



What Drives Muslim Tourists' Visit Intention? The Roles of Halal Assurance, Service Quality, and Brand Trust in Muslim-Friendly Restaurants

Keyshifa Anardi, Bethani Suryawardani*, Rahmat Hidayat

Marketing Management Study Program, School of Applied Science, Telkom University Bandung, Indonesia

*Correspondence: bethanisuryawardani@telkomuniversity.ac.id

SUBMITTED: 5 July 2026; REVISED: 26 July 2026; ACCEPTED: 28 July 2026

ABSTRACT: The rise in halal travel drove an increasing demand for Muslim-friendly restaurants capable of meeting Muslim tourists' needs through halal certification and high-quality service. This study examined the effects of Halal Assurance and Service Quality on Visit Intention, with Brand Trust serving as a mediating variable, among Muslim-friendly restaurants in the Braga area of Bandung. A quantitative approach was employed involving 207 respondents selected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results indicated that Halal Assurance and Service Quality had positive and significant effects on both Brand Trust and Visit Intention. However, Brand Trust did not have a significant effect on Visit Intention and, therefore, did not mediate the relationships between Halal Assurance, Service Quality, and Visit Intention. These findings suggested that Muslim tourists placed greater emphasis on halal assurance and service quality than on brand trust when determining their intention to visit Muslim-friendly restaurants.

KEYWORDS: Halal assurance; service quality; brand trust; visit intention; muslim friendly restaurant; muslim-friendly tourism

1. Introduction

Current global tourism trends indicated the growing popularity of halal tourism, also known as Muslim-friendly tourism (MFT). In the tourism industry, MFT referred to the efforts of destinations and businesses to provide a comfortable travel experience for devout Muslim tourists by ensuring that their religious needs were met, halal food was available, and the environment was consistent with Islamic values [1]. In line with this trend, the tourism industry experienced rapid growth, marked by increased mobility across regions and countries. Indonesia's tourism sector also developed amid intensifying global competition. Aceh, West Sumatra, the Riau Islands, Riau, West Java, DKI Jakarta, Yogyakarta, East Java (Malang), Lombok, and South Sulawesi (Makassar) were among the ten priority destinations designated by the Indonesian government for the development of halal tourism [2]. This potential was supported by Indonesia's status as the country with the world's largest Muslim population and its high number of international tourist arrivals.

The number of international tourist arrivals in Indonesia reached 1.33 million in October 2025, representing an 11.9% increase compared with October 2024. Alongside the growth in international tourism, domestic tourism became the primary driver of Indonesia's tourism sector. During January–October 2025, domestic tourist trips reached 997.91 million, representing an 18.89% increase compared with the 839.39 million trips recorded during the same period in 2024. Java remained the leading destination for domestic tourists, while West Java Province ranked first in the 2025 Indonesia Muslim Travel Index (IMTI). This achievement was attributed to strong performance in the areas of accessibility, communication, environment, and services. West Java's outstanding environmental score reflected the government's commitment to halal tourism policies and was supported by the large numbers of domestic and international visitors.

One important aspect of tourism development in West Java was the culinary sector. As Bandung was recognized as a gastronomic tourism destination, stakeholders in the culinary industry were required to adapt their businesses to the needs of tourists [3]. Gastronomic tourism destinations and local restaurants contributed to regional tourism development, economic growth, and the promotion of local culture [4]. According to the Bandung Department of Culture and Tourism, tourist arrivals increased from 7,752,507 in 2023 to 8,554,688 in 2024. However, following the relocation of domestic flights from Husein Sastranegara Airport to Kertajati West Java International Airport (BIJB), tourist arrivals in Bandung declined [5]. In addition, challenges remained, including the uneven distribution of prayer facilities in tourist areas and inconsistent hygiene standards among dining establishments.

Although research on halal tourism expanded considerably, recent systematic reviews indicated that the literature remained dominated by halal certification and market performance issues, while regional and sector-specific perspectives, particularly those involving urban heritage destinations, received relatively limited attention. In the context of Muslim-friendly restaurants, previous studies primarily conceptualized halal compliance through certification status and general consumer perceptions without examining brand trust as a mechanism linking halal assurance and service quality to visit intention [6]. Furthermore, most Indonesian halal tourism studies focused on destinations already recognized as religious tourism sites or explicitly designed for Muslim travelers, while urban heritage destinations evolving into culinary tourism attractions remained largely unexplored. This study addressed this gap by examining the mediating role of brand trust in the relationships between halal assurance, service quality, and Muslim tourists' visit intention within a non-religious heritage tourism destination.

