

# ***Factors of Visitor Satisfaction and Destination Image as Mediating Variables in Halal Tourism in Malang***

**By Nurul Kusumaningrum**

## **Abstract**

*The development of halal tourism in Indonesia has grown rapidly along with the increasing number of Muslim tourists, both domestic and international. Malang has emerged as a potential destination for halal tourism development, as it offers natural, cultural, religious, and educational attractions that are Muslim-friendly. This study aims to analyze the factors influencing visit satisfaction, namely the effects of Muslim-friendly facilities and service quality on tourist satisfaction, with destination image as a mediating variable. The study employs a quantitative approach using SEM-PLS, with respondents selected through purposive sampling based on specific criteria. The results indicate that Muslim-friendly facilities do not have a direct effect on tourist satisfaction but have a significant effect on destination image. In contrast, service quality has a positive and significant effect on both tourist satisfaction and destination image. Furthermore, destination image fully mediates the effect of Muslim-friendly facilities on tourist satisfaction and partially mediates the effect of service quality on tourist satisfaction. These findings emphasize that strengthening destination image through improvements in facilities and service quality is a crucial strategy for enhancing tourist satisfaction at halal tourism destinations in Malang. This study is expected to contribute to the development of halal tourism in Malang.*

**Keywords:** *destination image, muslim friendly facilities, tourist satisfaction, service quality, halal tourism.*

# **Faktor – Faktor Kepuasan Berkunjung dan Citra Destinasi Sebagai Variabel Mediasi di Wisata Halal Malang**

**Oleh Nurul Kusumaningrum**

## **Abstrak**

Perkembangan pariwisata halal di Indonesia semakin pesat seiring meningkatnya jumlah wisatawan muslim baik domestik maupun mancanegara. Malang menjadi salah satu destinasi potensial dalam pengembangan wisata halal karena menawarkan objek wisata alam, budaya, religi, dan edukasi yang ramah muslim. Penelitian ini bertujuan untuk menganalisis faktor-faktor kepuasan berkunjung yaitu pengaruh fasilitas ramah Muslim dan kualitas layanan terhadap kepuasan wisatawan dengan citra destinasi sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan SEM-PLS dan responden dipilih berdasarkan purposive sampling dengan kriteria tertentu. Hasil penelitian menunjukkan bahwa fasilitas ramah Muslim tidak berpengaruh terhadap kepuasan wisatawan, namun berpengaruh terhadap citra destinasi. Sebaliknya, kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan wisatawan maupun citra destinasi. Selain itu, citra destinasi memediasi pengaruh fasilitas ramah Muslim terhadap kepuasan secara penuh dan memediasi pengaruh kualitas layanan secara parsial. Temuan ini menegaskan bahwa penguatan citra destinasi melalui peningkatan fasilitas dan kualitas layanan merupakan strategi penting dalam meningkatkan kepuasan wisatawan pada destinasi wisata halal di Malang. Hasil penelitian ini diharapkan dapat memberikan kontribusi dalam pengembangan wisata halal di Malang.

**Kata Kunci:** citra destinasi, fasilitas ramah muslim, kepuasan wisatawan, kualitas layanan, wisata halal.