

## Making the City of Tangerang South, Halal Culinary Tourist City

Sonny Indrajaya<sup>1\*</sup>, Margono Setiawan<sup>2</sup>, Nur Khusniyah Indrawati<sup>3</sup>, Mugiono<sup>4</sup>

<sup>1</sup>Management Program Faculty of Economics & Business, Mercubuana University, Jalan Meruya Selatan No.1, Joglo, Kembangan, RT.4/RW.1, Meruya Selatan, Jakarta Barat, Indonesia

<sup>2,3,4</sup>Doctoral Program of Management Science Faculty of Economics & Business, Brawijaya University, Jalan Veteran, Ketawanggede, Lowokwaru, Ketawanggede, Kec. Lowokwaru, Kota Malang, Jawa Timur, Indonesia

**\*Corresponding author**  
 Sonny Indrajaya

### Article History

Received: 22.01.2018

Accepted: 04.02.2018

Published: 20.02.2018

### DOI:

10.21276/sjbms.2018.3.2.1



**Abstract:** Halal culinary tourism is part of tourism. Tourism in recent years has become a very competitive market. One important component of tourism resources is the destination. The most competitive tourist destinations are the most effective in creating sustainable prosperity for the communities around them. Tourism is a strategic industry and has become a great and big industry, tourism contributes great foreign exchange for tourism regime countries. Tourism can provide jobs, income and quality of society, then the community is also increasingly love the culture of the nation, the community will also maintain the environment. Currently Halal tourism which is a new tourist destination. The index covers 130 countries to serve as a benchmark destination in the Muslim Tourist Market. The Global Muslim Travel Index (GMTI) of 2017 creates an index score for each country that is the destination of Islamic travel visits for the member countries of the Organization of Islamic Cooperation (OIC). Indonesia has a 67.5 index score ranked sixth after Qatar, Saudi Arabia, UAE / UAE, Turkey and Malaysia. The Ministry of Tourism of Indonesian Republic (Kemenpar) has so far developed and promoted services business in the field of hotels, restaurants, travel agencies and spas in 12 sharia tourist destinations. The development is carried out in several cities, namely Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, Central Java, Yogyakarta, East Java, NTB and South Sulawesi. Banten Province is in position no 5 for the development of Islamic tourism destinations. Tangerang Selatan is one of the cities in Banten province, has high economic growth with high purchasing power and is a self-contained and modern city with complete facilities (BPS Tangerang Selatan 2015). Currently the city of South Tangerang is well known as a culinary tourism city, all of this is a potential owned by the southern city of Tangerang and can attract research as a new city of halal culinary tourism, but to become a new city of halal culinary tourism there are still some problems based on pre survey. The problems in South Tangerang City are interesting to be used as research.

**Keywords:** Halal Brand, Quality of Service, Image, Tourist Satisfaction, Tourist Loyalty.

## INTRODUCTION

Halal products become an important thing for culinary tourism. The existence of products need to be maintained for the sake of the comfort of consumers as culinary tourists. Indonesia's population of ninety percent of the Muslim population believe that a product, especially food will be maintained quality and the origin if it has been certified halal. The Halal Basic Review is the main product quality criteria in Islam.

Halal for food (if meat) starts from the procedure of selecting livestock and activities to the recipient (consumer). Halal food must be initiated safely to eat no preservatives or harmful, healthy ingredients that are fresh and comfortable not diseased (containing disease seeds), and intact that is perfect as it is or as it was originally called ASU.

Tourism in recent years has become a very competitive market. One of the important components of tourism resources is destinations Damanik, Janianton, F. Teguh [1]. The most competitive tourist destinations are the most effective in creating sustainable prosperity for the communities around them Dwyer and Kim [2]. Tourism is a strategic industry and has become a great and big industry; tourism contributes greatly to foreign countries to tourism countries Gelgel [3].

The achievement of foreign tourists in January to October of 2016 visiting Indonesia amounted to 9,403,614 (9.5%), to Thailand of 27,076,308 (11.3%), to Malaysia of 17,611,563 (3, 8), to Singapore of 12. 423.852 (9.4%), can be seen in Table-1.