One of Bandung's most iconic urban heritage destinations was the Braga area, which possessed considerable potential to attract Muslim tourists. However, the facilities and services available in the area did not fully reflect the principles of halal tourism. Previous studies reported that many dining establishments lacked halal certification, prayer facilities remained limited, and certain nightlife activities were inconsistent with Islamic values [7]. Braga had evolved from a colonial heritage destination into a prominent shopping and culinary tourism area, making restaurants and cafés its primary attraction. Although this transformation increased visitor numbers, the implementation of halal tourism principles had not progressed at the same pace [7].

Muslim tourists' concerns regarding the fulfillment of halal tourism requirements were further supported by the findings of a preliminary survey conducted by the researchers. The survey results indicated that halal assurance and service quality were the most important factors influencing culinary tourism experiences in Bandung. Regarding halal assurance, 84.4% of respondents stated that they required clear and officially certified halal labels displayed at restaurant entrances, cashier counters, or menus. This finding suggested that visible halal assurance enhanced tourists' sense of security and trust in the food they consumed. Respondents also identified the availability of prayer facilities and cleanliness as essential service quality attributes. Overall, the preliminary survey confirmed that strengthening halal assurance and improving service quality should be prioritized to enhance culinary tourism services in Bandung.

This study employed the Theory of Planned Behavior (TPB) and Expectation Confirmation Theory (ECT). TPB suggested that behavioral performance resulted from the combined influence of intention and perceived behavioral control [8,11]. Accordingly, tourists' intention to visit was influenced by their attitudes, subjective norms, and perceived behavioral control. Meanwhile, ECT explained tourists' post-visit evaluations, particularly the formation of satisfaction and revisit intention. When services met or exceeded expectations, confirmation occurred, leading to greater satisfaction and stronger revisit intentions [10]. Visible halal certification functioned as a signal that strengthened trust and reduced perceived risk, thereby encouraging visit intention. These theories complemented one another within the proposed research model. TPB explained the direct effects of halal assurance and service quality on visit intention, whereas ECT explained the mediating role of brand trust, which developed through tourists' evaluations of whether their expectations matched their actual experiences [11]. Previous studies demonstrated that integrating TPB and ECT effectively predicted tourists' behavioral intentions across various tourism contexts [12]. Consequently, the seven hypotheses represented two complementary theoretical mechanisms: the direct relationships proposed by TPB and the indirect relationships mediated by brand trust as explained by ECT. Brand trust was also included because it has consistently been recognized as an important determinant of consumer and tourist behavior. In tourism, brand trust reflected tourists' confidence in a destination's ability to fulfill its promises and meet their expectations [13]. Previous research also demonstrated that brand trust contributed to tourist loyalty and revisit intention. Therefore, brand trust was expected to explain how halal assurance and service quality influenced Muslim tourists' intention to visit. Greater perceived halal assurance and higher service quality were expected to strengthen trust in the destination.

To improve conceptual clarity, the study operationally defined the four research constructs. Halal assurance referred to Muslim tourists' perceptions of a product's and service's compliance with Sharia principles, reflected through official certification, visible halal labels, and food safety assurances. Service quality referred to service performance that integrated Islamic values, including the availability of prayer facilities and cleanliness consistent with Sharia principles, into everyday service delivery [14]. Brand trust referred to tourists' confidence in a destination's integrity and competence in fulfilling its promises. Visit intention referred to Muslim tourists' willingness to choose and visit a culinary destination based on their evaluation of its tangible and intangible halal attributes [15]. The purpose of this study was to examine the effects of halal assurance and service quality on Muslim

tourists' visit intention, with brand trust serving as a mediating variable, among Muslim-friendly restaurants in the Braga area of Bandung.

