'access' ($\beta = .082, p = .326$) and 'attraction' ($\beta = .114, p = .146$) and satisfaction. The next analysis indicated satisfaction significantly affected the revisit intention of tourists ($\beta = .353, p = .000$) and contributed 12.4 per cent ($R^2 = 0.124$) to the intention to revisit Indonesia. The results of simple and multiple linear regressions are depicted in Table 2.

Table 2. Result of linear regression result

Multiple Linear Regression					
Dependent variable	Independent variables	R ²	Unstandardized	Standardized	Significance
Satisfaction	Access	.182	.071	.082	.326
	Amenities		.335	.338	.000
	Attraction		.085	.114	.146
Intention to revisit	Satisfaction	.124	.528	.353	.000

3. Discussions and Conclusions

It was noted in the literature about the importance of halal tourism development. The market for Muslim tourists' is increasing rapidly (Kim *et al.* 2015). Hence, to attract and serve this growing market segment it is important to develop more halal-friendly destinations (Battour *et al.* 2014; Han *et al.* 2019; Henderson 2010; Jafari and Scott 2014; Liu *et al.* 2018; Oktadiana *et al.* 2016; Olya and Al-ansi 2018; Ryan 2016). The number of Muslim tourists visiting Indonesia is on the rise and it is consistent with this phenomenon in the tourism industry's international marketplace.

Halal tourism is an expanding segment in the tourism industry (Oktadiana *et al.* 2016), but the studies that show its importance to tourism in Indonesia are still in the early stages. Hence, this research was conducted to show what factor(s) related to halal experience can affect the satisfaction of Muslim tourists. The findings of this study revealed 'amenities' can affect the satisfaction of Muslim tourists during their visits to Indonesia. SMEs in the hospitality and tourism industry such as hotels, restaurants and cafes, especially those who want to target Muslim tourists, should consider halal tourism as an opportunity to provide and promote their quality of halal foods, cleanliness and halal friendliness of their business. This finding supported previous studies (Al-Ansi and Han 2019; Al-Ansi *et al.* 2018; Rahman, Zailani and Musa 2018) which also highlighted the importance of amenities on satisfaction of Muslim tourists. Satisfactory experiences will encourage tourists to spread their experience through word-of-mouth (Wardi, Abror and Trinanda 2018) and electronic word-of-mouth (Prayogo, Ketaren and Hati 2016). It would be valuable for the Ministry of Tourism to focus on 'amenities' as one of its attractions for Muslim tourists and to develop a specific campaign to market this aspect of halal tourism instead of using a one-size-fits-all strategy. Different advertising resources such as brochures, websites and blogs should be made available to Muslim tourists to provide them with information about the diversity of halal experiences the tourists can have during their trip to Indonesia.

The findings of this study showed that 'amenities' influenced Muslim tourist satisfaction. Previous studies have reported that the satisfaction of tourists is a central factor for the success of a tourist destination (Alegre and Garau 2010; Babolian Hendijani 2016; Ruiz *et al.* 2018), therefore, it is important to know which aspects of 'amenities' make holidays more satisfying for tourists. If marketers and tourism industries know which tourism products affect the satisfaction of tourists, they may develop better marketing strategies that increase tourist satisfaction (Oviedo-Garcia *et al.* 2019; Truong, Lenglet and Mothe 2018).

In contrast with previous studies (Faulina *et al.* 2020; Han *et al.* 2019) which mentioned Muslim tourists highly expect to find access to Muslim facilities in the places they are visiting such as restaurants, hotels, tourist attractions and airport-terminals, this study found that 'access' did not have a significant effect on tourists' satisfaction. It was not easy for Muslim tourists to access washrooms, and prayer rooms which were designed specifically for Muslim tourists and there was not enough information on tourism websites regarding available halal tourism activities. This contradicts previous findings (Abdul Gani, Mahdzar and M Anuar 2019; Rashid *et al.* 2019), as the results of this study showed there was no significant relationship between attraction and satisfaction of Muslim tourists. Muslim tourists mentioned there was not enough recreation activity designed for them and

there were not separate places for male and female to enjoy beaches and sunbathing. Results of this study also supported by previous research which mentioned if tourists satisfied with their experience have intention to revisit that destination again (Hai and Thuong 2019; Park *et al.* 2018).

3.1 Practical Implications

In terms of nationality of tourists, most of them were from Middle Eastern countries. This finding is a significant factor for tourism marketers to consider when planning to develop a marketing strategy since Muslims in South East Asian countries have fewer restrictions on their public life than those from Middle Eastern countries (Scott and Jafari 2010). Therefore, tourists from Middle Eastern countries may expect their needs as Muslims to be met more directly than those from the more populated but less affluent markets such as Indonesia and Malaysia (Sheridan 1999).

This study has found that amenities can affect the satisfaction of tourists and this information could be used to promote Indonesia as a halal destination. SMEs and marketers would be in a better position to develop halal tourism packages by using information from this research. From the point of view of managers, marketers and stakeholders, the contribution of this study assists and supports the SMEs in hospitality and tourism business in devising a comprehensive strategic marketing plan that focuses on this specific market. Furthermore, this research provides helpful information that will help SMEs to use tourism resources more efficiently. By using the findings of this study, marketers and entrepreneurs would be better able to develop effective halal tourism packages to increase the satisfaction level of tourists. Therefore, marketing efforts focusing on Muslim tourists should be based more on 'amenities' while improving other aspects of halal experiences such as 'access' and 'attraction'. Hence, collaboration and cooperation of SMEs and government authorities such as the Ministry of Tourism are important and should be strengthened to enhance the level of satisfaction of Muslim tourists.

