The Influence of Environmental and Non-Environmental Factors on Tourist Satisfaction in Halal Tourism Destinations in West Sumatra, Indonesia

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Abstract: This study aims to investigate the influence of environmental and non-environmental factors on tourist satisfaction in halal tourism destinations in West Sumatra. The environmental factor is perceived environmental value. Meanwhile, non-environmental factors are halal-friendly destination performance, sustainability tourism development, and halal destination image. The survey was conducted by distributing questionnaires to 690 respondents who visited halal tourism destinations in West Sumatra. It was analyzed by using the Structural Equation Modeling (SEM)—Partial Least Square (PLS). The results indicate environmental factors (perceived environmental values) and non-environmental factors (halal-friendly destination performance, sustainable tourism development, and halal destination image influence tourist satisfaction. Moreover, sustainability tourism development mediates the effect of perceived environmental value on tourist satisfaction. However, sustainability tourism development does not mediate the effect of halal-friendly destination performance on tourist satisfaction. Meanwhile, the halal destination image does not moderate the effect of sustainability tourism development on satisfaction. Thus, our research can be used as a reference for tourist destination managers to increase tourist satisfaction by maintaining and managing the tourist destination environment properly.

Keywords: tourist satisfaction; perceived environmental value; halal-friendly destination performance; sustainability tourism development; halal destination image

1. Introduction

The tourism industry is one of the largest industries in the world. The industry has 1.235 billion international tourist arrivals annually. As one of the largest industries, tourism has very complex and multidimensional activities [1,2]. The tourism industry involves various sectors, such as government, business, community, and tourists; as a result, it can employ 1 in 10 workers in the world. In addition, in terms of economic growth, the tourism industry has contributed 10% of the gross domestic product (GDP) in the world. In 2016 the tourism industry contributed 7% or USD 1.4 trillion to world exports so that it has become an important sector supporting the current global economy [2–4].

Tourism has boomed in Indonesia in recent years and is one of the main sources of foreign currency earnings. In 2017, contribution of tourism to GDP amounted to IDR 536.8 trillion, 4.1% of Indonesia’s total GDP. Tourism provided 12.7 million jobs, representing 10.5% of total employment. Tourism receipts totaled IDR 200 billion and the sector outperformed the general growth of the Indonesian economy. In 2019, tourism sector accounted for 4.97 percent of Indonesia’s GDP. It is expected that the GDP contribution from the tourism sector in 2022 would decrease due to the COVID-19 crisis [5,6].

Beside the positive impact, there are also some negative consequences of tourism such as for local people and the local environment. Local people play an important role in...
tourism development. They are regarded as legitimate and moral stakeholders in tourism development. Local people must be involved in policy and decision making, so that it will enhance the trust and confidence of the local people in the tourism industry. There are negative impacts for local people, such as local price inflation, labor in-migration, and distortion of local employment structure. Another negative impact is reinforced perception of women’s employment as low paid, harassment against women, child exploitation, and the destruction of indigenous culture [7]. Then, in terms of concern for the environment, tourism can have significant negative environmental impacts if it is not controlled. Popular destination spots or areas may receive thousands of tourists, which results in thousands of tourists’ worth of trash, food containers, water bottles, and meal packaging. This pollutes the environment [7].

The increase in the tourism industry sector has motivated tourism managers to develop the concept of tourist destinations. It presents various models of tourism, such as sustainable tourism and responsible tourism. Sustainable tourism does not refer to a specific type of tourism; rather, it is an aspiration for the impacts of all forms of tourism to be sustainable for generations to come. Responsible tourism is a term referring to the behavior and style of individual travelers. The behaviors align with making a positive impact to the destination rather than negative ones. In addition, pilgrimage tourism may include tourism in visiting religious sites or tombs of religious figures in a certain area or country. The concept of the religious tourism model (spiritual tourism) has been introduced since the World Tourism Organization conference in Cordoba in 1967, which continues to grow today. Currently, the religious tourism model is better known as halal tourism (Muslim-friendly tourism). Halal tourism (Muslim-friendly tourism) is a part of the tourism industry. It provides tourism services based on Islamic rules [8]. This tourism model prioritizes the concepts and principles of halal and does not violate Islamic law. According to [9], the main focus of halal tourism is to fulfill the needs of Muslim tourists. However, it is possible for non-Muslim tourists to enjoy it as well. Halal tourism relates to tourism following Islamic law. Some scholars define halal tourism as “what is permitted by Islamic teachings” [10–14]. Muslim tourists are undoubtedly an emerging tourism group in the global tourism industry [15,16].

Indonesia was ranked second in the Global Muslim Travel Index (GMTI) 2022. The first place was re-crowned to Malaysia (score 74). The second position in GMTI 2022 was occupied by Indonesia, Saudi Arabia, and Turkey. This annual report offers a new optimism for the tourism sector after experiencing a very sharp decline due to the COVID-19 pandemic two years ago. According to pre-pandemic projections, the number of Muslim tourists will reach 20 million people in 2025, while the estimated expenditure on halal tourism is expected to reach US $225 million in 2028. The GMTI 2022 report will be a recommendation and guide for stakeholders to take advantage of the good opportunities for the dynamics of the halal tourism sector [17].