2. Materials and Methods

2.1. Research Design and Sample.

This study adopted an associative research design using a quantitative approach to examine the relationships among Halal Assurance, Service Quality, Brand Trust, and Visit Intention at Muslim-friendly restaurants in the Braga area of Bandung. Halal Assurance and Service Quality served as the independent variables, Visit Intention as the dependent variable, and Brand Trust as the mediating variable. A non-probability purposive sampling technique was employed to select respondents who met the study criteria. Two screening questions were included at the beginning of the questionnaire to ensure respondent eligibility: (1) whether the respondent identified as Muslim and (2) whether the respondent had previously visited the Braga area of Bandung for culinary tourism. Only respondents who answered "Yes" to both questions proceeded to the main survey, ensuring that the final sample consisted exclusively of Muslim tourists with direct experience of the restaurants investigated. The minimum sample size was determined using the recommendation of Hair et al. [16], resulting in a final sample of 207 respondents. Primary data were collected through a structured questionnaire distributed to eligible respondents. The questionnaire measured four latent constructs: Halal Assurance, Service Quality, Brand Trust, and Visit Intention using a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). To support the empirical findings, observations and a review of relevant books and scholarly literature were also conducted. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.1. This analytical approach was selected because it effectively analyzed complex relationships among multiple latent constructs while simultaneously assessing the mediating role of Brand Trust.

2.2. Conceptual Framework.

The conceptual framework of this study is presented in Figure 1. It illustrates the proposed relationships among the four latent constructs: Halal Assurance (HA), Service Quality (SQ), Brand Trust (BT), and Visit Intention (VI). Halal Assurance and Service Quality were specified as exogenous variables, Visit Intention was the endogenous variable, and Brand Trust was proposed as the mediating variable.

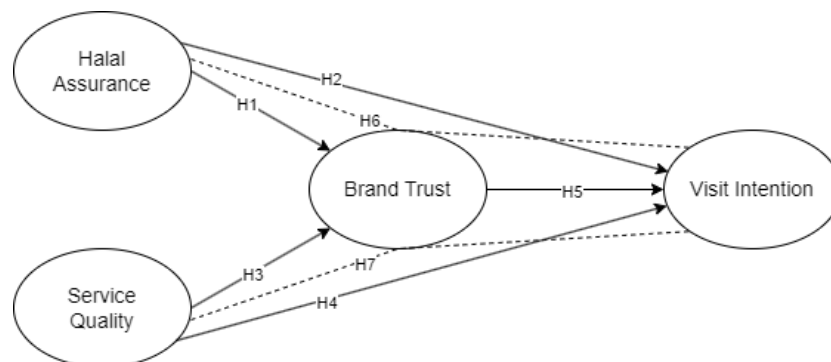
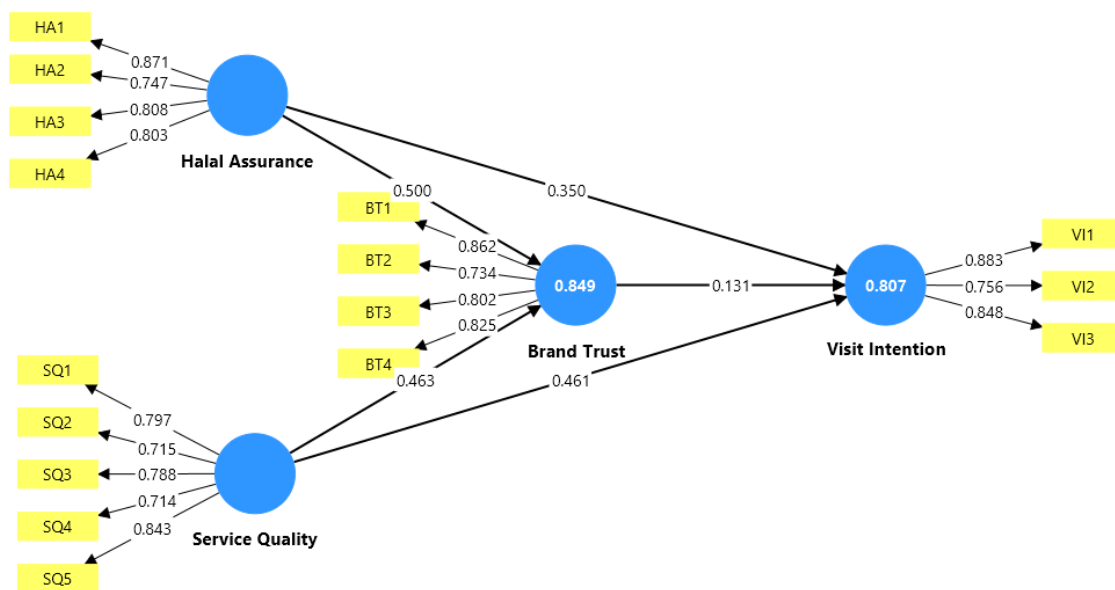


Figure 1. Conceptual Framework.

