

## Article

# Perceived Environmental Value, Destination Image, and Tourist Loyalty: The Role of Tourist Satisfaction and Religiosity

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**Abstract:** This study aimed to investigate the antecedent of loyalty in halal tourist destinations in West Sumatra. We used tourist satisfaction as a mediation variable and religiosity as a moderating variable. The survey was conducted by distributing questionnaires to 310 respondents who visited halal tourism destinations in West Sumatra. It was analyzed using Structural Equation Modelling (SEM) Partial Least Squares (PLS). Perceived environmental value influences loyalty. Furthermore, destination image affects tourist satisfaction and tourism loyalty. Tourist satisfaction does not mediate the effect of destination image on loyalty. Religiosity affects tourism loyalty; higher religiosity is followed by higher tourism loyalty. Religiosity moderates the effect of satisfaction on loyalty.

**Keywords:** loyalty; destination image; perceived environmental value; tourist satisfaction; religiosity



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## 1. Introduction

In global tourism, the concept of halal tourism is becoming more popular [1]. Even non-Muslim countries such as South Korea, United Kingdom, Singapore, and Thailand promote halal tourism today [2]. Halal tourism refers to the provision of tourism products and services that meet the needs of Muslim tourists, facilitating worship and other requirements in accordance with Islamic law. It is considered a subcategory of religious tourism [1]. It also refers to the tourism segment which caters to the faith-based needs of Muslim travelers. The level of Muslim-friendly services can vary [2–4].

West Sumatra is one of five provinces in Indonesia which have become destinations for halal tourism in Indonesia. The other four provinces are Aceh, Riau, DKI Jakarta, and West Nusa Tenggara [5]. Halal tourism in West Sumatra plays an important role in regional development. Halal tourism contributes to societal income and employment. Simultaneously, tourism contributes 11.8% to the gross domestic product and 14.66% to total employment. West Sumatra has abundant natural and cultural resources with potential for the halal tourism market. Halal tourism is a mainstay for West Sumatra because of the philosophy of “*Adat Basandi Syarak, Syarak Basandi kitabullah*”, which means traditions there are based on Islamic rules [6].

Efforts have been made by the West Sumatra Tourism Office to improve in this area, including socialization, training, and technology assistance for Pentahelix Halal Tourism. Pentahelix is a collaboration of five elements of tourism subjects or stakeholders: academics, businesses, the community, the government, and media publications. Free certification has been approved for 15 businesses involved in this program. Efforts also need to be finalized at lower levels, such as tourism awareness groups or *Kelompok Sadar Wisata (Pokdarwis)*, and in the community, to apply CHSE as a standard for halal tourism services. CHSE stands for cleanliness, health, security, and environmental sustainability. CHSE certification applies to tourism-related businesses/facilities, as well as tourist destinations, which must fulfill the SNI 9042:2021 standards as stipulated in the CHSE certification assessment [7]. It is also necessary to improve tourist loyalty in West Sumatra.

Many theories have considered the factors affecting tourist loyalty for certain tourist destinations, such as satisfaction, experience, intention to visit, and destination image, among others [8,9]. Some researchers have analyzed both direct and indirect associations between those variables, including several moderating variables [10]. Some factors have also been identified as affecting tourist satisfaction: cleanliness, safety, natural conditions, comfort, price/tariff, and image, among others. However, research that links the effect of perceived environmental values and destination image on tourist satisfaction still needs to be carried out. For this purpose, this study further developed the studies conducted by [11–14]. Their studies discussed the relationship between satisfaction and loyalty among tourists. Loyalty often served as the independent variable, although in some studies, loyalty was the mediating variable.

Loyalty means that customers retain a positive attitude about a certain preferred product or service in the future. When they have loyalty, customers will demonstrate this through repurchasing intentions, spending, and positive ratings [15]. They will buy the same brands repeatedly. In brief, loyalty develops from a preference for a product to an effective preference, and finally, to a greater level of purchasing of the product [16]. Customers who have behavioral loyalty will be repeat purchasers and develop attitudinal loyalty, which refers to a commitment to their intention to buy and recommend a certain product [17].