3.2 Theoretical Implications

Halal tourism is an important growing market within the tourism industry, but studies about satisfaction and revisit intention of Muslim tourists, specifically in Indonesia, are limited. Hence, this research was undertaken to bridge the gap in knowledge. In terms of theoretical implication, this study adds to the body of literature about Muslim tourists' satisfaction and their intention to visit Indonesia. The research has identified the factor that affects the satisfaction of Muslim tourists. Findings of this research confirmed that 'amenities' affected the satisfaction of tourists who chose Indonesia as their destination for halal tourism. The results of this study could provide a foundation for future studies on this topic.

3.3 Limitations and Future Suggestions

In this research, tourists were surveyed in Jakarta's international airport and some tourist areas around Jakarta. If future studies expand the frame of this research to other cities in Indonesia which also attract Muslim tourists can generalize the findings of this research. This study used a questionnaire as a means of data collection, and it is suggested that future studies use a qualitative approach to obtain more in-depth understanding of Muslim tourists' wants and needs during their trips to Indonesia. The findings of this study showed only the factor of 'amenities' affected the satisfaction of tourists. Therefore, it is suggested future studies need to explore other aspects of halal experience to know better about the factors affect to satisfaction of Muslim tourists.

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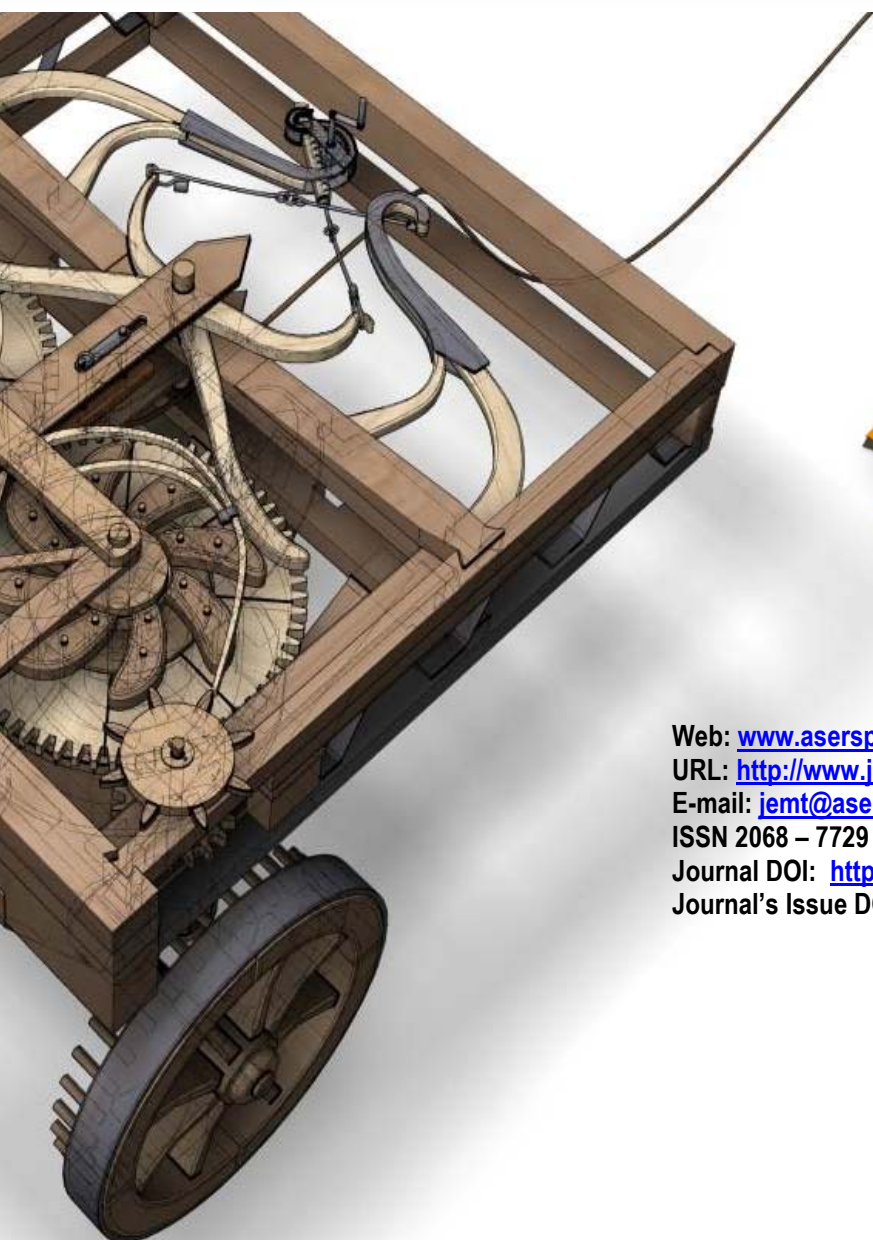
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