Halal Assurance represented tourists' perceptions of compliance with halal principles through official certification, halal labeling, and food safety assurance. Service Quality reflected tourists' evaluations of the quality of services received during their dining experience. Brand Trust referred to tourists' confidence in the credibility, integrity, and reliability of Muslim-friendly restaurants, whereas Visit Intention represented tourists' willingness to visit or revisit these restaurants.

2.3. Structural Model and Research Hypotheses.

The conceptual relationships were translated into the structural model shown in Figure 2 and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.1. This approach enabled the simultaneous evaluation of the direct effects of Halal Assurance and Service Quality on Brand Trust and Visit Intention, as well as the indirect effects through the mediating role of Brand Trust.



. Figure 2. Structural Model.

Based on the proposed structural model, the following hypotheses were tested: H1: Halal Assurance positively affected Brand Trust; H2: Halal Assurance positively affected Visit Intention; H3: Service Quality positively affected Brand Trust; H4: Service Quality positively affected Visit Intention; H5: Brand Trust positively affected Visit Intention; H6: Brand Trust mediated the relationship between Halal Assurance and Visit Intention; H7: Brand Trust mediated the relationship between Service Quality and Visit Intention.

3. Results and Discussion

3.1. Characteristics of Respondents.

The researchers distributed the survey to visitors who had already visited or were currently in Braga, Bandung. The sample was grouped by age, education level, gender, region of origin, and average monthly income. This grouping was intended to obtain responses that would be representative of all respondents.

3.2. Validity dan Reliability.

Table 1 presents the results of the measurement model assessment. Based on the outer model evaluation, all indicator loadings exceeded the recommended threshold of 0.70 suggested by Hair et al. [16], indicating satisfactory indicator reliability. Furthermore, all constructs achieved Average Variance Extracted (AVE) values greater than 0.50, demonstrating adequate convergent validity. Composite Reliability (CR) and Cronbach's Alpha values also exceeded the recommended threshold of 0.70, confirming satisfactory internal consistency and construct reliability. Overall, these results indicated that the measurement model possessed acceptable convergent validity and reliability.

Table 1. Confirmatory Factor Analysis.

Variable	Item	Loading	AVE	CR	Cronbach Alpha
Halal Assurance	HA 1	0.871	0.653	0.883	0.822
	HA 2	0.747			
	HA 3	0.808			
	HA 4	0.803			
Service Quality	SQ 1	0.797	0.598	0.881	0.830
	SQ 2	0.715			
	SQ 3	0.788			
	SQ 4	0.714			
	SQ 5	0.843			
Brand Trust	BT 1	0.862	0.652	0.882	0.821
	BT 2	0.734			
	BT 3	0.802			
	BT 4	0.825			
Visit Intention	VI 1	0.883	0.690	0.869	0.772
	VI 2	0.756			
	VI 3	0.848			

Table 2 presents the discriminant validity assessment using the Fornell–Larcker criterion. The square root of the AVE ranged from 0.773 for Brand Trust to 0.831 for Visit Intention. However, several inter-construct correlations exceeded the corresponding square root of the AVE. For example, the correlation between Halal Assurance and Service Quality (0.884) was higher than the square root of the AVE for both constructs, while the correlation between Brand Trust and Visit Intention (0.866) exceeded the square root of the AVE for Brand Trust (0.773). These results suggested that discriminant validity was not fully established, indicating substantial overlap among the constructs.

Table 2. Fornell-Larcker criterion.

Variables	Halal Assurance	Service Quality	Brand Trust	Visit Intention
Halal Assurance	0.807			
Service Quality	0.884	0.808		
Brand Trust	0.877	0.828	0.773	
Visit Intention	0.845	0.848	0.866	0.831

This finding was not unexpected given the nature of the constructs examined. Previous studies reported that consumer evaluation constructs, such as perceived service quality, perceived value, satisfaction, and trust, often exhibited strong statistical relationships. This phenomenon has been explained by the halo effect [17] and multicollinearity [18], arising from cognitive and memory processes in which individuals integrated multiple experiences and perceptions into a single overall evaluation [19]. In the context of Muslim-friendly restaurants, tourists were likely to perceive Halal Assurance, Service Quality, Brand Trust,

and Visit Intention as complementary dimensions of an overall halal dining experience rather than as completely independent constructs. Consequently, positive evaluations of one construct were likely to influence perceptions of the others, resulting in high inter-construct correlations.