**Table-1: Comparison of 4 ASEAN countries Growth of foreign tourists in January - October 2016**

Country	Growth of foreign tourists	Number of foreign tourists
Thailand	11,3 %	27.076.308
Malaysia	3.8 %	17.611.563
Singapura	9,4 %	12. 423.852
Indonesia	9,5 %	9.403.614

Source of the Ministry of Tourism 2017

Halal culinary tourism is part of tourism. Tourism has developed into a halal tourism which is a new tourist destination. Halal tourism has great business potential and promises benefits for the private sector, for a country is a huge foreign exchange income. Sharia tourism business is very promising in terms of economic potential for a country.

Indonesia with a majority of Muslim beliefs will surely prioritize halal business and halal tourism in sharia tourism, of course this is an advantage for Indonesia in competing in sharia tourism with other countries.

Resent Rating, Halal travel site from Singapore with Master Card. in the 2015 Global Muslim Travel Index (GMTI), states that by 2014 there are 108 million Muslim tourists representing 10 percent of the total tourist industry and this segment has an expenditure value of US \$ 145 billion. It is estimated that by the year 2020 the number of Muslim tourists will increase to 150 million tourists and represent an 11 percent industry segment forecast with expenditures of up to US \$ 200 billion.

Global Muslim Travel Index MTI 2017 released the latest Muslim travel index containing new and up-to-date insights on Halal travel and tourism markets. The index covers 130 countries to serve as a benchmark destination in the Muslim Tourism Market. Global Muslim Travel Index (GMTI) in 2017 sets the index score for each country that is the destination of Islamic travel visits for countries incorporated in the Organization of Islamic Cooperation (OIC).

Indonesia has a 67.5 index score ranked sixth after Qatar (index score 68.2), Saudi Arabia (index score 71.3), United Arab Emirates / UAE (index score 72.1), Turkey (index score 73, 8), and Malaysia (index score 83.8). While Singapore became the main destination for non-OIC destinations, where Thailand, England, South Africa, and France are also included.

The Ministry of Tourism of Indonesian Republic (Kemenpar) has so far developed and promoted services business in the field of hotels, restaurants, travel agencies and spas in 12 sharia tourist destinations. The development is carried out in several cities, namely Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, Central Java, Yogyakarta, East Java, NTB and South Sulawesi Sapidin [4].

Banten Province is in position no 5 for the development of Islamic tourism destinations.

South Tangerang City is one of the cities in Banten province which on 29 October 2008 was passed into a city, located in Banten Province. South Tangerang City has a high economic growth with high purchasing power and is a self-contained and modern city with complete facilities, from Housing, Bank by conventional and Sharia, Transport (expressway, protocol road, railway, bus, public transportation), accommodation (4 star hotels to budget hotels), Mall as shopping center.

Currently the city of South Tangerang has been very well known by the people of Indonesia and foreign countries, especially for modern residential areas such as BSD City, Alam Sutra, Bintaro known for the completeness of the city is very modern, also known as a city culinary tour.

The potential of the southern city of Tangerang and can attract research as a new city of halal culinary tourism, but to become a new city of halal culinary tourism there are still some problems based on the results of pre-survey with the community as a culinary tourists who have come and eat in restaurants Tangerang Selatan city:

- Halal brand is now only used by some restaurants only and has not been used as a whole for the entire area of South Tangerang city.
- The use of halal brand is very desirable and important to give confidence to the community to halal or not starting raw materials, cooking process, the results of food products, beverages.
- People as culinary tourists are still hesitant to eat at Chines Food restaurant, Japanese Food, Korean Food, Thai Food, Singapore Food, American Food, Europe Food and others, the public need a halal brand to dispel doubts.
- Quality of restaurant service in Tangerang considered not yet friendly, not polite, not fast serve, not yet master all type of food and beverage, not exactly in making order, not yet interesting appearance in service.
- Not fully give good impression and good for variety of food and beverage, clean room, comfort room, interior, food presentation (Platting) food.
- Culinary tourist satisfaction is still achieved and there are complaints about the quality of food,

hospitality services, prices, food drinks information, restaurant atmosphere.

