

# Emotional experience on behavioral intention for halal tourism

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# Emotional experience on behavioral intention for halal tourism

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## Abstract

**Purpose** – The purpose of this paper is to examine halal certification for halal culinary, destination brand and emotional experiences on customer satisfaction and behavioral intention.

**Design/methodology/approach** – This study uses a quantitative survey approach to 400 respondents consisting of Muslim foreign and domestic tourists who had visited Lombok in the past three years. The sampling technique is by purposive sampling. The analysis technique used in this study is structural equation modeling-partial least square (SEM-PLS).

**Findings** – The findings showed that halal certification has no effect on customer satisfaction but on influenced behavioral intention, destination brand of Lombok had no effect on customer satisfaction; customer satisfaction influenced behavioral intention and emotional experiences affected customer satisfaction and behavioral intention.

**Research limitations/implications** – This study collects data from respondents both domestic and foreign tourists simultaneously. However, the data acquisition of respondents and foreign tourists is not balanced. Thus, this study analyzes tourists in general, not distinguished between foreign and domestic tourists.

**Practical implications** – The government and tourism organizers in Lombok need to provide socialization for domestic and foreign tourists on the need to choose halal-certified food and drinks to ensure halal and hygiene. In addition, so that the destination image of Lombok can provide a beautiful experience that becomes a moment of the truth, then the local government should improve its service strategy holistically.

**Social implications** – Destination image needs to be improved. This requires holistic tourism quality services so that the social community knows that Indonesia has a halal tourism destination that exists as tourists come from the airport to the hotel and enjoy food in restaurants and tourist attractions that are Muslim friendly.

**Originality/value** – This paper contributes to filling the void in the literature related to tourism management that is linked to tourism in the aftermath of natural disasters, where empirical studies on halal tourism are on the rise. Therefore, respondents in the study were specific, that is, those who had traveled. To the best of the authors' knowledge, this study is the first of a kind that includes behavioral intention in tourist destinations after natural disasters in the Indonesian context.

**Keywords** Destination brand, Customer satisfaction, Behavioral intention, Halal certification, Emotional experiences

**Paper type** Research paper



## Introduction

The tourism industry has the potential to become a major economic driver of a nation, especially for developing countries like Indonesia which are aiming to diversify their income streams. The tourism industry in Indonesia has contributed more than 13% of Indonesia's GDP since 2017, and tourism revenue has increased since 2017 from Rp 182.0bn to Rp 223.0bn in 2018 (Ratnasari *et al.*, 2020). In addition to increasing a country's income, the tourism sector also creates sustainable employment for the local population. The World Travel and Tourism Council (2014, p. 1) reported that "In 2017, the total contribution of Travel and Tourism for jobs, including jobs indirectly supported by industry, was 12.4 million workers. This is expected to increase in 2018 to 12.7 million workers and increase to 13.0 million workers in 2019". People always possess the willingness to know about other countries, such as their cultural norms, historical relics, religious practices and exotic locations (Battour *et al.*, 2019). Aware of the economic potential, the Indonesian Government has consistently provided support and incentives for the local tourism industry. Tourism in Indonesia is very diverse and has its own beauty; there are natural attractions, culinary tours, shopping tours and educational tours. Many foreign or domestic tourists crowd every destination in Indonesia. One part of Indonesia that can attract tourists is eastern Indonesia. The destinations make many tourists want to linger there. The natural beauty of Indonesia is undeniable, especially the Lombok region that has special foods that must be tried (Ratnasari *et al.*, 2020). The uniqueness of local food, regardless of country of origin, can be a better prospect to attract great attention for foreign tourists (Henderson, 2009, 2014). However, to what extent tourists really recognize and distinguish local Indonesian cuisine, especially in Lombok, requires a much discussion and empirical examination (Jalis *et al.*, 2014). Lombok has many natural destinations that are visited by tourists. The stretch of beach and small island that is presented makes tourists chuckle in awe and want to linger to enjoy it. Every year the number of tourists that visit Lombok increases. In 2018 the West Nusa Tenggara (NTB) Provincial Government targeted 4 million visitors to Lombok. Tourists who visit Lombok mostly arrive in Bali first and then continue their trip to Lombok, because the area is recognized as a tourism area. The majority of the Lombok population is Muslim (bps.go.id), and there are so many small and medium businesses, but there are still many businesses that do not have halal certification yet (Ratnasari *et al.*, 2020). It is rather a challenge for tourism operators to promote halal tourism to develop the tourism industry. Halal tourism industry is not merely promoted to the Muslims but rather there remains some scope of halal hospitality where non-Muslim tourists are the potential contributors to enhance this sector's flourishing (Battour *et al.*, 2019). Halal tourism is needed and sought after by Muslim tourists in the world and is one of the new phenomena that have emerged in the halal industry. Halal issues can play a role in advancing the tourism industry; many Muslim and non-Muslim countries are set to direct the market of Muslim tourists by providing tourism products, facilities and infrastructure to meet their needs. Indonesia is no exception. Indonesia is regarded as feasible as a halal tourism center because the majority of its population is Muslim (Ratnasari *et al.*, 2019).