Multicollinearity among the predictor constructs in the structural model was further evaluated using the Variance Inflation Factor (VIF). As presented in Table 3, most VIF values remained below the commonly accepted threshold of 5 recommended by Hair et al. [16], including Halal Assurance → Brand Trust (3.176), Service Quality → Brand Trust (3.176), Service Quality → Visit Intention (4.595), and Halal Assurance → Visit Intention (4.829), indicating that multicollinearity was not a concern for these structural relationships. However, the VIF value for Brand Trust → Visit Intention (6.608) exceeded the recommended threshold, suggesting potential collinearity for this specific path. This result was consistent with the Fornell–Larcker analysis, which showed substantial shared variance between Brand Trust and the other constructs. Therefore, Brand Trust should be interpreted as a closely related construct within the overall evaluation of Muslim-friendly restaurants rather than as a completely independent dimension. Nonetheless, because elevated collinearity occurred only in one structural relationship and did not affect the remaining predictor constructs, the structural model remained suitable for hypothesis testing.

Table 3. The variance inflation factor (VIF).

Variables	VIF
Halal Assurance → Brand Trust	3.176
Halal Assurance → Visit Intention	4.829
Service Quality → Brand Trust	3.176
Service Quality → Visit Intention	4.595
Brand Trust → Visit Intention	6.608

3.3. Structural Model.

The results of the structural model analysis are presented in Table 4, which summarizes the path coefficients, *t*-statistics, *p*-values, and hypothesis testing results. The relationships among the latent constructs were evaluated using the PLS-SEM approach. As shown in Table 4, four hypotheses were supported, whereas three hypotheses were not supported.

Table 4. Hypothesis Testing.

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Information
Brand Trust → Visit Intention	0.131	0.120	0.102	1.285	0.199	Rejected
Halal Assurance → Brand Trust	0.500	0.500	0.060	8.342	0.000	Accepted
Halal Assurance → Visit Intention	0.350	0.356	0.107	3.261	0.001	Accepted
Service Quality → Brand Trust	0.463	0.463	0.061	7.655	0.000	Accepted
Service Quality → Visit Intention	0.461	0.465	0.071	6.497	0.000	Accepted
Halal Assurance → Brand Trust → Visit Intention	0.066	0.059	0.051	1.297	0.195	Rejected
Service Quality → Brand Trust → Visit Intention	0.061	0.057	0.050	1.228	0.219	Rejected

Halal Assurance had a positive and significant effect on Brand Trust ($t = 8.342, p < 0.001$) and Visit Intention ($t = 3.261, p = 0.001$); therefore, H1 and H2 were supported. Similarly, Service Quality had positive and significant effects on Brand Trust ($t = 7.655, p < 0.001$) and Visit Intention ($t = 6.497, p < 0.001$), supporting H3 and H4. In contrast, Brand Trust did not have a significant effect on Visit Intention ($t = 1.285, p = 0.199$); therefore, H5 was rejected. The mediation analysis further showed that Brand Trust did not significantly mediate the relationship between Halal Assurance and Visit Intention ($t = 1.297, p = 0.195$), resulting in the rejection of H6. Likewise, Brand Trust did not significantly mediate the relationship between Service Quality and Visit Intention ($t = 1.228, p = 0.219$); therefore, H7 was also rejected.

3.4. Discussion.

The findings demonstrated that Halal Assurance and Service Quality had positive and significant effects on both Brand Trust and Visit Intention among Muslim-friendly restaurants in the Braga area of Bandung. However, Brand Trust did not significantly influence Visit Intention and, consequently, did not mediate the relationships between Halal Assurance, Service Quality, and Visit Intention. Halal Assurance had a positive and significant effect on Brand Trust ($\beta = 0.500, p < 0.001$), indicating that halal assurance played an important role in strengthening Muslim tourists' trust in restaurants. The presence of halal certification reduced the perceived risk associated with selecting a dining establishment. These findings were consistent with those reported by Jeaheng et al. (2020) [20], who found that Muslim-friendly attributes, including halal certification, positively influenced customer trust in the halal tourism industry. Therefore, the better a restaurant implemented halal assurance, the greater the level of trust developed among Muslim tourists.