Some research discussed perceived values, satisfaction, and loyalty [8]. However, it did not include perceived environmental value, which also affects tourist loyalty. Other research discussed religiosity, perceived value, satisfaction, and loyalty [18]. This work did not include destination image as a variable that affects tourist satisfaction and loyalty. Although tourist satisfaction and loyalty issues have been thoroughly considered in halal tourism [18], studies of perceived environmental value are less common [19]. One study also mentioned religiosity as a moderating variable, and examined whether religiosity is able to provide a moderating effect between tourist satisfaction and loyalty [12]. Religiosity was discussed and used as a variable in the studies conducted by [20,21]. However, these researchers did not use religiosity as a moderating variable. The present study aimed to determine the direct effect of perceived environmental value, destination image, satisfaction, and religiosity on tourist loyalty. We also considered whether satisfaction mediates the influence between destination image and loyalty. As a moderating variable, we determined whether religiosity is able to strengthen the influence between satisfaction and loyalty. Finally, in the methodology, this research contributes to the development of quantitative methods. There were five direct influences and one indirect influence analyzed in this study, and there was one moderating analysis.

## 2. Literature Review

There are two determinants of loyalty in the context of tourism [22]. The first is the intention to revisit the destination. Loyalty is shown when tourists revisit certain tourist destinations. Second, tourists may share positive feedback about destinations and recommendations with others. Tourist satisfaction then develops into loyalty. A positive attitude toward certain tourist destinations can positively contribute to the tourism potential. There are three important determinants of tourist loyalty: the quality of the experience, its perceived value, and tourist satisfaction in creative tourism [23]. In the tourism industry, satisfaction, natural conditions, tourism continuity, tourist safety and comfort, tourism performance, and image are known to strongly affect tourism loyalty.

In general, satisfaction refers to one's feeling of pleasure or disappointment that emerges from comparing the impression of the performance (outcome) of a product or service to previous experiences [24,25]. Satisfaction is also defined as the reaction to the gap between previous expectations and the performance of a product [26,27]. One will be satisfied if a product/service and its performance meets or exceeds expectations. Tourist satisfaction arises from comparing the destination and one's expectations about the destination in terms of environmental, cultural, and socio-economic aspects. Tourist

satisfaction is defined by [23] as a feeling of disappointment or pleasure resulting from perceived differences in product or service performance. Tourist satisfaction is an overall measure of tourists' opinions of the quality or performance of a destination. This measure shows the quality or performance of the tourist destination [18,28].

The measurement of satisfaction is based on three aspects [23]. The first relates to whether tourists enjoy visiting a tourist destination. Second is the belief that the destination was worth choosing. The third aspect is the overall level of satisfaction with trips to tourism destinations. Dissatisfied tourists have a lower likelihood of revisiting a place and recommending the place to other people. Satisfied tourists can affect the number of tourist visits, which can then affect the regional income. Lower tourist satisfaction can decrease the number of tourist visits to certain destinations. The most frequently referenced theory in discussions about satisfaction was developed by Richard Oliver [29]. This theory stated that when individuals acquire goods or services, they have certain expectations beforehand. They will compare the results with their initial expectations. When the outcomes match their expectations, a confirmation occurs, and vice versa. Satisfaction, therefore, is caused by positive confirmation or disconfirmation, whereas dissatisfaction is caused by negative disconfirmation [30,31].

Perceived value is based on equity theory, suggesting that consumers compare their investments in terms of monetary or non-monetary payments, such as time and energy, with the output they receive from providers [18]. An evaluation that is perceived as fair, accurate, or appropriate is necessary for consumers to appreciate the value contained in the product or service [32]. Environmental values and perceptions of development are considered key constructs, as environmental values have been shown to affect the environmental attitudes and beliefs that can influence behavior [30].