As the majority of the population in Indonesia, especially in Lombok, is Muslims, it is important to examine the halal certification impacts on the visiting interests of tourists. Thus, the purpose of this study is to formulate a conceptual framework to investigate the relationship of halal certification on culinary tourism, destination brand, emotional experiences and customers' satisfaction with visiting interests. Customer experience has a great influence on satisfaction and their behavioral intentions (Tama *et al.*, 2014). In addition, the results of this study also provide insight into the behavioral intentions of

### Literature review

#### *Halal certification for halal culinary*

Halal in *Qur'an* means legal or permitted (Nooh *et al.*, 2007; Wilson, 2014; Yusuf *et al.*, 2016). In a broad view, Wilson and Liu (2010) believe that halal is a philosophy. In other words, it must be considered not only in branding and marketing but also in management, organizational behavior, cultural anthropology and sociology. Likewise, Wilson (2014) states that halal must be taken into account as a new cultural phenomenon. According to food, halal food is the standard diet that the *Quran* and other Islamic references have set for Muslims (Nooh *et al.*, 2007). This standard prohibits Muslims from consuming certain foods (Riaz and Chaudry, 2003, p. 2). The halal food industry has different segments, namely, meat and poultry, milk, fish and seafood, cereals (Riaz and Chaudry, 2003, pp. 2-3) and non-alcoholic drinks (Salleh and Idar, 2012).

Most research on the halal industry (Tahir and Abdul, 2013; Abdul *et al.*, 2013a, 2013 b; Tahir, 2013; Bohari *et al.*, 2013; Tahir, 2014; Bakar *et al.*, 2014; Tawil *et al.*, 2015; Ali and Suleiman, 2016; Yusuf *et al.*, 2016, Battour *et al.*, 2018) has been conducted in Malaysia. However, there have been several studies (Ahmed, 2008; Wilson and Liu, 2011; Abdul *et al.*, 2013a, 2013 b; Ayyub *et al.*, 2013; Hanzaae and Ramezani, 2011) that have been conducted in other countries. Ahmed (2008), in his research on local halal shops and supermarkets in the UK, found that more and more British Muslims trust their local shops more than large supermarkets to buy halal meat. He suggested that supermarkets should expand their marketing efforts and use various marketing strategies and techniques to increase halal meat sales.

Tawil *et al.* (2015) show that although perceptions of halal food among Lombok Muslim entrepreneurs are at a high level, awareness of halal certification among Lombok's small- and medium-sized enterprises (SMEs) is at a low level. Battour *et al.* (2019) stated in their study that Muslim tourists desire certain facilities that comply with Islamic *Shariah*. As a result, many countries are designing their tourism services which will be preferred by the Muslims, such as hotels which are Muslim friendly and deliver services complying with Islamic teachings. Nooh *et al.* (2007) identified important factors that influence halal consumer behavior. These factors include attractiveness and quality, halal certification, market demand, company size, businessman religion and net operation. He found that consumers often buy halal food from SME producers who have Muslim owners/entrepreneurs.