The government of West Sumatra has tried to manage the tourism sector seriously because of the large economic impact of halal tourism in West Sumatra. As a result, there is the amendment of Regional Regulation No. 3 of 2014 concerning the Master plan for Tourism Development of West Sumatra Province for 2014–2025 through Regional Regulation no. 14 of 2019. In the previous regional regulations, the tourism management model was still general. However, the latest regional regulations for tourism management in West Sumatra are focused on three tourism concepts, including Halal Tourism (Moslem Friendly Destination), Earth Park Tourism (Geopark), and Digital-Based Tourism (Digital Tourism). Even in the following year, 2020, the regional government issued a regional regulation that specifically regulates Halal Tourism, namely Regional Regulation no. 1 of 2020 concerning the Implementation of Halal Tourism [18].

Another reason for West Sumatera to be selected as the study site is that the province has won three award categories in the 2016 Indonesia World Halal Tourism Award. The three awards include the World’s Best Halal Tour Operator, the World’s Best Halal Destination, and the World’s Best Halal Culinary Destination. The three categories were indicators...
that were included in the dimensions of halal tourism destination performance, sustainabil-
ity tourism development, and halal destination image to measure tourist satisfaction.

The problem in increasing the amount of halal tourism is that tourists’ visits cannot be
separated from tourists’ satisfaction. Tourists feel satisfied with a product/service and its
attributes and pleasure if the experience exceeds their expectations (over-fulfillment). On
the other hand, they tend to be dissatisfied if the experience is lower than their expectations
(under-fulfillment) [5,19].

Many factors affect tourist satisfaction in previous studies, especially in the field of
management and business. However, the previous studies examined them partially. This
study tries to show other factors besides management and business studies. The variables
are environmental and non-environmental. Environmental variables consist of perceived
environmental value variables. Meanwhile, non-environmental variables are halal-friendly
destination performance and sustainability tourism development as mediating variables.
Then, this study also includes the halal destination image variable as a moderating variable.

Therefore, this study examines the impact of environmental satisfaction on tourists.
This analysis is based on most tourists visiting West Sumatra wanting to enjoy natural
conditions that they do not encounter in their home area. Perceived environmental value
can have a positive impact on tourist satisfaction. Improving tourist satisfaction in the
industry is critical to tourism success in the long term [20]. Several researchers have
confirmed that perceived environmental value, perceived quality, influence, and desire
influences satisfaction [21]; however, they have yet to address all variables as a whole.

Furthermore, tourist satisfaction is an important indicator to assess the experience
in tourist destinations if tourists participate in tourism activities [22]. The results of the
study conducted by [23] stated that there was a positive and significant effect of halal-
friendly destination performance on tourist satisfaction. The results showed that the
positive atmosphere and the quality attributes of the sustainability of tourism increase
the happiness and satisfaction of tourists and improve their mental health so that it has a
significant impact on satisfaction and loyalty [20].

Based on the background of previous research, this is the reason why the determi-
nants of tourist satisfaction are important to study. The question of this research is “how
do environmental and non-environmental factors influence tourist satisfaction in halal
 tourism destinations in West Sumatra, Indonesia”? The following research aimed to test:
(1) The effect of perceived environmental value, halal-friendly destination performance,
and halal destination image on tourist satisfaction; (2) The mediating effect of sustainability
tourism development from perceived environmental value and halal-friendly destination
performance on satisfaction; and (3) The moderating effect of the halal destination image of
sustainability tourism development on satisfaction. Several studies state the influence of
many factors on tourist satisfaction [24,25].

Therefore, this research contributes to theoretical and practical implications. The
theoretical contributions are as follows: (1) This study shows the direct effect of perceived
environmental value, halal-friendly destination performance, sustainable tourism develop-
ment, and halal destination image on tourist satisfaction; (2) This study shows the role of
sustainability tourism development in mediating the influence between perceived environ-
mental value and halal-friendly destination performance on satisfaction; and (3) This study
also has practical contribution for the local government as the decision maker in arranging
regulations to increase Halal tourism destination performance and image. Therefore, it will
have an impact on tourist satisfaction.

2. Literature Review

2.1. Satisfaction, Perceived Environmental Value, Sustainable Tourism Development,
Halal-Friendly Destination Performance, and Halal Destination Image

In general, satisfaction is a person’s feeling of pleasure or disappointment that comes
from the comparison between his impression of the performance (results) of a product and
service [26–28]. Satisfied customers tend to behave positively, and they will repurchase
the product or service. Conversely, if it does not match, then there is a disconfirmation. When the results are greater than expectations, a positive disconfirmation occurs. Thus, satisfaction is caused by positive confirmation or disconfirmation, and dissatisfaction is caused by negative disconfirmation [29]. Tourist satisfaction is an important factor in the tourism sector [30]. Tourist satisfaction is a feeling of disappointment or pleasure that is felt by someone; this feeling arises because of the perceived difference in the performance of a product or service. Tourist satisfaction is the overall measure of tourists’ opinions about each destination’s quality or performance [31–33].