Destination image is a crucial factor for understanding tourists' post-visit behavior [33]. The tourist destination is a significant factor in the decision-making process [30]. However, improving the destination image and successful branding are also challenging [2,30]. Not all challenges are caused by novelty-seeking behavior. There is currently no consensus in the literature regarding the magnitude and direction of the relationship between the different components of destination image and tourist loyalty. Tourist destination image has two characteristics. Firstly, it involves the process of interpretation, which implies the processing of awareness of the tourist destination. Secondly, it integrates understanding and the process of abstraction, which describe the totality of perceptions of a place accumulated over time [32]. This means that the destination image encompasses tourists' beliefs, impressions, emotions, and attitudes.

Religiosity is a doctrinal activity involving religious teachings, rituals, and rites, especially related to Christianity. Spirituality is an entity that exists within the individual, which is related to self-knowledge of God and self-existence [18]. Religiosity refers to the feeling and belief in the existence of God, which then develops into a faith that shapes one's perception of God's supremacy. Religiosity explains the inseparable relationship between religiosity and spirituality. One's religious experience, such as feeling close to God, represents one of the dimensions of religiosity. Religiosity measures the level of faith and its influence on daily life. Stark and Glock [34] mentioned five dimensions that comprise religiosity: religious commitment, determination, intention, religious worship, and religious knowledge. The ideological dimension represents an individual's level of belief in accepting and acknowledging dogmatics based on their religion [1]. Religious worship reflects the willingness to carry out activities or rituals in a religion. The experiential dimension captures the feelings and appreciation of religion, such as feeling close to God or experiencing a sense of calm during prayer. The intellectual dimension denotes an individual's understanding of their religion, including its teachings and instructions as stated in its holy book. The consequential dimension is the extent to which one's behavior is influenced by the implications of religious teachings, such as donating wealth for religious and social purposes, or visiting sick people to strengthen friendships [18].

### 2.1. Perceived Environmental Value on Tourist Loyalty

The influence of perceived environmental value on consumer perceptions of service quality, satisfaction, and loyalty to tourist destinations has been widely discussed in the tourism industry, and it has been long considered the primary determinant of satisfaction, perceived quality, and loyalty behaviors [32]. As the number of tourist visits increases, the environment and local communities may be impacted, and the need for sustainable tourism practices increases. The authors of [35] presented a significant relationship between perceived environmental values, tourist satisfaction, and tourist loyalty. Maintaining relationships with tourists and cultivating their loyalty is crucial for the long-term success of any tourist destination [9,36]. Recent research has suggested that perceived environmental value can have a direct positive impact on tourism loyalty. Hence, the first hypothesis of this study was proposed as follows:

**Hypothesis 1 (H1):** *Perceived environmental value significantly affects tourists' destination loyalty.*

### 2.2. The Influence of Destination Image on Tourist Satisfaction and Tourism Loyalty

In the study "Tourists' emotional solidarity with residents: A segmentation analysis and its links to destination image and loyalty", the results showed a direct and significant impact of destination image on satisfaction [37]. The researchers noted that a positive destination image can lead to higher tourist satisfaction [37]. The findings of the study by [38] supported the results of previous research entitled "The Effects of Destination Image, Perceived Value, and Service Quality on Tourist Satisfaction and Word-of-Mouth", showing a positive relationship between destination image and tourist satisfaction [39]. Similarly, [32] also found that satisfaction is affected by both the tourism experience and the destination image.

Tourist expectations of a destination are affected by its image, and satisfaction is achieved when the actual travel experience matches those expectations. It is necessary to cultivate a positive image and increase the number of visitors to foster loyalty [40]. Ref. [37] also confirmed the importance of destination image in shaping tourist behavior and loyalty. Emotional solidarity, destination image, and loyalty are important factors that shape the relationship between local residents, tourists, and the tourism industry [37]. The correlation between destination image and loyalty to tourist destinations has also been supported by recent research [41], which highlighted the importance of understanding the factors that encourage loyalty to a destination, particularly in an increasingly competitive tourism industry, as explained by experiential economy theory [42]. This describes the influence and interrelated relationship between destination image and tourism loyalty. Loyal tourists are tourists who revisit a destination and recommend it to others [38]. Tourism loyalty can be in the form of behavior, attitudes, or a combination of both. According to the behavioral approach, only those who visit or intend to revisit show destination loyalty [42]. Travelers act as free advertising agents when they recommend a destination to their family, friends, relatives, and other potential travelers [42].