Halal is undergoing an evolution which includes four phases: Muslim companies; halal products; halal supply chains; and halal value chains. In Muslim companies, the halal guarantee system is purely based on trust. Trust sentiments are divine privileges and, therefore, worthy of serious consideration when they are involved in something that is considered halal (Wilson and Liu, 2010). In halal products, the halal guarantee system is based on product certification by an independent halal certification body. In the halal supply chain, halal guarantees are based on upstream (handle transportation, storage requirements for purchased materials) and downstream (handle transportation, storage and value adding supply chain requirements). In the halal value chain, companies apply Islamic values to the entire business value chain.

According to Rahman, Manzouri and Zain (2013), an important driver of the adoption of green supply chain practices in halal food companies is performance and quality improvement, waste and cost reduction. Halal food supply chain involves the process of

managing halal food products from various supplier points to various buyer/consumer points, involving a variety of different parties, located in different places, who may at the same time, be involved with non-food product managers, with the aim of meeting the needs and requirements of both (Halal and non-Halal) customers (Zulfakar, Anuar and Talib, 2012). Halal supply chains today are complicated for various reasons. There are differences in halal requirements in the market, which are based on Islamic school thinking, local fatwas (religious rulings) and local customs.

Product certification is very relevant for food and beverage products, perhaps due to the large number of competitive brands available in the market, consumer culture varieties and lifestyles. Some popular certifications in the food and beverage industry adhere to established food safety standards, both agricultural and manufacturing practices, lifestyles (e.g. healthy diets, diabetes, food sensitivity) or religious beliefs (e.g. Kosher, halal, vegan). Product certification shows whether the product meets the specified standards. Consumers use instructions on product packaging, such as brand names, manufacturer names, and product certifications, to assess product quality (Lim *et al.*, 2014); this assessment includes food certification, such as the halal logo to verify compliance with Islamic food quality standards (Muhamad and Dahari, 2010). Consumers use product certification as a risk reduction strategy in assuming product quality (Dimara and Skuras, 2003). Therefore, printed certification on product packaging becomes an attraction to win consumers.

In 2017 the Ministry of Industry facilitated the granting of halal certificates to 23 small and medium industry players in the food and beverage (mamin) sector in Lombok, West Nusa Tenggara. The products it produces include various cakes, chips, chili sauce, coffee and bottled drinking water. The awarding of this halal certificate is because of Lombok's potential to win an award as the World Best Halal Honeymoon Destination and the World Best Halal Tourism Destination at the 2015 World Halal Travel Award in the United Arab Emirates.

#### *Destination brand*

Destination brand or image literature can be categorized into four major streams, namely, the effect of destination image, the impact on destination image, destination image measurement and the formation of destination image. First, the effect of destination image was extensively examined (Erawan, 2020). Destination image was found to be strongly and positively related to tourists' intention to visit a destination (Chaulagain *et al.*, 2019). Destination Branding is also defined as, name, symbol, logo, word mark or other image that can identify and distinguish a destination; the rest, promising a tourist experience that can be remembered because of the uniqueness of a destination which also serves to strengthen memorable impressions of a destination experience (Ritchie and Ritchie; 1998). The definition of destination branding means an outline in developing strategies as well as an evaluation framework for assessing the branding effectiveness of a tourist destination (Blain, Levy, and Ritchie; 2005). These elements include images (image), introduce (recognition), differentiate (differentiation) and deliver messages (brand messages). After the image is created, consistent (consistency), generate emotional responses (emotional response) and generate expectations (creating expectation) are necessary.

In promoting something, an image becomes very important and is used as material to attract people's attention. The image built here is based on the identity of the place itself by making the jargon or slogan visually in order to attract attention. In the context of halal tourism in Lombok, the image to be built is to show that Lombok is an area with tourist destinations that are friendly to tourists, and more specifically for Muslim tourists, so the Lombok tourism slogan was made "Friendly Lombok".