Perceived value is rooted in equity theory. Under this concept of equity theory, consumers compare their monetary or non-monetary payments in investments, for example, between time and energy and the output they receive from the provider. A fair, true, or appropriate evaluation to feel the value [34]. Environmental values and perceptions of development are the main constructs because environmental values have been shown to contribute to environmental attitudes and beliefs, which can influence behavior [35]. The forms of the perceived values are as follows: (1) Aesthetics is a value referring to natural elements that are described as having a beautiful level of scenery. (2) Dominion-ism is a response to dominionistic values discussing the purpose of traveling or the achievement and development of skills. (3) Humanity is a special value that refers to love and emotional attachment to certain species and places. (4) Moralistic is a value orientation referring to protecting and preserving nature, especially ethical concerns for biodiversity or certain ecosystems. (5) Naturalist is a value orientation that refers to having direct experience with nature and wildlife. Naturalists can communicate an increased sense of security or comfort with the experience of seeing landscapes and natural beauty. (6) Negativism is a negative value orientation describing fear or aversion to nature with certain environmental characteristics. (7) Scientific is the desire to learn through various media, such as interpretation, observation, or direction by using scientific values or orientation. (8) Symbolic is a value referring to legends, myths, arts, and culture which are seen as symbols of a particular natural environment. (9) Utility fun is a value orientation focused on the benefits humans receive from nature, regularly classified as ‘utilitarian’. These benefits may be material, such as those received from clean air or clean water, or be physical or psychological benefits, such as recreational opportunities or a reduction in perceived stress [36].

Following up on the UN’s 2030 Sustainability Development Goals (SDGs), sustainability tourism is the focus on an increasingly complex field of research, debate, and opinion [37]. Changes in globalization, technology, mass tourism consumption patterns, and the increasing amount of global competition cause many destinations to struggle to be sustainable. The tourism industry has the best chance of responding to this global competitive challenge [38,39]. Sustainable tourism consists of three aspects: economic, environmental, and social. Economically sustainable tourism concerns maximizing economic benefits by minimizing operating costs. State income earned is distributed equally among groups. The benefits obtained are useful for the community. Thus, sustainability tourism needs to be the concern of all parties [40,41].

The term “halal tourism” is a new category in academic literature and the world of research. Several studies reveal that the latest published study was in 2010. The sources of halal and haram are derived from the Qur’an, the Hadith of the Prophet (teachings of the Prophet Muhammad), and statements of Islamic law [42]. Previously, the general term used was “Islamic tourism” [43]. Then, halal tourism became a new research topic that was popular and researched in various countries such as the United States, Thailand, Japan, Iran, Turkey, Indonesia, Malaysia, and Saudi Arabia [44]. The development of halal tourism is related to the sustainable growth of the world’s Muslim population [45,46]. Halal tourism is considered one of the most profitable and good markets in terms of segments within the tourism industry [47].

Many studies over the last four decades have assessed how individuals mentally construct, store, and use representations of tourist destinations [48]. Destination image is
the principle, belief, and impression that a person has of a tourist destination [49]. It can simply be referred to as people’s perception of a destination. “Perception is more important than reality because perception affects actual consumer behavior”. It has the power to influence tourist behavior and the success or failure of a tourist destination [50,51].

Destination image is a thought or idea held individually or collectively about a tourist destination after tourists have explored it [52]. In other words, it is awareness of the characteristics of a destination. If a tourist destination is specific and complex, it will give an impression of a tourist destination. It includes messages, beliefs, impressions, manners, and emotional ideas of a person toward a tourist destination [53,54]. Destination image perception is a multidimensional construct consisting of two key dimensions, namely cognitive image and affective image. Cognitive relates to beliefs and knowledge about a destination [55]. The affective component involves the feelings tourists have about a destination. The mental and emotional state of tourists towards a destination can be favorable, ordinary, or even unfavorable to the tourist destination [56–59]. The principles of halal destination cover a wide range of services in the tourism industry. Halal destination image is a crucial factor in Muslim traveler decision. Furthermore, the cultural and social activities at a halal destination are essential issues which need to be considered by tourism management. For example, tourism destination management service providers strictly need to avoid serving alcohol and ensure the availability of halal food (pork-free) and separate male and female areas for wudhu, praying rooms, and other facilities. This is to create halal-friendly environments and images. Provision of various halal services and products has become a necessity in the areas which Muslim travelers usually visit [52].

2.2. Perceived Environmental Value and Tourist Satisfaction

Many experts consider tourist satisfaction as a determining factor for the success of the tourism industry [60]. The value and satisfaction felt by tourists are important elements in shaping the tourist experience. Tourists who are satisfied with the travel experience will be happy with the perceived environmental value so that it can encourage environmentally responsible behavior [61]. Based on the previous literature, this study proposed the following hypothesis:

**H1:** Perceived environmental value influences tourist satisfaction.

2.3. Halal Friendly Destination Performance and Satisfaction

Tourist satisfaction is an important indicator to assess the experience in tourist destinations during their participation in tourism activities [62]. The results of research conducted by [63], showed that there was a positive and significant effect on Halal Friendly Destination Performance on Satisfaction. Based on previous literature, this study proposed hypotheses as follows:

**H2:** Halal-friendly destination performance influences tourist satisfaction.

2.4. Sustainable Tourism Development and Satisfaction

Tourism Destination Performance (TDP) is defined as a concept in tourism destinations. Tourism Destination Performance (TDP) must become a more comprehensive concept, referring to not only economic growth and production, but also maturity towards tourism market development, efficiency, quality improvement, and social and environmental improvement through tourism. Sustainability of tourism research has been concerned with predicting that the behavior of sustainability of tourism in the future will affect the object of tourist satisfaction [64]. This understanding comes from sustainable development research that has been carried out on sustainable development [65]. Based on previous research, this study proposed the following hypothesis:

**H3:** Sustainability tourism development influences tourist satisfaction.
2.5. Halal Destination Image and Satisfaction

The global tourism industry is increasingly competitive because it can understand the needs of tourists, interests, demands, and tourist behavior. The international community plays an important role in the development of tourist destinations (Han et al. 2019). Therefore, practitioners and researchers recognize the importance of halal tourism as a valuable tourism market [65]. According to [66], a person’s expectations for a tourist destination are based on the destination image and travel satisfaction will increase when the travel experience is the same with the previous destination image that has been formed previously. Based on previous literature, this study proposed the following hypothesis:

**H4:** Halal destination image influences tourist satisfaction.

2.6. Perceived Environmental Value and Sustainability Tourism Development

The development of the global tourism industry has made sustainable tourism a potential support for local development, saving the environment, and preserving cultural heritage. Sustainable tourism is tourism that pays attention to the impact on the environment, society, culture, and economy for the present and the future by the local community or tourists. The Ministry of Tourism and Creative Economy implements regulations for the development of sustainable tourism destinations which consist of four categories, namely sustainable tourism destination management, economic utilization for local communities, cultural preservation for the community and visitors, and environmental preservation [67]. Dealing with the previous explanation, environmental values and perceptions of development were chosen as the two main constructs in this study because environmental values have been shown to be a contributor to environmental attitudes and beliefs which can in turn influence behavior [68–71]. Based on previous literature, this study proposed the following hypothesis:

**H5:** Perceived environmental value has a significant impact on sustainability tourism development.

2.7. Halal-Friendly Destination Performance and Sustainability Tourism Development

Environmental, social, cultural, and economic assets can be used by local people and tourists for present and future generations. The Ministry of Tourism and Creative Economy implements regulations in the development of sustainable tourist destinations which consist of four categories, namely sustainable tourism destination management, economic utilization for local communities, cultural preservation for the community and visitors, and environmental conservation. As a marketing component, tourist satisfaction plays an important role in attracting public interest and strategies for promoting sustainable tourism [72,73]. Based on previous research, this study proposed the following hypothesis:

**H6:** Halal-friendly destination performance influences sustainability tourism development.

2.8. The Indirect Effect of Sustainability Tourism Development

The relationship between tourism and sustainability principles was discussed for the first time at the 1992 United Nations Conference on Environment and Development. The European Union argued that sustainable tourism development did not follow the same standards as other economic activities, since the tourism economy was prioritized for the small and medium-sized business sector. It provides great benefits to the community’s economy. Therefore, the principles of sustainability applied to the tourism sector can ensure appropriate tourism management in economic and social conditions, and also preserve the environment. Sustainable tourism development identifies strategic planning regarding tourist destinations as an important process in tourism. It aims to strengthen efficient coordination and integration between tourism resources, products, and services [71,72]. Tourist destinations provide products and services for travel that can provide satisfaction to tourists so that tourists who have experienced the trip show a positive attitude towards tourist destinations, which will affect tourism potential [72]. Ecotourism is influenced by tourist experience, image, and satisfaction [73]. Three important determinants in tourist
destinations include the quality of the experience, the perceived value of the performance of tourist destinations, and tourist satisfaction in creative and sustainable tourism [74]. Through this study, whether the declaration of these spaces has resulted in a positive perception of environmental sustainability from an economic, social, and environmental quality perspective can be investigated. This concept will be an indicator of sustainability for areas near National Parks as an indicator of perceived environmental value as a tourist destination [75,76]. This study proposes the following hypotheses.

**H7:** Sustainability tourism development influences perceived environmental value indirectly through tourist satisfaction.

**H8:** Sustainability tourism development influences halal-friendly destination performance indirectly through tourist satisfaction.

### 2.9. Halal Destination Image, Sustainability Tourism Development, and Tourist Satisfaction

The issue of sustainability tourism has a different perspective between business and management, such as destination image factors and tourist satisfaction. Other perspectives are technology, transportation, physics, biology, law, and geography which involve various levels of analysis, such as micro, meso, and macro to see a deeper understanding of the different dimensions [77–79]. Based on previous research, this study proposed the following hypothesis: halal destination image moderates the effect of sustainability tourism development on tourist satisfaction (H9).

This study argues that perceived environmental value, halal-friendly destination performance, sustainability tourism development, and halal destination image will positively impact tourist satisfaction. Then, sustainability tourism development will mediate the impact of perceived environmental value and halal-friendly destination performance of tourist satisfaction. Last, halal destination image will moderate the impact of sustainability tourism development to tourist satisfaction. The impact is seen in Figure 1.

![Figure 1. Measurement Model.](image-url)

### 3. Method

#### 3.1. Case Study

Since the inception of the National Tourism Development Master Plan 2010–2025, the province of West Sumatra has been the government’s concern. Based on Government Regulation No. 50 of 2011 in West Sumatra, 10 National Tourism Development Areas have been established. Among the 10 areas, four of them are National Tourism Strategic Areas. The four strategic areas include Bukittinggi and its surroundings, Singkarak and...
its surroundings, Maninjau and its surroundings, and Siberut and its surroundings. In addition, when sharia tourism was introduced in 2012, West Sumatra was prioritized as an Indonesian sharia tourism destination along with 12 other regions. Finally, in 2018, West Sumatra was re-prioritized to become one of ten halal tourist destinations in Indonesia [17,18].