Travel decisions are influenced by the image of a tourist destination. In addition, the destination image is an important factor in determining vacation and travel choices [32]. Tourist destination image can be developed through tourism loyalty [38], as destination image and loyalty involve residents, tourists, and the tourism industry. A positive relationship has also been found between destination image and loyalty to tourist destinations [38]. Ref. [42] discusses the intense competition in the tourism sector, which is projected to become even more intense in the future. Hence, it is necessary to examine the aspects of tourism loyalty to a destination.

There is an interrelated relationship and influence between tourist satisfaction and loyalty [32]. Loyalty can be expressed by a person in the form of behavior, attitudes, or a combination of both [40]. According to the behavioral approach, only those who actually visit or intend to revisit can be regarded as having tourist-destination loyalty [32].

Therefore, tourists' destination loyalty not only guarantees their willingness to revisit the same destination but also means that these tourists can act as free advertising agents when they recommend a destination to family, friends, relatives, and other potential tourists [32]. Based on this theory, the following hypotheses were proposed:

**Hypothesis 2 (H2):** *Halal destination image significantly affects tourist satisfaction.*

**Hypothesis 3 (H3):** *Halal destination image significantly affects tourist loyalty.*

### 2.3. The Influence of Tourist Satisfaction on Tourist Loyalty

The marketing literature mainly focuses on analyzing the relationship between customer satisfaction and loyalty [21,43]. These studies have shown that there are impacts of tourist satisfaction on tourist loyalty [42]. Research has found strong evidence of a link between the two [43]. The relationship between satisfaction and loyalty has been analyzed by many previous researchers, including [43], who confirmed the positive association. The impacts of tourist satisfaction on tourist loyalty have also been analyzed by [41], where satisfaction was associated with revisiting and recommending a destination.

Numerous studies have established that perceived value, perceived quality, desire, and satisfaction are crucial in fostering tourism loyalty [9,11]. These findings indicate a substantial link between tourist satisfaction and loyalty. Specifically, higher levels of satisfaction with tourism destinations tend to correspond with greater levels of loyalty to those destinations. This allowed us to formulate the following hypothesis:

**Hypothesis 4 (H4):** *Tourist satisfaction significantly influences tourist loyalty.*

### 2.4. Tourist Satisfaction Mediates the Influence of Destination Image on Tourist Loyalty

Tourist satisfaction is a crucial indicator of the quality of the experience at tourist destinations, as long as tourists participate in tourism activities [11]. Furthermore, consumer loyalty analysis helps us to understand customer behavior and determine the level of brand loyalty. Such an analysis regards data from various sources to understand factors affecting customer loyalty [8]. Customer satisfaction analysis relies on data gathered through surveys or questionnaires to identify factors that contribute to customer satisfaction or dissatisfaction. By analyzing customer satisfaction, factors causing dissatisfaction can be identified and addressed, thereby increasing the number of customers that can be retained [31].

The satisfaction–loyalty relationship has a significant impact on the profitability of the service industry. Satisfied tourists are more likely to become loyal to the destination, resulting in increased sales and profitability. Satisfaction mediates the relationship between destination image and loyalty. Loyalty is a deep connection that is established based on all interactions, actions, and feedback that make customers feel valued and appreciated. Emotional loyalty targets customers' hearts, not their minds, by fostering a sense of recognition and importance [44]. Hence, we proposed the following hypothesis:

**Hypothesis 5 (H5):** *Tourist satisfaction mediates the influence of destination image on tourist loyalty.*

### 2.5. Religiosity Moderates the Influence of Tourist Satisfaction on Tourist Loyalty

Religiosity can be divided into religious beliefs and religious practices. What individuals believe about different activities based on their religious worldview encompasses religious beliefs. For example, in Islam, there is a conviction that Allah SWT will help Muslims. In contrast, religious practices are related to how individuals perform activities based on their religious values, for example, consistent daily worship [45]. Religiosity is related to one's belief in God and commitment to following God's principles. There are two dimensions of religiosity, namely, intrinsic and extrinsic religiosity. The indicator of

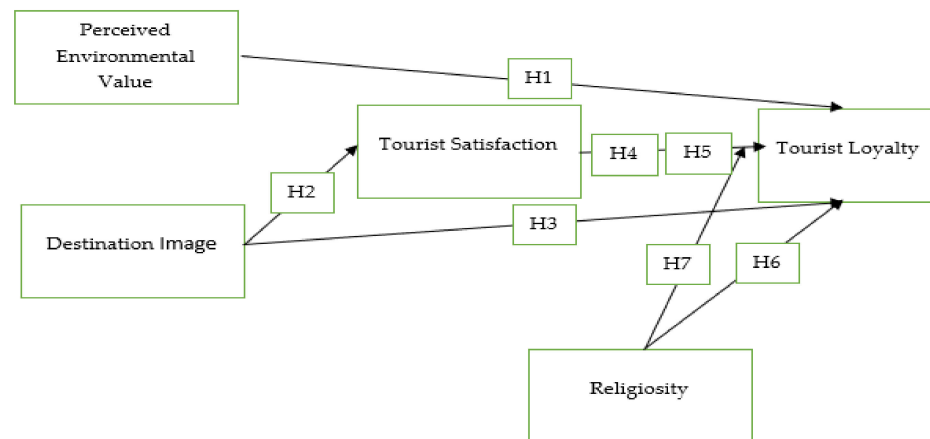
religiosity is the involvement of individuals in religion for the internal goals of the tradition itself. Intrinsic religiosity views religion as the ultimate goal in life. Meanwhile, extrinsic religiosity refers to individuals' involvement in religion to achieve a specific goal [46,47].

In marketing studies, religiosity is commonly defined as a level of religious commitment [20]. This commitment is reflected not only in beliefs but also in attitudes, behaviors, feelings, and experiences. Religious commitment, therefore, represents the extent to which an individual is dedicated to their religion, and it can lead to the development of a religious identity that influences their behavior patterns. It is assumed that religiosity has an impact on tourism loyalty [18]. Hence, we proposed the following hypotheses:

**Hypothesis 6 (H6):** *Religiosity affects tourists' destination loyalty.*

**Hypothesis 7 (H7):** *Religiosity moderates the influence of tourist satisfaction on tourism loyalty.*

This study argues that perceived environmental value, destination image, and tourist satisfaction will positively impact destination loyalty. The effect of destination image on tourist loyalty is mediated by satisfaction. Religiosity moderates the influence of tourist satisfaction on destination loyalty. Figure 1 demonstrates these relationships.



**Figure 1.** Measurement model.

### 3. Method

This study is categorized as quantitative research. The non-probability, or purposive, sampling technique was used to select the sample in our study. The data for this study were collected using a questionnaire. A survey was conducted to analyze five variables: perceived environmental value, destination image, tourist satisfaction, religiosity, and tourist loyalty. These five variables were measured using a 5-point Likert scale (strongly disagree = 1, disagree = 2, doubtful/neutral = 3, agree = 4, strongly agree = 5). Table 1 shows the source of measurement items

#### 3.1. Data Collection

The population of this study included those who had visited halal destinations in West Sumatra, specifically the Baso Pagaruyung Palace in Tanah Datar Regency, Twin Lakes in Solok Regency, and the Islamic Center. However, a non-probability sampling method was also applied, considering that the exact size of the population was unknown. To determine the sample size, the formula proposed by [48] was used, which recommends a sample size of 5–20 times the number of indicator variables. In this study, there were 31 indicator variables, and, thus, the minimum sample size needed to be 155–620 participants ( $31 \times 5$  to  $31 \times 20$ ). Following this formula, a sample size of 310 participants was selected. A summary of the respondent profiles is presented in Table 2.