- Loyalty of tourists in the community as a culinary tourists there who do not want to come back to eat, do not want to tell and give references to others, do not want to invite others.

Based on the background of the problem then the purpose of research in this study:

- Useful for culinary tourists wishes kosher
- Know the influence of brand halal on the satisfaction of tourists.
- Knowing the influence of service quality on the satisfaction of tourists.
- Knowing the influence of the impression of tourists on the satisfaction of tourists.
- Knowing the influence of halal brand on loyalty of tourists.
- Knowing the influence of service quality on tourist loyalty.
- Know the influence of the impression on the loyalty of tourists.
- Know the influence of tourist satisfaction on the loyalty of tourists

Benefits this research is expected to be obtained from the results of this study are as follows:

- This research is expected to show to restaurant manager and government of South Tangerang City to know the influence of halal brand, service quality, impression, tourist satisfaction, tourist loyalty.
- Research can be used as consideration for restaurant entrepreneur to do business strategy.
- This research is expected to contribute to the development of science in the field of halal culinary tourism marketing strategy.
- This research is expected to be a reference for further research.

## LITERATURE REVIEW

### Halal Brand

Halal (halāl, halaal) is an Arabic term in Islam which means permitted or allowed. Halal means things that can and can be done because it is free or not bound by the provisions that prohibit it. Halal is used for food or beverages obtained for consumption according to Islamic Shari'a.

The broad sense of the term halal is everything that is good behavior, activities, food, drinks, dressing and so on that are allowed or permitted by Islamic law for consumers in buying a product, according to the teachings of Islam for all types of food and beverages are basically halal, except for only a few of which are forbidden, illegal food and drink becomes lawful in case of emergency. Conversely, the halal can be haram if consumed beyond the limit. halal food and drink is

halal in its substance, halal how to process it, halal how to get it, and drinks that are not kosher Sunhadji [5].

Brand (brand) according to Kotler, Armstrong [6] is the seller's promise to convey a specific set of properties, benefits, and services consistently to the buyer. Islamic Branding as the use of names related to Islam or show a halal identity for a product such as halal brand, sharia hotel, Islamic hospital, Baker [7]. The halal brand in consumer decisions is what determines whether to buy a product or not Latiff *et al.*, [8].

### Service Quality

Kotler [9] definition of service is any action or activity which may be offered by a party to another party, which is basically intangible and does not result in any ownership. Production may be attributed or not linked to a single physical product. Service is the behavior of producers in order to meet the needs and desires of consumers for the achievement of satisfaction on the consumer itself. Kotler also said that such behavior can occur during, before and after the transaction.

Generally high-end services will result in high satisfaction and more frequent re-purchases. The word quality contains many definitions and meanings, different people will interpret it differently but from some definitions we can find have some similarities although only the way of delivery is usually found in the following elements:

1. Quality involves meeting or exceeding customer expectations.
2. Quality includes products, services, people, processes and environment.
3. Quality is an ever-changing condition.

### Impression

A strong impression can be created entirely and is part of the marketing process. Kotler and Keller [10] express the impression as a way of society perceiving (thinking) company or product. Impression is influenced by many factors that are beyond the control of the company, so that the attitude and actions of a person towards an object is conditioned by the impression of the object. A company will look a good positive or negative impression, a positive impression will give a good sense of the company's products and so can increase the number of sales.

Pitana [11] states that the impression is an idea or belief that tourists have about a product or service they have bought or that they will buy. Destination impression is not always based on experience or facts, but can be shaped in such a way as to be a strong motivating factor or driving force to travel to destinations. This implies that one's beliefs, ideas, and impressions are so greatly influenced by the attitudes and behaviors and possible responses

**Tourists Satisfaction**

Satisfaction is obtained when the needs and wants of customers are met, while the wants and needs of human beings are always changing and there is no limit. Consumer satisfaction in response to the fulfillment of needs Barnes [12]. This means that a form of privilege of a good or service, providing a level of comfort associated with the fulfillment of a need, including the fulfillment of needs below expectations or fulfillment exceed customer expectations.