The government’s attention to halal tourism in West Sumatra is relevant to the natural and cultural conditions of the people of West Sumatra. Topographic conditions consist of valleys, steep hillsides, mountains, lakes, beaches, and clusters of islands. They make the nature of West Sumatra very enchanting. Besides its beautiful nature, the people of West Sumatra are very Islamic. The Minangkabau ethnic group which inhabits most of West Sumatra is well-known as devoutly Muslim. The philosophy of life of the Minangkabau people is “Adat Basandi Sarak, Sarak Basandi Kitabullah” (customs are based on sharia, sharia is based on the Qur’an). This philosophy has existed for centuries and has adorned the tradition and behavior of the Minangkabau people themselves. Therefore, West Sumatra cannot be ignored as a national and world halal tourism destination [18].

The number of foreign tourists that visit West Sumatra is quite encouraging. Based on data from the Central Statistics Agency of West Sumatra Province, it is known that the number of foreign tourists visiting from May 2018 to May 2019 was recorded at 3582 people, an increase of 19.32% from the previous year. When viewed from their country of origin, foreign tourists visiting West Sumatra were dominated by 2253 people from Malaysia, 373 people from Australia, and 113 people from the United States [18].

The government of West Sumatra has tried to manage the tourism sector seriously because of the large economic impact of halal tourism in West Sumatra. As the result, there is the amendment of Regional Regulation No. 3 of 2014 concerning the Master Plan for Tourism Development of West Sumatra Province for 2014–2025 through Regional Regulation no. 14 of 2019. In the previous regional regulations, the tourism management model was still general. However, the latest regional regulations for tourism management in West Sumatra are focused on three tourism concepts, including halal tourism (Moslem-Friendly Destination), earth park tourism (Geopark), and digital-based tourism (Digital Tourism). Even in the following year, 2020, the regional government issued a regional regulation that specifically regulated halal tourism, namely Regional Regulation no. 1 of 2020 concerning the implementation of halal tourism [18].

3.2. Data Collection

The population in this study was tourists who have visited West Sumatra. Meanwhile, the sample was the selection of elements or individuals from a larger population, in which individuals were selected specifically in the sampling process to represent the population as a whole [80–82]. The type of sample used in this study was non-probability using the purposive sampling technique, since the identity of the respondents needed in making the sampling frame could not be obtained in detail. Purposive sampling is a sampling technique based on special criteria, namely people who are considered experts [79]. The sample size was taken using the formula [83,84], namely the Hair formula because the population size is not definitively known and it is suggested that the sample size is at least 5–10 times the indicator variable, so the total was 690 indicators multiplied by 10 (69 × 10 = 690). The number of samples from this study was 690 people who had recently visited West Sumatra.

Based on the data in Table 1, in terms of characteristics of gender, 244 respondents or 35.36% were male tourists and 446 respondents or 64.63% were female tourists. Regarding characteristics of age, 32 respondents or 4.60% were aged less than 18 years, and 575 respondents or 83.30% (the largest proportion) were aged 18–30 years. Individuals aged 18 to 30 are the generation who most enjoy visiting another place for tourism. Additionally, 42 respondents or 6.10% were aged 31–40 years, and 41 respondents or 5.90% were aged 40 years and over. Based on characteristics of work, 462 respondents or 67.0% were students, 166 respondents or 24.1% were private employees, 44 respondents or 6.40% were housewives, and 18 respondents or 2.60% were civil servants. Regarding characteristics of income, 451 respondents or 65.40% earned less than 1 million, 202 respondents or 29.30%
had an income of 1 million up to 5 million, 22 respondents or 3.20% earned more than 5 million up to 10 million, and 15 respondents or 2.20% earned more than 10 million. Based on characteristics of nationality, 677 respondents or 98.10% were Indonesian citizens and 13 respondents or 1.9% were foreign citizens.

Table 1. Respondent Characteristics.

<table>
<thead>
<tr>
<th>No.</th>
<th>Characteristics</th>
<th>Option</th>
<th>Achievements</th>
<th>F</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender</td>
<td>Man</td>
<td>244</td>
<td>35.36</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Woman</td>
<td>446</td>
<td>64.63</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Age</td>
<td>Less than 18 years old</td>
<td>32</td>
<td>4.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>18–30 years old</td>
<td>575</td>
<td>83.3</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>31–40 years old</td>
<td>42</td>
<td>6.1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>More than 40 years old</td>
<td>41</td>
<td>5.9</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Work</td>
<td>Student</td>
<td>462</td>
<td>67.0</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Private Employee</td>
<td>166</td>
<td>24.1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Housewife</td>
<td>44</td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Civil Servant</td>
<td>18</td>
<td>2.6</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Income</td>
<td>Less than 1 million</td>
<td>451</td>
<td>65.4</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1–5 million</td>
<td>202</td>
<td>29.3</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>More than 5–10 million</td>
<td>22</td>
<td>3.2</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>More than 10 million</td>
<td>15</td>
<td>2.2</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Citizen</td>
<td>Indonesia Citizen</td>
<td>677</td>
<td>98.1</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Foreign Citizen</td>
<td>13</td>
<td>1.9</td>
<td></td>
</tr>
</tbody>
</table>

It can be concluded that female tourists, tourists aged 18–30 years, tourists with the student profession, tourists whose income was less than 1 million, and tourists who are classified as Indonesian citizens were more interested in contributing to an assessment of the halal tourist destinations they visit.