The age of the visiting tourists was evenly distributed, indicating that the destination is popular among all age groups. Similarly, the number of tourists who worked as students was almost equal to the number of entrepreneurs. In terms of income, most of the tourists (dominating the sample) had an income between 1 million and 10 million rupiahs, which is the average income range of the Indonesian population.

### 3.2. Data Analysis

The Structural Equation Model Partial Least Square (SEM-PLS), using SMART PLS software, was employed to evaluate and validate the construct and assess the hypothesized model [48]. This research was more predictive, and SEM-PLS was able to explain the latent variables better than testing a theory and numbers [48]. The use of SEM-PLS using SMART PLS software was related to the examination of the theoretical framework from the prediction perspective; this analysis was complex and included many perspectives, and the indicators used were parts of many variables. A three-stage examination process was utilized in this study.

The first stage involved checking the measurement model to assess the reliability and validity of the constructs by examining outer loading, composite reliability (CR), Cronbach's Alpha, and average variance extracted (AVE). In addition, the reliability criterion was satisfactory, as all Cronbach's Alpha values exceeded the recommended level of 0.7 [49]. The second stage involved checking Cronbach's Alpha and composite reliability (CR) to assess the reliability of the test and the average variance extracted (AVE) value to test the convergent validity. The findings in Table 3 indicated that all constructs demonstrated high-reliability values (Cronbach's Alpha and CR > 0.7) and high AVE values (>0.5), indicating strong convergent validity. Thus, all the constructs were declared valid [48]. The third stage involved checking discriminant validity, which refers to the extent to which certain constructs in the same model differ from one another (Barclay et al., 1995). Discriminant validity can be tested using either the Fornell and Larcker criterion, cross-loadings, or the heterotrait–monotrait ratio (HTMT). HTMT 128 analysis is better known for assessing discriminant validity. All HTMT ratios were found to be lower than the maximum threshold of 0.85 suggested by [50]. The HTMT analysis results are shown in Table 4.

**Table 1.** Results of the measurement.

Variables	Measurement Items	Sources
Perceived Environmental Value	4	[19,51]
Satisfaction	4	[52,53]
Halal Destination Image	4	[53]
Loyalty	6	[54,55]
Religiosity	4	[56]

**Table 2.** Respondents' profiles.

No.	Characteristics	Items	Achievement	
			F	%
1	Age	18–30 years old	121	39.0
		31–40 years old	89	28.7
		More than 40 years old	100	32.3
2	Occupation	Student	101	32.6
		Private company worker	139	44.8
		Civil servant	70	22.6
3	Income	IDR 1,000,000–10,000,000	156	50.3
		Between 10,000,000 and 20,000,000	98	31.6
		More than 20,000,000	56	18.1

**Table 3.** Results of the research.

Indicators	Loading Factors	Composite Reliability	AVE	Cronbach Alpha
I was motivated by the site environment	0.781	0.864	0.613	0.794
I was inspired by the beauty of the site	0.805			
I am interested in the hygienic facilities at the tour site	0.766			
The environment was clean	0.779			
I have enjoyed myself in West Sumatra	0.793	0.858	0.603	0.783
I am satisfied with West Sumatra	0.791			
I felt emotionally involved in West Sumatra	0.802			
I felt a sense of belonging in West Sumatra	0.746			
I intend to return to this destination in the future	0.781	0.864	0.613	0.792
I consider this destination my first choice when selecting a destination in the future	0.805			
I would be willing to pay a higher price for this destination over others	0.766			
I like this destination more than others	0.779			
I will return to West Sumatra	0.878	0.910	0.629	0.882
I will recommend that people visit West Sumatra	0.703			
I am willing to revisit this religious festival venue in the future	0.703			
I stay for a longer period in West Sumatra	0.873			
I will come to West Sumatra with more companions	0.713			
I have a wonderful image of West Sumatra as a halal destination	0.863			
I go to the mosque and place of worship regularly	0.913	0.938	0.792	0.912
Spiritual values are more important than material things	0.878			
If halal restaurants and sites followed more religious practices, this would be a better country	0.884			
I consider myself to be very religious	0.885			