Halal Assurance also had a positive and significant effect on Visit Intention ($\beta = 0.350, p = 0.001$). These findings indicated that Muslim tourists considered halal assurance to be one of the primary determinants when selecting restaurants during travel. From the perspective of the Theory of Planned Behavior (TPB), behavioral intention was formed when individuals believed that a particular action satisfied their needs and personal values [8]. For Muslim tourists, certainty regarding the halal status of food represented a religious obligation; therefore, restaurants that clearly demonstrated halal compliance were more likely to be selected. These findings were consistent with those reported by Sodawan et al. (2022) [21], who concluded that halal attributes were among the main determinants of Muslim travelers' intentions to use halal tourism products and services. Service Quality also had a positive and significant effect on Brand Trust ($\beta = 0.463, p < 0.001$). This finding suggested that prompt, friendly, and responsive services enhanced tourists' confidence in Muslim-friendly restaurants. The result was consistent with the findings of Jeaheng et al. (2020) [20], who reported that service quality was one of the key determinants of customer trust in the halal tourism industry. Accordingly, higher service quality increased tourists' trust in the restaurants. Service Quality also had a positive and significant effect on Visit Intention ($\beta = 0.461, p < 0.001$). Moreover, the path coefficient for Service Quality was higher than that of Halal Assurance, indicating that service quality represented the strongest predictor of Muslim tourists' intention to visit restaurants in the Braga area. Prompt service, staff friendliness, restaurant cleanliness, and the ability to meet customer needs contributed to a positive dining experience, thereby strengthening tourists' intention to visit. These findings supported those

of Jeaheng et al. (2020) [20], who reported that service quality positively influenced tourists' intentions to use Muslim-friendly tourism services.

However, Brand Trust did not have a significant effect on Visit Intention at Muslim-friendly restaurants in the Braga area of Bandung. This finding differed from those of Xu et al. [22], who reported that Brand Trust had a positive and significant influence on Visit Intention in the golf resort industry. Similarly, Djatnika (2020) [23] found that Brand Trust positively influenced Visit Intention at traditional culinary destinations. The differences between the present findings and previous studies were likely attributable to differences in the study context and respondent characteristics. In the present study, respondents were Muslim tourists visiting the Braga area, and their restaurant choices were generally spontaneous and situation-dependent. Under these circumstances, tourists appeared to prioritize directly observable attributes, such as halal certification, service quality, restaurant location, and dining atmosphere, rather than developing a psychological attachment through Brand Trust. This finding could be further interpreted using the mediation typology proposed by Zhao et al. (2010) [24]. The present study corresponded to a direct-only non-mediation pattern, in which Halal Assurance and Service Quality exerted significant direct effects on Visit Intention, whereas the indirect effects through Brand Trust were not significant. This pattern suggested that Halal Assurance and Service Quality served as sufficient and direct cues for shaping tourists' Visit Intention without requiring Brand Trust as an intermediary psychological mechanism.

4. Conclusion.

This study contributed to the halal tourism literature by empirically testing an integrated model based on the Theory of Planned Behavior (TPB) and Expectation Confirmation Theory (ECT) to examine the mediating role of Brand Trust in the relationships between Halal Assurance, Service Quality, and Visit Intention. Unlike previous studies that primarily focused on established halal tourism destinations, this study investigated these relationships in the context of an urban heritage destination undergoing a transition toward culinary tourism. The findings demonstrated that Halal Assurance had significant positive effects on both Brand Trust and Visit Intention, while Service Quality also positively influenced Brand Trust and emerged as the strongest predictor of Visit Intention. These results indicated that fast, friendly, responsive, and professional services, together with credible halal assurance, enhanced Muslim tourists' willingness to visit Muslim-friendly restaurants. However, Brand Trust neither significantly influenced Visit Intention nor mediated the relationships between Halal Assurance, Service Quality, and Visit Intention. These findings suggested that directly observable functional attributes outweighed psychological trust when Muslim tourists made spontaneous dining decisions in the Braga area. Furthermore, the results supported the view that the mediating role of Brand Trust was context-dependent rather than universally applicable across tourism settings. From a practical perspective, restaurant managers should prioritize visible halal assurance by displaying halal certification prominently, maintaining transparency regarding ingredients and halal practices, and continuously improving service quality through responsive staff, efficient service, restaurant cleanliness, and clear information on supporting facilities such as prayer rooms. Policymakers could further encourage halal tourism development by promoting halal certification adoption through standardized signage, certification incentives, and supportive regulatory initiatives that

strengthen Braga's position as a Muslim-friendly culinary destination. This study had several limitations. First, the use of purposive sampling limited the generalizability of the findings beyond the respondents included in this study. Second, the research focused exclusively on Muslim-friendly restaurants in the Braga area of Bandung, which may limit the applicability of the findings to other halal tourism destinations with different characteristics. Third, Brand Trust was the only mediating variable examined, whereas other psychological and experiential factors may also influence tourists' behavioral intentions. Future research should validate the proposed model across different halal tourism destinations using probability sampling techniques to improve generalizability. In addition, future studies are encouraged to incorporate additional explanatory variables, such as Customer Satisfaction, Perceived Value, Destination Image, or Destination Loyalty, and to examine alternative mediating or moderating mechanisms that may better explain Muslim tourists' visit intentions across different tourism contexts.