Consumer satisfaction is a level where customer needs, wants, and expectations can be met which will result in repeat purchase or continued loyalty Band [13].

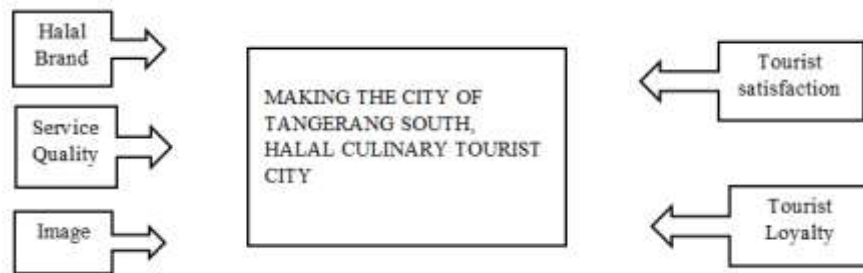
**Travelers Loyalty**

The notion of tourist loyalty by Kotler [9] says that loyal customers are not measured by how much he buys, but from how often he makes repeat purchases, including here recommending others to buy.

Lovelock *et al.*, [14] states that loyalty is a willingness of tourists to continue purchasing in a company for a long time and use the product or service repeatedly, and recommend to friends and other companies voluntarily

According to Morris [15] repurchase decision refers to the psychological commitment to products or services that arise after using their product, resulting ideas for consumption again. According to Gustafsson *et al.*, [16] states the importance of the influence of customer satisfaction on customer loyalty. Other researchers Shamdasani and Balakrishnan [17]. Hennig-Thurau *et al.*, [18] stated the importance of the relationship between relationship satisfaction and loyalty as an indicator of the high level of building quality relationships has been emphasized.

Based on the study of theory, then in this study created a frame of thought as picture 1 below:



**RESEARCH METHODS**

**Research Approach**

This study was conducted with an intrinsic case study, ie the case taken is an interesting case to investigate. Case studies are a method for collecting and analyzing data regarding case studies. Something made a case study is usually because there are problems, difficulties, obstacles, irregularities, but can also be a case in point if there is no problem, but because of the superiority or success Moleong [19].

The subject of this research is South Tangerang City. In the research can retrieve the data developed by examining the entire population observed, it can also take only a small part of the population that represents all the population Ferdinand [20]. This study population is a small part of the culinary tourists who ever come 1 meal in restaurant in South Tangerang City domiciled in Jakarta, Tangerang, Bogor, Serang. The age limit is at least seventeen years old and there is no maximum limit. Stage of Research Preparation, The first step taken by researchers is to make the guidelines that are based on theories relevant to the problem of this research. These guidelines contain basics that can later evolve. Researchers have established a research subject. In the implementation of the researcher using data sources from pre-survey results, documents, archives,

observations from reliable sources, previous researchers, news in newspapers, internet.

**RESULT AND DISCUSSION**

From the results of previous research can be explained several things:

**Halal Brand Relationship with Tourists Satisfaction**

The importance of brand halal in the eyes of consumers. The stronger the brand of a product, the stronger its appeal in the eyes of consumers to consume the product. Research that has been done Sandi [21] said that the brand halal effect on the satisfaction of tourists. Research by Salehudin and Lutfi [22] halal certification significantly affects consumer buying interest in halal products. Delgado and Manuera [23] that there is a positive influence of overall satisfaction on brand reliability and brand intensity. Research conducted by Dimiyati [24] states by developing the product through a halal brand or halal label and product attributes are felt to give satisfaction.

Shah Alam *et al.*, [25] conducted a study of consumption behavior (food, clothing and cars) of upper middle income communities in the areas of Shah Alam and Bangi, Malaysia. The results of this study stated that religion (Islam) has a big influence on



consumer consumption behavior. Conversely the salary factor, age, and others have no effect on consumer decisions on the product.

Abdul *et al.*, [26] stating that respondents basically know about halal and agree that by having halal products, they can increase customer satisfaction, confidence and trust and increase their market share and market competitiveness. The results of previous research there is a strong relationship between the use of halal brand and customer satisfaction

#### **Impression Relations with Tourists Satisfaction**

Today, customers after finding a restaurant with a special atmosphere no longer want to ignore the weak service or poor dining room environment for good food. Have a great dining experience through a great atmosphere and very tasty food and quality content created satisfaction.