The government promotes a destination and event to attract tourists. In 2016, the East Lombok Regency Government also organized the Muharram Festival to increase the identity of religiosity area that lasts for one month. Then the same year NTB hosted XXVI National Musabaqah Tilawatil *Quran* (MTQ) 2016 (Issuu.com). This was certainly the main attraction to emphasize that Lombok has a deeply embedded religious identity. Then to continue the image of Lombok as the world's best halal tourism destination, the Department of Culture and Tourism (Disbudpar) of NTB, in collaboration with Regional People's Representative Assembly (DPD) and Association of The Indonesian Tours and Travel Agencies (ASITA) NTB and the Regional Tourism Promotion Board (BPPD) of NTB, created an international halal tourism event, the International Halal Travel Fair (IHTF) 2016 which was also part of the ASITA National Working Meeting that took place at the Lombok Raya Hotel, on September 21-22, 2016. One of the things that is key and is classified as very important in promoting tourism is to maximize the role of the community. News that is spread mouth-to-mouth feels more effective, as good news from people who have felt something becomes very convincing. So, in the context of tourism, it is easier to spread information about a tourist destination from people who have visited the place, because the tourist destination is based on his experience (Issuu.com).

#### *Emotional experiences*

Studying tourist emotional responses and destination image at a specific level makes the predictive relationships of constructs more informative and clearer (Stylidis *et al.*, 2017). Destination emotion scale is consistent in measuring emotions in tourism (Sharma and Nayak, 2019). Faced with growing competition, it has become imperative for marketers to understand the symbolic value and experience quality of tourism offerings (Gretzel *et al.*, 2006). Perdue (2002) found that a successful tourism marketing strategy depends on distinguishing appreciation and unique characteristics of the tourist experience. Tourism experience can be defined as "subjective mental states felt by participants during service" (Otto and Richie 1996, p. 166). Researchers have sought to understand tourism experiences in a variety of settings. For example, several studies explored tourist experiences in natural and heritage environments (e.g., Beeho and Prentice 1997). Chhetri, Arrowsmith and Jackson (2004) showed that tourists can be classified in terms of the nature and magnitude of their emotions experienced when hiking in nature-based destinations. Other studies have investigated tourist experiences with high-risk adventure recreational activities. (e.g., Arnould and Price 1993; Celci, Rose, and Leigh 1993).

Furthermore, a number of studies have sought to understand the role of emotions in the context of tourism and hospitality. For example, past studies investigated the determinants of post emotional consumption (Muller, Tse, and Venkatasubramaniam 1991), the relationship between emotions and overall satisfaction (e.g., de Rojas and Camarero 2008; del Bosque and San Martin 2008), customer loyalty (e.g., Barsky and Nash 2002), behavioral intentions (for example, Bigné, Andreu, and Gnoth 2005; Jang and Namkung 2009), and emotions as variable segmentation for recreational and tourism services (Bigné and Andreu 2004). Other studies have examined the effect of emotions on decisions to buy tourism and recreation services (e.g., Chuang 2007; Kworntnik and Ross 2007). For example, Kworntnik and Ross (2007) found that tourists experience a variety of positive emotions, when they plan holidays, such as comfort and pleasure. Sharma and Nayak (2019) confirmed in their study that specific tourists' emotional experience influenced the behavioral intentions of tourists.

However, empirical studies of the role of emotions in the context of tourist destinations remain rare. Meanwhile, people have an emotional response to their immediate environment (Machleit and Eroglu 2000), but to date, no research has empirically investigated the

response of the emotional dimension of tourists to goals. Tourist destinations, in terms of experience attributes, and the potential to evoke emotional responses are even greater (Otto and Ritchie 1996).

The scenery and natural beauty offered in every tourist destination in Lombok is very alluring. Many tourists want to linger to enjoy tourism in Lombok and many tourists make Lombok a mandatory destination that must be visited in every semester vacation. This can happen because Lombok provides memories that cannot be forgotten. One of them is like in Gili, which besides providing the beauty of its beaches, is supported by affordable and comfortable lodging. With this experience, tourists wish to visit again and make Lombok a favorite tourist destination.

#### *Customer satisfaction*

Satisfaction is the pleasure that a tourist experiences, feels, wishes, expects or needs of products, services and places. It refers to the evaluation, in terms of importance/unimportance, good/bad of halal tourism products and service facilities (e.g. Islamic attributes, banning sex channels, forbidding on betting in the travel locations, etc.) (Rahman *et al.*, 2020). Unlike selling other products and services, tourism requires sales that are easy to remember. To be effective, it requires full expectations of tourists. The success of sending there are many things in the subjective depending on how tourists perceive them. Therefore, tourism is a customer-oriented company. As such, customer satisfaction is an integral component in ensuring its success, especially in producing sustainable offers with growth potential (Isa *et al.*, 2018). However, achieving customer satisfaction is not an easy task. Being a subjective evaluation, customer satisfaction presents companies with great challenges in understanding, achieving and maintaining satisfaction among customers (Yen-Lun Su, 2004).