3.3. Measurement

Based on the scale developed in this study, there are 21 indicators used to measure the five variables that have been determined. The indicators used in this study were adopted from previous studies, which are summarized in Table 2.

Table 2. The Type of Variable and Measurement Indicator.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Measurement Items</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Environmental Value</td>
<td>Four Items</td>
<td>[36]</td>
</tr>
<tr>
<td>Halal Friendly Destination Performance</td>
<td>Four Items</td>
<td>[21]</td>
</tr>
<tr>
<td>Sustainability Tourism Development</td>
<td>Five Items</td>
<td>[72–74]</td>
</tr>
<tr>
<td>Halal Destination Image</td>
<td>Four Items</td>
<td>[28,52,75]</td>
</tr>
<tr>
<td>Tourist Satisfaction</td>
<td>Four Items</td>
<td>[24,35,76–84]</td>
</tr>
</tbody>
</table>

3.4. Data Analysis

The data analysis technique used in this study is Structural Equation Modeling (SEM), which is a multivariate analysis used to describe the simultaneous linear relationship between observational variables (indicators) and variables that cannot be measured directly (latent variables). A component-based structural equation modeling technique, namely Partial Least Squares (PLS), was used. It aimed to assess structural measurements and models. PLS is advantageous because it makes minimal demands on the distribution of the data and works with nominal, ordinal, and interval scale variables. In addition, it is preferred for detecting inter-group differences when the data are not normally distributed and is best suited for predicting a set of dependent variables from a large set of independent variables [80,81].
4. Results

4.1. Outer Loading

The first evaluation was to assess the loading factor. It aimed to show the correlation between the indicators and their latent variables. A reflective indicator must be removed from the measurement model when the loading value ($\lambda < 0.7$). The model was recalculated if the loading value ($\lambda < 0.7$), so that the indicator was said to be valid. Indicators with a high loading factor have a strong contribution to explain the latent variables. On the other hand, indicators with low loading factors have a weak contribution to explain the latent variables if loading value ($\lambda$) for the Variance Inflation Factor (VIF) was less than 5 then there was no multicollinearity between indicators. Then, the acquisition of the AVE value for the variables studied was above the minimum value of 0.5, the results of which are summarized in Table 3.

<table>
<thead>
<tr>
<th>Table 3. The Assessment Results of Loading Factor, CR, AVE, and CA.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Loading Factor</th>
<th>Composite Reliability</th>
<th>AVE</th>
<th>Cronbach Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal Destination Image</td>
<td>0.856</td>
<td>0.598</td>
<td>0.780</td>
<td></td>
</tr>
<tr>
<td>The tradition of the people of West Sumatra refers to their identity</td>
<td>0.751</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cultural heritage is still well preserved to this day</td>
<td>0.816</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I like the architecture of the West Sumatra Mosque</td>
<td>0.758</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I like the design of office building construction in West Sumatra</td>
<td>0.765</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Halal-Friendly Destination Performance</td>
<td>0.825</td>
<td>0.541</td>
<td>0.718</td>
<td></td>
</tr>
<tr>
<td>Halal food providers at tourist sites accredited with halal certification</td>
<td>0.780</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The quality of cleanliness and culinary safety is well maintained</td>
<td>0.714</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The environment for halal tourist destinations in West Sumatra is safe and clean</td>
<td>0.708</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The environment of halal tourism destinations in West Sumatra is free from illicit goods (alcoholic beverages or haram food and nightclubs)</td>
<td>0.739</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Environmental Value</td>
<td>0.865</td>
<td>0.616</td>
<td>0.794</td>
<td></td>
</tr>
<tr>
<td>I feel at one with nature while visiting West Sumatra</td>
<td>0.799</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourists are encouraged to have concern for the nature and ecosystem of West Sumatra</td>
<td>0.764</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel the lack of time in exploring all the tours in West Sumatra</td>
<td>0.804</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have a fear or aversion to the nature of West Sumatra because previously I heard some myths about West Sumatra</td>
<td>0.773</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourist Satisfaction</td>
<td>0.859</td>
<td>0.605</td>
<td>0.784</td>
<td></td>
</tr>
<tr>
<td>I had a pleasant experience during my visit to West Sumatra</td>
<td>0.756</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel happy while visiting West Sumatra compared to other destinations</td>
<td>0.799</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Sumatra is the best halal tourist destination compared to other tourist destinations that I have visited</td>
<td>0.833</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel that my trip in West Sumatra exceeded my expectations</td>
<td>0.720</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The discriminant validity of the constructs was assessed. The convergent validity was examined using three criteria: (1) all factor loadings should be greater than 0.60; (2) composite reliability (CR) should be above 0.70; and (3) average variance extracted (AVE) should be greater than 0.50. In addition, all Cronbach’s alpha (CA) values were greater than 0.70, indicating good measurement reliability. The discriminant validity of all constructs was also sufficient since the square root of the AVE for each construct (i.e., the diagonal entry of each column) was greater than its correlations with other constructs [82].