**Table 4.** Discriminant validity results.

	DI	L	PEV	R	STD	TS	Z
DI	0.783						
L_	0.079	0.793					
PEV_	0.704	0.036	0.783				
R_	0.143	0.828	0.031	0.890			
STD	0.397	0.333	0.311	0.311	0.988		
TS_	0.601	0.047	0.808	0.009	0.272	0.777	
Z	0.026	0.079	0.023	0.048	0.001	0.005	1.000

The results showed that all HTMT ratios were below the threshold value. These results indicated that within the same model, perceived environmental value, halal destination image, satisfaction, religiosity, and loyalty differed.

#### 4. Results

Table 5 shows the results of hypothesis testing. Perceived environmental value influences tourist loyalty, with a significance of  $0.015 < 0.05$ . Higher perceived environmental value is followed by higher loyalty to tourist destinations. Furthermore, destination image affects tourist satisfaction, with a significance value of  $0.049 < 0.05$ . Destination image also affects tourist loyalty, with a significance value of  $0.001 < 0.05$ . These results imply that a better destination image leads to stronger loyalty to tourist destinations. Tourist satisfaction influences tourist loyalty, with a significance  $0.012 < 0.05$ . Tourist satisfaction does not mediate the effect of destination image on tourism loyalty (significance  $0.135 > 0.05$ ). Religiosity affects tourist loyalty, with a significance value of  $0.000 < 0.05$ . Hence, higher religiosity is followed by higher tourism loyalty. Religiosity moderates the

effect of satisfaction on loyalty, with a significance of 0.013. This shows that religiosity contributes to the strengthening of the influence between satisfaction and tourism loyalty.

**Table 5.** Results of the Hypothesis Testing.

H	Hypotheses	Coefficient	T Values	Sign	Decision
H1	Perceived environmental value affects tourists' destination loyalty	0.091	2.436	0.015	Accepted
H2	Destination image affects tourist satisfaction	0.066	1.973	0.049	Accepted
H3	Destination image affects tourist destination loyalty	0.095	3.490	0.001	Accepted
H4	Tourist satisfaction affects tourist loyalty	0.087	2.536	0.012	Accepted
H5	Tourist satisfaction mediates the effect of tourist destination image and tourist loyalty	0.006	1.496	0.135	Not Accepted
H6	Religiosity affects tourist loyalty	0.806	51.785	0.000	Accepted
H7	Religiosity moderates the effect of tourist satisfaction and tourist loyalty	0.045	2.484	0.013	Accepted

## 5. Discussion

The findings of this study were in agreement with [35], who also found a significant influence of the environment on loyalty. Managers of tourist destinations also need to consider tourism's economic value and consider the natural and environmental conditions [13]. The results of the research showed a direct effect of perceived environmental value on satisfaction and loyalty. When tourists obtain motivation and inspiration and feel happy with the cleanliness of tourist destinations, this will affect their satisfaction and loyalty. This means that tourists' satisfaction is impacted by perceived environmental value, which makes them want to come back to tourist destinations and recommend West Sumatra to others.

Destination image significantly impacts the satisfaction and loyalty of customers in their decisions to return to West Sumatra, based on whether they feel that West Sumatra should be their first priority to visit. Such tourists may even be willing to spend more to experience tourism in West Sumatra. Tourist satisfaction does not mediate the effect of destination image on tourist loyalty. However, destination image directly impacts satisfaction and loyalty. As a result, satisfaction is not necessary for improving tourist loyalty. This contradicts the ideas of [8,10], who found support for a significant direct effect of tourist satisfaction on tourist loyalty. Tourists see the destination image as a critical factor determining their loyalty. Destinations must compete to realize their image. In fact, destination image has been identified as a vital element in determining loyalty even when tourists feel unsatisfied [39].