Customer satisfaction is an accumulative perception and conceptualized as a response to customer fulfilment, in which the customer assesses his consumption experience as beneficial after using a product or service (Fornell *et al.*, 1994; Oliver, 1997). Related to tourism, tourist satisfaction refers to the pleasure of tourists after visiting certain destinations. Previous literature has suggested that customer intentions, loyalty and behavior (Kozak and Rimmington, 2000; Chi and Qu, 2008; Chen and Chen, 2010; Su and Hsu, 2013; Battour *et al.*, 2019) and Su *et al.*, 2017) and differences in quality, environment, price and person (Bitner, 1990; Bolton and Drew, 1991) are significant in influencing customer satisfaction. Zeithaml and Bitner (2003) believe that customer satisfaction is a post-purchase experience. Therefore, when tourists' evaluations of products and services exceed their expectations, it will increase their satisfaction.

A positive tourist satisfaction has a positive impact. This is because satisfied tourists are expected to make repeat visits as well as recommend the destination to others; dissatisfied tourists are not expected to do the same, which leads to unfavorable consequences (Isa *et al.*, 2018). This study adopts overall satisfaction, which emphasizes different standards of comparison and feedback from initial service performance, and the emotional nature of satisfaction that is captured by defining the tone of consumer satisfaction.

In general, satisfaction can be a measure of market performance in achieving a competitive advantage (Kozak, 2002). It can also help improve business profitability by increasing retained earnings and greater market share. The perceived value is different from customer satisfaction. The first provides value to customers, while the second is related to meeting customer needs. Perceived value can occur at various stages of the buying process, including pre and post purchase (Woodruff, 1997). That is a subjective construct. The perceived value of the customer consists of the customer's emotional reaction which will

vary according to differences in culture and context (Sweeney and Soutar, 2001; Prebensen *et al.*, 2013). Hosany and Gilbert (2010) in the result of their study stated that satisfaction mediates the relationship between tourists' emotional experiences and intention to recommend.

Some things include attributes such as perceived quality, price elasticity and customer satisfaction (Al-Sabbahy *et al.*, 2004). It is a conceptualization of the value perceived by the customer starting with the works of Zeithaml (1988, p. 14) and is defined as "an overall assessment of consumers about the usefulness of products based on perceptions about what is received and what is given". Mattson (1991) asserts that the concept of perceived value is multidimensional divided into two parts, cognitive and affective aspects. With regard to Islamic tourism, Eid al-Fitr and Al-Gohary (2015a) developed a new scale of measurement to evaluate the perceived value for Muslim tourists, calling it the Muslim tourist experience.

Tourist satisfaction is very influential on the level of a tourist visit. Therefore, the government is improving tourist services and facilities in each tourist destination. Tourists who visit are very diverse, and the government is trying to meet this diversity in every need of tourists who visit. Like Muslim tourists, when they consume, they must be careful because a Muslim is only allowed to consume halal food; if it contains something that is unlawful then the law prohibits its consumption. So, the government must require every culinary facility provided for tourists to have halal certification. This behavior can affect tourist satisfaction. In this study, the customer satisfaction variable as the intervening variable between halal certifications on halal culinary, destination brand, emotional experiences towards behavioral intention will be examined.

#### *Behavioral intention*

Behavior of customer intentions towards products and services is the result of the process of satisfaction felt by customers towards products and services that have been provided by providers of products and services (Ratnasari *et al.*, 2020). The satisfaction that is felt by the customer for the products and services that have been given can influence the behavior of high or low customer intentions depending on how much satisfaction the customer feels. Understanding of consumer behavior will facilitate management in efforts to develop products or services according to the needs and desires of consumers. The desire to behave consumers is often based on the likelihood of action to be taken (Ongsakul *et al.*, 2020).