4.2. Discriminant Validity

Discriminant validity refers to the extent to which certain constructs in the same model differ from each other. There are several types of discriminatory validity tests, including Fornell and Larcker criteria, cross loadings, and the hetero-trait-monotrait ratio (HTMT). This study used HTMT analysis due to the fact that all HTMT ratios were lower than the maximum threshold of 0.93, which proved that HTMT analysis was superior to other methods for assessing discriminatory validity [83]. Thus, this study used HTMT analysis in assessing discriminatory validity, which is summarized in Table 4.

### Table 4. Discriminant Validity Results.

<table>
<thead>
<tr>
<th>Variable</th>
<th>HDI</th>
<th>HFDP</th>
<th>PEV</th>
<th>S</th>
<th>STD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal Destination Image</td>
<td>0.773</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Halal-Friendly Destination Performance</td>
<td>0.819</td>
<td>0.736</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Environmental Value</td>
<td>0.872</td>
<td>0.862</td>
<td>0.785</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction</td>
<td>0.761</td>
<td>0.756</td>
<td>0.778</td>
<td>0.778</td>
<td></td>
</tr>
<tr>
<td>Sustainability Tourism Development</td>
<td>0.879</td>
<td>0.783</td>
<td>0.880</td>
<td>0.747</td>
<td>0.761</td>
</tr>
</tbody>
</table>

Table 5 shows the hypothesis testing. This study found that perceived environmental value has a significant influence on tourist’s satisfaction ($\beta = 0.234, p < 0.01$). Halal friendly destination performance has a significant influence on tourists’ satisfaction ($\beta = 0.0269, p < 0.01$). Sustainability tourism development has a significant influence on tourist satisfaction ($\beta = 0.157, p < 0.01$). Halal destination image has a significant influence on tourist satisfaction ($\beta = 0.202, p < 0.01$).

Beside testing the direct effect of perceived environmental value, halal-friendly destination performance, sustainability tourism development, and halal destination image through tourist satisfaction, this study examined the indirect effect of sustainability tourism from perceived environmental value and halal-friendly destination performance on tourist satisfaction. Sustainability tourism development did not mediate the effect of halal-friendly destination performance on tourists’ satisfaction ($\beta = 0.015, p > 0.01$). However, sustainability tourism development mediates the effect of perceived environmental value on tourist satisfaction.

### Table 3. Cont.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Loading Factor</th>
<th>Composite Reliability</th>
<th>AVE</th>
<th>Cronbach Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainability Tourism Development</td>
<td></td>
<td></td>
<td>0.579</td>
<td>0.579</td>
</tr>
<tr>
<td>Community support for sustainable tourism in West Sumatra</td>
<td>0.717</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am willing to participate in the development of sustainable tourism</td>
<td>0.768</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am willing to participate in the promotion, education, and conservation of the natural environment in West Sumatra</td>
<td>0.821</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am willing to comply with the applicable regulations in West Sumatra to reduce the negative impact of tourism</td>
<td>0.780</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The regulations that apply are not too restrictive for tourists to obey</td>
<td>0.711</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
satisfaction ($\beta = 0.125, p < 0.01$). Furthermore, this study found that halal destination image moderates the effect of sustainability tourism development on satisfaction ($\beta = 0.025, p > 0.01$).

**Table 5. Direct Effects, Mediation, and Moderation on Variables.**

<table>
<thead>
<tr>
<th>H</th>
<th>Hypothesis</th>
<th>$\beta$</th>
<th>$p$ Value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Perceived environmental value affects tourists' satisfaction</td>
<td>0.234</td>
<td>0.001</td>
<td>Accepted</td>
</tr>
<tr>
<td>H2</td>
<td>Halal friendly destination performance affects tourists' satisfaction</td>
<td>0.269</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>H3</td>
<td>Sustainability tourism development affects tourists' satisfaction</td>
<td>0.157</td>
<td>0.013</td>
<td>Accepted</td>
</tr>
<tr>
<td>H4</td>
<td>Halal destination image affects tourists' satisfaction</td>
<td>0.202</td>
<td>0.012</td>
<td>Accepted</td>
</tr>
<tr>
<td>H5</td>
<td>Perceived environmental value affects sustainability tourism development</td>
<td>0.798</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>H6</td>
<td>Halal-friendly destination performance affects sustainability tourism development</td>
<td>0.095</td>
<td>0.026</td>
<td>Accepted</td>
</tr>
<tr>
<td>H7</td>
<td>Sustainability tourism development mediates the effect of halal-friendly destination performance on tourist satisfaction</td>
<td>0.015</td>
<td>0.107</td>
<td>Not Accepted</td>
</tr>
<tr>
<td>H8</td>
<td>Sustainability tourism development mediates the effect of perceived environmental value on tourists' satisfaction</td>
<td>0.125</td>
<td>0.014</td>
<td>Accepted</td>
</tr>
<tr>
<td>H9</td>
<td>Halal destination image moderates the effect of sustainability tourism development on satisfaction</td>
<td>0.025</td>
<td>0.415</td>
<td>Not Accepted</td>
</tr>
</tbody>
</table>