Acknowledgments

The author would like to express her deepest gratitude to all those who contributed to the completion of this research. Special thanks go to the supervisors, Bethani Suryawardani, S.E., MM, and Dr. Rahmat Hidayat, S.E., MM, for their invaluable guidance, constructive feedback, and ongoing support throughout the research process. Finally, the author offers sincere appreciation to family and friends for their prayers, motivation, and unwavering personal support.

Author Contribution

Keyshifa Anardi participated in the conceptualization, methodology design, data collection, formal analysis, original draft preparation, and project administration. Bethani Suryawardani participated in the supervision, validation, manuscript review, editing, and resource support. Rahmat Hidayat participated in the supervision, methodology validation and resource support. All authors have read and approved the final version of the manuscript.

References

- [1] Sodawan, A.; Hsu, R.L.-W. (2026). Shariah-Compliant Attributes and Muslims' Intention to Visit Non-Muslim Countries. *Tourism and Hospitality*, 7, 61. <https://doi.org/10.3390/tourhosp7020061>.
- [2] Suryawardani, B.; Noermijati; Hussein, A.S.; Aisjah, S. (2023). Growing Behavioral Intentions for Muslim-Friendly Tourism in Indonesia: Does Muslim Tourism Attributes and Muslim Experiential Quality Matter? Atlantis Press International BV: Dordrecht, Netherland. http://doi.org/10.2991/978-94-6463-214-9_16.
- [3] Resmi, I.C.; Dhewanto, W.; Dellyana, D. (2024). Gastronomy Tourism: Local Food and Tourism Experience in Bandung. Atlantis Press International BV: Dordrecht, Netherland. http://doi.org/10.2991/978-94-6463-234-7_190.
- [4] Meilina, N.; Turgarini, D.; Pratami Putri, D. (2024). Potential of Gastronomic Tourism Travel Patterns in Bandung Regency. *Barista: Jurnal Kajian Bahasa dan Pariwisata*, 11(2), 115–129. <http://doi.org/10.34013/barista.v11i02.1648>.
- [5] Hanafiah, A.; Firjatullah, G.R.; Wibowo, M.W.; Handyastuti, I. (2022). Empirical Investigation of Muslim Gen-Z on Revisit Intention Towards Halal Tourism of Bandung City. *Jurnal Ilmiah Manajemen dan Bisnis*, 8(1), 52. <http://doi.org/10.22441/jimb.v8i1.13620>.