Behavioral intention is defined by Mowen (2002) as the desire of consumers to behave in certain ways to own, dispose of and use products or services. So, consumers can form the desire to find information, tell others about their experience with a product, buy a certain product or service, or dispose of a product in a certain way. According to Simamora (2003), behavioral intention is a proposition that connects itself to future actions. According to Kanuk (2003), behavioral intention is the frequency of purchases or the proportion of total purchases from buyers who are loyal to a particular brand. Based on the above theory, it can be concluded that behavioral intentions are an indication of how people are willing to try to instill customer trust in the company so that it creates its own satisfaction.

Tourist behavior is very important for tour managers, because the behavior has an impact on the number of tourist visits (Ratnasari *et al.*, 2020). Tourist visits to Lombok Island every year has increased. This proves that the services and facilities provided are very supportive of tourists visiting. If tourists have felt satisfaction on a tour, tourists are willing to spend a lot of money.



### Relationships between variables

#### *Halal certification on halal culinary and customer satisfaction*

The relationship of halal label with the level of satisfaction is strongly influenced by several factors as supporting indicators in making decisions in buying a product to create a sense of satisfaction after buying it. When halal foods or halal culinary are described as halal that can be consumed by a Muslim, such expression means that the foods do not contain any part of an animal that is prohibited by *Shariah* law for a Muslim to consume or that has not been slaughtered in accordance with *Shariah* standard (Selim *et al.*, 2019). Halal label here as an intermediary or connecting road has been recognized by the whole community because the halal label certificate is issued by the MUI, so consumers will not hesitate to buy it because there are already institutions that guard it guaranteed halal labels on products sold will provide a separate satisfaction for consumers. Various studies have shown that consumers' perceptions of product satisfaction vary with changes in product prices. So, the higher the quality and the price of a product, the higher the customer satisfaction in the level of buying a product perceived by consumers themselves. Consumers have no other perceptions than they have other clues of product quality and price. But the perception of the level of consumer satisfaction can also be influenced by the reputation of the store, advertising, and other variables (Ratnasari *et al.*, 2019).

H1. Halal certification on halal culinary significantly influences customer satisfaction.

#### *Halal certification on halal culinary and behavioral intention*

In recent years, halal has become a universal concept that not only covers slaughtering procedures, social justice and welfare but also encompasses products and services of the highest quality to meet the ever-increasing awareness and needs of consumers in a challenging global market (Selim *et al.*, 2019). Muslim consumers with various interests seek information about halal food standards and are interested in things related to halal. For example, religious Muslim consumers are more concerned about consuming Islamic approved products and looking for more information and news about halal products than their less religious counterparts (Muhamed *et al.*, 2013). Some Muslim consumers are more knowledgeable than others about the difference between schools of thought about halal standard views, the ability of the state in halal technology, standardization processes, and other factors of confidence that stand out in this country in this regard. They might deduce the credibility of the halal logo based on their knowledge and beliefs about the state of halal ratification. Credibility can essentially be translated as the extent to which consumers trust information provided by sources and originates from their belief in information sources (Hovland *et al.*, As cited in Metzger and Flanagan, 2013).

In this case, consumer trust in the certifier forms perceived credibility with regard to logo certification. For example, among the salient factors in the country could be the size of a country's Muslim population and its religious conservatism. Muslim consumers may believe that countries with Muslim populations and countries with more Islamic conservative prospects will be more sincere and strict in upholding Islamic rules. Consumers may believe that halal certifiers from these countries are more trustworthy, and as such, their halal logo is more credible than others.

Consumers recognize the value of a product from the logos they know, and especially those that are credible in providing the specified standards (Sirieix *et al.*, 2002). The more that people appreciate certain product attributes, buying products with attributes becomes more important (Nguyen *et al.*, 2017). Consumers who believe that the halal logo is very valuable and symbolized by its credibility, will decide to buy the product. Therefore,

consumers' belief that the halal logo shows the credibility of a food is likely to affect their intention to use the halal logo in making purchasing decisions for packaged food.

H2. Halal certification on halal culinary significantly influences behavioral intention.