Kandampuly and Suhartanto [27] states that one of several factors affecting consumer satisfaction is the impression. Pitana [11] states that the impression is an idea or belief that tourists have about the product or service they buy or they will buy.

The intentional impression needs to be created to be positive Sukatendel [28]. Positive things that can improve the company's image through company success and history or company history. Thus, the impression of a company is a representation of an institution in the hope of being able to encourage a positive corporate impression. The results of previous research there is a strong relationship between the use of impression and customer satisfaction

#### **Quality of Service Relationship with Tourists Satisfaction**

Over the past few years there has been a high emphasis on service quality and customer satisfaction in business. Sureshchandar *et al.*, [29] identifies that there is a strong relationship between service quality and customer satisfaction while emphasizing that both exist conceptual constructs that differ from the customer's point of view. Philip Kotler [10], says a service company can win the competition by delivering consistently higher quality services than competitors and higher than customer expectations.

Zeithaml [30], consumers see the process of establishing service quality as an empowerment of interior and exterior attributes of production quality or lower level service quality, by comparison of internal units and is a process of building a higher level of service quality. Received (perceived service quality). The results of previous research there is a strong relationship between the use of service quality and customer satisfaction.

#### **Relationship of Halal Brand with tourist loyalty through Tourists Satisfaction**

Fouzia and Muqadas [31] in this study investigated the impact of brand equity on brand loyalty with customer satisfaction mediation in the Lahore restaurant sector of Pakistan. This study uses seven dimensions of brand equity, which include physical quality, staff behavior, ideal congruence, brand identification, lifestyle-congruence, trust and environment. All hypotheses have been supported except the latter hypotheses that have been partially supported. The influence of lifestyle - congruence and the environment has not been fully mediated by customer satisfaction and has proven to be insignificant, therefore both of these variables have been derived from the modified model.

Research conducted by Dimiyati [24], states by developing the product through halal brand or halal label and product attribute will be felt to give satisfaction and maintain customer loyalty, because having loyal customers to the product will generate many advantages, have loyal customers, require fewer sacrifices in finding customers. The results of previous research there is a strong relationship between halal brand and loyalty of tourists through the satisfaction of tourists.

#### **Relationship Image with Travelers Loyalty through Tourists Satisfaction**

The study was conducted by Ramzi *et al.*, [32] aims to examine the relationship between the quality of tourism services, tourism loyalty and tourism satisfaction expectations in the hospitality industry. Research by Baker and Crompton [7] suggests the development of a conceptualized model of the relationship between perceived service quality, service value, and satisfaction as well as its relative influence on buying behavior.

Another study by Tian-Cole *et al.*, [33] which states that the perception of service quality and satisfaction has proven to be a good predictor of visitor behavior intention. The results of previous research there is a strong relationship between service quality and loyalty of tourists through the satisfaction of tourists.

#### **Quality of Service Relationship with Travelers Loyalty through Tourists Satisfaction**

The study was conducted by Ramzi *et al.*, [32] aims to examine the relationship between the quality of tourism services, tourism loyalty and tourism satisfaction expectations in the hospitality industry. Research by Baker and Crompton [7] suggests the development of a conceptualized model of the relationship between perceived service quality, service value, and satisfaction as well as its relative influence on buying behavior.

Another study by Tian-Cole *et al.*, [33] which states that the perception of service quality and satisfaction has proven to be a good predictor of visitor behavior intention. The results of previous research there is a strong relationship between service quality and loyalty of tourists through the satisfaction of tourists

#### Satisfaction Relationship with Consumer Loyalty

Researchers Chen and Tsai [34] stated the results of the study of the significant relationship of tourist satisfaction to the loyalty of tourists, it shows the important role played satisfaction in developing the behavior of tourists associated with loyalty. Customer satisfaction also reinforces attitudes toward brands and will likely lead to purchases of the same brand Assael [35].