- [6] Ismail, M.S.I.; et al. (2026). Muslim-Friendly Restaurants: A Critical Review from a Muamalat Perspective. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 8(27), 771. <http://doi.org/10.35631/aijbes.827049>.
- [7] Sharia, M. (2025). Analisis Gaya Hidup Halal pada Bidang Pariwisata dalam Perspektif Maqashid Syariah: Studi Objek Wisata Jalan Braga Bandung. *At-Tariiz*, 4(3). <https://doi.org/10.62668/attariiz.v4i04.1932>.
- [8] Asyari; Hoque, M.E.; Hassan, M.K.; Susanto, P.; Jannat, T.; Mamun, A.A. (2022). Millennial Generation's Islamic Banking Behavioral Intention: The Moderating Role of Profit-Loss Sharing, Perceived Financial Risk, Knowledge of Riba, and Marketing Relationship. *Journal of Risk and Financial Management*, 15, 590. <https://doi.org/10.3390/jrfm15120590>.
- [9] Leung, X.Y.; Jiang, L. (2018). How Do Destination Facebook Pages Work? An Extended TPB Model of Fans' Visit Intention. *Journal of Hospitality and Tourism Technology*, 9(3), 397–416. <http://doi.org/10.1108/JHTT-09-2017-0088>.
- [10] Jiang, J.J.; Klein, G. (2009). Expectation-Confirmation Theory: Capitalizing on Descriptive Power. In *Handbook of Research on Contemporary Theoretical Models in Information Systems*, 384–401. <http://doi.org/10.4018/978-1-60566-659-4.ch022>.
- [11] Mehrabioun, M. (2024). A Multi-Theoretical View on Social Media Continuance Intention: Combining Theory of Planned Behavior, Expectation-Confirmation Model and Consumption Values. *Digital Business*, 4(1), 100070. <http://doi.org/10.1016/j.digbus.2023.100070>.
- [12] Leou, E.C.; Wang, H. (2023). A Holistic Perspective to Predict Yoga Tourists' Revisit Intention: An Integration of the TPB and ECM Model. *Frontiers in Psychology*, 13, 1–12. <http://doi.org/10.3389/fpsyg.2022.1090579>.
- [13] Naeem, M.K.H.; Nadezhda, B.; Wang, Y. (2024). Service Failure Is Bound to Happen: Unraveling the Impact of Dissatisfaction, Complaint Behavior and Re-Travel Intention in the Travel and Tourism Industry. *Acta Psychologica*, 248, 104343. <http://doi.org/10.1016/j.actpsy.2024.104343>.
- [14] Noor, N. (2025). Halal Service Quality: Systematic Review, Conceptual Model and Future Research. *Journal of Islamic Accounting and Business Research*. <http://doi.org/10.1108/JIABR-06-2024-0211>.
- [15] Fenitra, R.M.; Hati, S.R.H.; Khan, G.; Setyowardhani, H.; Daryanti, S.; Ramayah, T. (2025). Determining Intention to Visit Halal Destinations from the Perspective of the Push-Pull-Mooring Framework. *Journal of Hospitality and Tourism Insights*, 8(4), 1395–1415. <http://doi.org/10.1108/JHTI-07-2024-0682>.
- [16] Hair, J.F.; Risher, J.J.; Sarstedt, M.; Ringle, C.M. (2019). When to Use and How to Report the Results of PLS-SEM. *European Business Review*, 31(1), 2–24. <http://doi.org/10.1108/EBR-11-2018-0203>.
- [17] Crosby, L.A.; Stephens, N. (1987). Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry. *Journal of Marketing Research*, 24(4), 404–411. <http://doi.org/10.2307/3151388>.
- [18] Fauzi, M.A.; Mohd Ali, N.S.; Mat Russ, N.; Mohamad, F.; Battour, M.; Mohd Zaki, N.N. (2024). Halal Certification in Food Products: Science Mapping of Present and Future Trends. *Journal of Islamic Marketing*, 15(12), 3564–3580. <http://doi.org/10.1108/JIMA-12-2023-0407>.
- [19] Chen, X.; Wang, Y.; Lyu, X.; Zhang, J. (2022). The Impact of Hotel Customer Engagement and Service Evaluation on Customer Behavior Intention: The Mediating Effect of Brand Trust. *Frontiers in Psychology*, 13. <http://doi.org/10.3389/fpsyg.2022.852336>.
- [20] Abror, A.; Patrisia, D.; Engriani, Y.; Mulyani, E.; Gaffar, V.; Achmad, N.; Najib, M.; Kim, L.; Aujirapongpan, S. (2025). An Integrative Model Analyzing Revisit Intentions and Behavior in Halal Tourism: Evidence from Indonesia. *Tourism and Hospitality*, 6, 151. <https://doi.org/10.3390/tourhosp6030151>

- [21] Sodawan, A.; Hsu, R.L.W. (2022). Halal-Friendly Attributes and Muslims' Visit Intention: Exploring the Roles of Perceived Value and Destination Trust. *Sustainability*, 14(19). <http://doi.org/10.3390/su141912002>.
- [22] Xu, W.; Jung, H.; Han, J. (2022). The Influences of Experiential Marketing Factors on Brand Trust, Brand Attachment, and Behavioral Intention: Focused on Integrated Resort Tourists. *Sustainability*, 14, 13000. <https://doi.org/10.3390/su142013000>.
- [23] Djabatika, T. (2020). Conventional Market Brand Equity: How It Affects Visiting Intention. *KnE Social Sciences*, 2020, 543–553. <http://doi.org/10.18502/kss.v4i14.7913>.
- [24] Zhao, X.; Lynch, J.G.; Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths About Mediation Analysis. *Journal of Consumer Research*, 37(2), 197–206. <http://doi.org/10.1086/651257>.



© 2026 by the authors. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).