**5. Discussion**

This study investigated the direct influence of perceived environmental value, halal-friendly destination performance, sustainability tourism development, and halal destination image on tourist satisfaction in halal tourist destinations in West Sumatra. Previous research had also discussed this topic, including (1) The needs of tourists to experience nature introduction and the essence of nature-based tourism and sustainable tourism development were important to the attention of tourist destination managers [83]. (2) This study found a positive and significant influence on a relationship between halal-friendly destination performance, perceived value, and satisfaction with the destination [84]. (3) Tourist destination developers should not only care about the economic value of tourism, but also public goods and its environment value [84]. The perceived value of the environment and its influence on consumer perceptions of service quality, satisfaction, and loyalty of tourist destinations had been widely discussed in the tourism industry. The perceived environmental value factor is the main determinant of satisfaction, perceived value, and loyalty behavior [85]. (4) Destination image is the belief that tourists have about the products or services that are purchased or will be purchased by tourists if they are in accordance with halal standards. It is not always formed by experience or facts but can be formed through driving factors or other driving forces towards a tourist satisfaction goal. Travelers’ ratings of destination images may vary from person to person [86].

This study has contributed to both theoretical development and managerial implications. First, this study investigated the direct influence of perceived environmental value and halal-friendly destination performance. It proved the hypothesis. This research supported previous research which found that tourist visits to destinations will have an impact on the environment and local communities that combine to produce sustainable tourism. It was in line with the research conducted by [87], as they found a significant influence between environmental and sustainability tourism. The results were also in line with the concepts of Sustainability Tourism Development (STD) and Tourism Destination Performance (TDP), which are defined as concepts in tourism destinations. Tourism Destination Performance (TDP) must become a more comprehensive concept, not only referring to economic growth and production, but also referring to maturity towards tourism market development, efficiency, quality improvement, and social and environmental improvement through tourism. This understanding comes from sustainable development research [85]. Based on this explanation, there was no research that simultaneously examines the effect of perceived environmental value, halal-friendly destination performance, sustainability tourism, and halal destination image on satisfaction and on sustainability tourism development.
Second, this study also contributes to the mediating effect driven by sustainability tourism development from the influence of perceived environmental value and sustainability tourism development on satisfaction. The result of this study is that sustainability tourism development does not mediate the influence between perceived environmental value and tourist satisfaction. In addition, sustainability tourism development does not mediate the influence between halal-friendly destination performance and tourist satisfaction. Although it does not mediate the effect between the two, there are two variables that have a positive relationship. Based on this explanation, to our knowledge there is no research that uses sustainability tourism development as mediation between perceived environmental value and halal-friendly tourism development on tourist satisfaction.

Third, this study also contributes to halal destination image which does not moderate the influence between sustainability tourism development and tourist satisfaction, even though tourists rely on destination image as an important factor in their travel decisions. Tourist destinations need to compete and realize their image, so that tourist destinations can be used as tourist choices while on vacation. Destination image has been considered an important factor in determining vacation choices. If destination image is used as a direct determinant, it will be a determinant of tourist satisfaction. Previous research has studied halal destination image extensively; however, there was not any research that showed halal destination image as a moderating factor for tourism development sustainability towards tourist satisfaction.

Fourth, governments participate in tourism development in order to maximize local benefits of tourism, such as cultural exchange, revival of traditional crafts and ceremonies, and rural development. The government may also have a general responsibility to protect the social wellbeing of individuals, especially women and children, for example, by minimizing tourism’s adverse socio-cultural effects. Another reason is the need for controlling the environmental impacts of tourism, such as pollution and other environmental hazards and land use problems resulting from poor planning, setting, and engineering of tourist attractions and facilities.

6. Limitation and Future Research

This study has made an important contribution to the study of halal tourism, but has some limitations. First, there were still many indicators for environmental and non-environmental factors that were not included in this study, so future studies should identify additional other variables, such as indicators of waste management in tourist destinations so that the perceived environmental value can be increased. Furthermore, indicators for halal-friendly destination performance such as attractions, art, and so on need to be developed. Second, the time period for data collection is expected to use a long duration or non-seasonal duration, because this research was conducted during the Eid al-Fitr holiday, so there were differences in conditions compared to normal conditions. This is due to a tendency to increase the number of tourists during the Eid al-Fitr moment, so that many tourist destination managers are not ready for this condition. Third, this study only measured the level of tourist satisfaction, while the most desirable thing in the tourism industry is tourist loyalty. Therefore, future research is expected to raise revisit intention and loyalty as additional variables. Fourth, almost 98 percent of respondents in the study were domestic tourists, so that future research is expected to be dominated by foreign tourists.

Author Contributions: Conceptualization, N.Z., A.A. and H.A.; methodology, N.Z. and A.A.; software, N.Z.; validation, N.Z., A.A. and H.A.; formal analysis, N.Z.; investigation, N.Z.; resources, H.A.; data curation, N.Z.; writing—original draft preparation, N.Z. and A.A.; writing—review and editing, N.Z., A.A. and H.A.; visualization, N.Z.; supervision, H.A. and A.A.; project administration, H.A.; funding acquisition, H.A. All authors have read and agreed to the published version of the manuscript.
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