Chiu *et al.*, [36] has provided empirical evidence that satisfaction directly and positively affects the loyalty of tourists. Therefore, as the level of satisfaction increases, the tendency to return and recommend increases, all of which are important for loyalty. The results of previous research there is a strong relationship between the satisfaction of tourists and the loyalty of tourists.

#### CONCLUSIONS AND SUGGESTIONS

##### CONCLUSION

Research results to make the City of South Tangerang as a culinary tourism city as follows:

- Very useful town of South Tangerang become the city of this culinary tour in accordance with the wishes of halal culinary tourists, so that tourists who will eat at the restaurant will be reminded of the city of South Tangerang.
- The influence of brand halal on the satisfaction of tourists. Halal brand has a strong relationship with the satisfaction of tourists so that the brand of a product, the stronger its appeal in the eyes of consumers to consume the product.
- The influence of service quality has a strong relationship with the satisfaction of tourists with a high emphasis on service quality and customer satisfaction in business.
- The influence of the impression of tourists has a strong relationship with the satisfaction of tourists. Customers after finding a restaurant with a special atmosphere no longer want to ignore the weak service.
- The influence of brand halal has a strong relationship with the loyalty of tourists, so the impact of brand equity (brand) on brand loyalty (brand) is felt.
- The influence of service quality has a strong relationship with the loyalty of tourists, then the quality of service plays an important role.

- Impression effect has a strong relationship with the loyalty of tourists, showing a high impression value will also provide a high loyalty value
- The influence of tourist satisfaction has a strong relationship with the loyalty of tourists shows the important role played satisfaction in developing the behavior of tourists associated with loyalty

#### Suggestion

##### Technical suggestion

- On the relationship between variables to note especially on the variable quality of service, this should be a concern.
- Research can be continued by conducting test results of this study with Wrap PLS.

##### Academic suggestion

Research should follow and see the factors that can affect in the research; it can also be influenced by many other factors.

#### REFERENCES

1. Milovanović, Z. (2013). Tourism destination management. In *3rd International Symposium on Natural Resources Management*. Megatrend University, Zajecar (Serbia). Faculty of Management.
2. Dwyer, L., & Kim, C. (2003). Destination competitiveness: Determinants and Indicators" in *Current Issues in Tourism*, 6(5), 369-413.
3. Gelgel, I. P. (2006). Indonesian Tourism Industry in Globalization of Trade in Services (GATS WTO). PT. Refika aditama Bandung.
4. Sapudin, A. (2014). Comparative Analysis of Hotels and Tourism Sharia with Conventional. Graduate Management Program and Business IPB, Bogor.
5. Sunhadji, R. (2010). *Halal and Haramic Understanding According to Islamic Teachings*. LPPOM – MUI Bali.
6. Kotler. P and Amstrong, G 1997. *Marketing principles. First print*. Jakarta: Erlangga.
7. Baker, D. A., & Crompton, J. L. (2000). Quality, Satisfaction and Behavioral Intentions. *Analysis of Tourism Research*, Vol. 27, No. 3. 785 - 804.
8. Abdul Latiff, Z. A., Mohamed, Z. A., Rezai, G., & Kamaruzzaman, N. H. (2013). The Impact of Food Labeling on Purchasing Behavior Among Non-Muslim Consumers in Klang Valley, *Australian Journal of Basic and Applied Sciences*, 7(1), 124-128.
9. Kotler, Philip. (2002). *Marketing Management in Indonesia: Analysis, Planning, Implementation and Control*. Salemba Four. Jakarta.
10. Kotler, Philip. (2006). *Marketing Management, First Edition*. Indonesia: PT. Indeks Kelompok Gramedia.
11. Pitana, I. G., & Diarta, I. K. S. (2009). Introduction to Tourism Science. Andi Offset. Yogyakarta.