The results of the present study showed that destination image affects tourist satisfaction and tourism loyalty. Destination image has a significant and direct influence on tourist satisfaction. It can be concluded that tourist satisfaction can be formed by a positive destination image. Furthermore, [32] found that satisfaction is influenced by the tourism experience and the image of a tourist destination. This study also found that one's expectations of a tourist destination emerge from the destination image and tourist satisfaction [43]. However, satisfaction does not mediate the relationship between destination image and loyalty. Maintaining relationships and increasing the number of loyal tourists within an industry are critical to the long-term success of a tourism destination.

Ensuring that tourists are both satisfied and loyal can be achieved by:

- (1) Increasing the cultural attractions displayed at events organized by tourist destination managers. This improvement can be achieved through a companion or providing

a guide who explains the meaning of these religious attributes/symbols. This will enhance the image of a destination based on Islamic culture.

- (2) Introducing historical tourism objects with Islamic nuances. Tourism managers can provide clear information about the symbols, relics, and historical locations. This information can be presented and shared with tourists in the form of booklets, flyers, and barcodes that link to digital information about symbols, relics, and historical locations through tourists' digital devices.

If efforts to improve the image of a destination are carried out by tourist managers, tourist satisfaction and loyalty can increase. Satisfaction and loyalty are crucial aspects of the tourism industry and should be prioritized.

Religiosity has a direct impact on loyalty. It also moderates the effect of satisfaction on loyalty. A tourist with high religiosity may more easily feel happy. Religiosity is belief in God, combined with the choice to obey the rules set by God [57]; hence, religiosity might support people in feeling satisfied and loyal due to their experiences while traveling. Moreover, religiosity keeps an individual adherent to religious values, beliefs, and practices while travelling. Therefore, it will strengthen the link between satisfaction and loyalty.

## 6. Limitations and Future Research

Besides its research contributions, this study also has some limitations and directions for future studies. First, it was only conducted in West Sumatra, Indonesia. At the same time, there are still four other provinces in Indonesia that are halal tourist destinations in Indonesia. Therefore, it has a limitation for generalization for all Indonesian halal tourism destinations. Future research is expected to cover five provinces as halal destinations in Indonesia. Moreover, it also might be expanded to some Muslim-majority countries such as Malaysia, Brunei Darussalam, and Middle Eastern countries. Second, this research only measured the levels of tourist satisfaction and loyalty. Some variables which are most desired and necessary to understand in the tourism industry, such as revisit intention and willingness to recommend, are still missing. Therefore, future research should examine revisit intentions, willingness to recommend, word of mouth, tourist engagement, and tourist value co-creation as additional variables. Third, this study only employed Muslim tourists as the population; however, non-Muslim travelers are also interested in halal tourism destinations. Thus, future research might collect the data from both Muslim and non-Muslim tourists to obtain more insights.

## 7. Conclusions

There are two factors in this research that promote tourist satisfaction and loyalty. They are perceived environmental value and destination image. The results of the study show that perceived environmental value affects tourist loyalty. This study supports previous studies which are discussed in the literature review [19,32]. Furthermore, the destination image is also a significant factor influencing tourist satisfaction and loyalty. A good destination image makes tourists happy and instills a loyal attitude [32,37,39]. Meanwhile, satisfaction as mediation cannot mediate the effect between destination image and loyalty. This study does not support previous studies by [8,32]. This means that tourists will remain faithful even though there are some things that make them dissatisfied. Tourists can also create an unconscious impact when they see a place or develop a fascination with a sensitive natural and cultural environment. Therefore, it is necessary to create visitor awareness campaigns regarding the possible impacts they can cause, using signs in various languages placed at the entrance to multiple locations of specific cultural or natural attractions. As a human activity, tourism can cause pressure on resources in the natural environment and impact the destination image. Then another factor is the religiosity of the people of West Sumatra, particularly in practicing Islamic teachings. This strengthens the relationship between tourist satisfaction and loyalty when visiting West Sumatra is a specific goal [18,46,47].

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