12. Barnes, J. G. (2003). *Secret of Customer Relationship Management*. Indonesian edition. Yogyakarta.
13. Band, O. (1991). *Building Customer Satisfaction*, Gramedia Pustaka Utama, Jakarta.
14. Christopher, L. (2005). *Marketing Service Management*, Gramedia Group, Indeks, Indonesia.
15. Holbrook, M. B. (2005). "What is Consumer Research," *Journal of Consumer Research* 14 (June), 130.
16. Gustafson, B., Hammarstedt, A., & Andersson, C. X. (2005). Inflamed adipose tissue: a culprit underlying the metabolic syndrome and atherosclerosis. *Arterioscler Thromb Vasc Biol* 27, 2276–2283.
17. Shamdasani, P. N., & Balakrishnan, A. A. (2000). Determinants of relationship quality and loyalty in personalized services. *Asia Pacific Journal of Management*, 17(3), 399-422.
18. Henning-Thurau, T., Gwinner, K., Walsh, G., & Gremler, D. (2004). *Electronic Word of Mouth Via Consumer Opinion Platform: What Motivates Consumers to Articulate Themselves on the Internet?*. Wiley Periodicals, 38-52.
19. Moleong. (1998). *Qualitative Research Methodology*, CV. Remaja Rosdakarya, Bandung.
20. Ferdinand, A. (2014). *Research Method Management*, Semarang, Diponegoro University Publishing Agency.
21. Prima, S. (2011). Halal Label Perception Against Consumer Purchase Decision On Energy Drink Products, *Journal of Business Management* Vol.1 No.02 October 2011 Edition.
22. Salehudin, I., & dan Lutfi, A. B. (2011). Marketing Impact of Halal Labeling toward Indonesian Muslim Consumer's Behavioral Intention, *ASEAN Marketing Journal*, Vol. III No. 1, pp. 35-44.
23. Delgado-Ballester, E., & Luis Munuera-Alemán, J. (2005). Does brand trust matter to brand equity?. *Journal of product & brand management*, 14(3), 187-196.
24. Dimiyati, M. (2013). Model Structural Effects of Product Attributes on Customer Satisfaction and Loyalty. *Journal of Application Management (JAM)*. Faculty of Economics and Business, University of Brawijaya Malang. Volume 10 Number 1. 107-118.
25. Alam, S. (2011). Is Religiosity an Important Determinant on Moslem Consumer Behaviour in Malaysia. *On Journal of Islamic Marketing*. Vol. 2. No. 1.
26. Abdul, M., Ismail, H., Mustapha, M., & Kusuma, H. (2012). Indonesian small medium enterprises (SMEs) and perceptions on Halal food certification. *African Journal of Business Management*. 7(16): 1492 - 1500.
27. Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the Hotel Industry: The Role of Customer Satisfaction and Image. *International Journal of Contemporary Hospitality Manajemen*, Juni. 346 – 351.
28. Sukatendel, A. K. (1990). Public Relations Perusahaan, Diklat. Bandung: Fikom Unpad.
29. Sureshchandar, G. S., Rajendran, C., & Anantharaman R. N. (2003). "The relationship between service quality and customer satisfaction – a factor specific approach". *Journal of Service Marketing*, vol. 16 no. 4, p. 353-379.
30. Zeithaml, V., & Bitner, M. J. (1996). *Service Marketing*, Singapore. MC Grew-Hill.
31. Fouzia, Ali., & Salma, M. (2015). The Impact of Brand Equity on Brand Loyalty: The Mediating Role of Customer Satisfaction. *Pakistan Journal of Commerce and Social Sciences*. 9 (3): 890-915.
32. Al-Rousan, M. R., & Mohamed, B. (2010). Customer loyalty and the impacts of service quality: The case of five star hotels in Jordan. *International journal of human and social sciences*, 5(13), 886-892.
33. Tian-Cole, S. T., Crompton, J. K., & Willson, V. L. (2002). An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. *Journal of Leisure. Research*, 34. 1–24.
34. Chen, C. F., dan Tsai, D. C. (2007). How Destination Image and Evaluation Factors Affect Behavioral Intentions, *Tourism Management*.
35. Assael, H. (1995). *Customer Behavior and Marketing Action*. Keat Publishing Company. Boston.
36. Chiu, W., Zeng, S., & Cheng, P. S. T. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea. *International Journal of Culture, Tourism and Hospitality Research*, 10(2), 223-234.