#### *Destination brand and customer satisfaction*

Jeong *et al.* (2019) in their study confirm that destination image or brand is positively related to tourist satisfaction which highlights the important contributions made by destination image to the development of individual satisfaction, improving the image tourists have of a destination. This should be a goal of management where destination managers could improve the image of a destination by utilizing social media. Coban (2012) proves that there is a significant influence of destination image on tourist satisfaction. The positive image of a destination causes high satisfaction and the negative image causes dissatisfaction or displeasure. Sun *et al.* (2013) through his research in Hainan tourism destinations, stated that China also proves that tourists who develop positive perceptions (images) from Hainan obtain better satisfaction from their experiences. This proves that the image of the destination positively influences the satisfaction of tourists when visiting tourism destinations. Tasci and Gartner (2007) in Artuğer *et al.* (2013) explained that the destination image influences tourist behavior such as intending to visit again, recommending it to others, or visiting again to a tourism destination.

Based on this it can be concluded that future tourist behavior that positively evaluates the image of a tourism destination is likely to re-visit and recommend related tourism destinations to others. Lovelock *et al.* (2010) explained that true loyalty lies in customer satisfaction (tourists) where tourists who are very satisfied or like services tend to be loyal supporters of the company (tourism destinations). This form of loyalty can be in the form of combining all purchases with one service provider, in the case of tourism by returning to the same destination and spreading positive news about the destination.

H3. Destination brand significantly influences customer satisfaction.

#### *Satisfaction on behavioral intention*

Satisfaction is a product of service quality and has a strong influence on consumer's behavioral intention (Choi *et al.*, 2018). According to Xiao *et al.* (2019), satisfaction had a significant effect on the participants' behavioral intention, with satisfaction directly leading to the behavioral intention because participants who were satisfied would like to renew their engagement in the event due to the previously received services. Saeed *et al.* (2020) in their study also stated that satisfaction positively influences the customer's intention. Intentions to repurchase a service or suggest it to others are the potential consequences of satisfaction with that particular service (Liao *et al.*, 2017). Satisfaction and delight have a positive significant effect on behavioral intention; achieving customers' satisfaction and positive emotional reaction (such as delight) are crucial, as satisfied customers are more likely to repeat the consumption experiences (Foroughi *et al.*, 2019).

H4. Satisfaction significantly influences behavioral intention.

#### *Emotional experiences on customer satisfaction*

Satisfaction is derived from the tourism experience which largely refers to the emotional state of the specific destination of tourist visits (Baker and Crompton, 2000; Jayawardena,

2002). Kotler (2000) states that satisfaction is an individual's feelings towards pleasure and displeasure, which results from comparing the performance (or results) of a product or service that is felt in relation to one's expectations. Therefore, tourist satisfaction has been identified as one of the most important factors in linking the development and attractiveness of the tourism business. Thus, the tourism industry has had an extraordinary effect on the choice of tourist destinations, facilities, ease of accessibility, consumption of products and services along with local food (Kozak and Rimmington, 2000).

A number of research findings confirm the relationship of satisfaction with respect for tourist behavior (Prayag *et al.*, 2017; Suhartanto and Triyuni, 2016). According to Hui *et al.* (2007), revisiting and possibly recommending a particular place are largely influenced by tourist satisfaction. Studies that focus on the experience of tourist satisfaction for local food reveal tastes experience creating positive perceptions and increasing levels of satisfaction among local and international tourists' intentions to re-visit (Ryu and Jang, 2006; Ling *et al.*, 2010). For example, Ling *et al.* (2010) investigated the relationship between tourist satisfaction and behavioral intentions from the perspective of buying local food in Lombok. This positive perception will lead to a positive image in consumers' minds and increase their level of satisfaction.

*H5.* Emotional experiences significantly influence customer satisfaction.

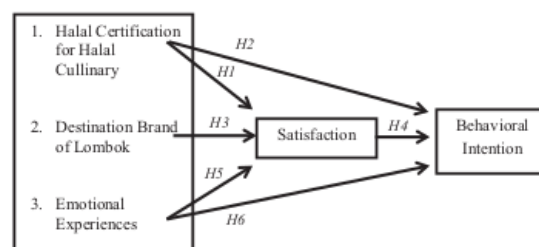
#### *Emotional experiences and behavioral intention*

The concept of consumer behavioral intention refers to the opportunity for customers to repurchase service offerings that have been consumed (Othman *et al.*, 2013; Wu, 2015). Behavioral intention can be regarded as the individual's expected or planned future behaviors (Çelik *et al.*, 2019). Overall, actions of behavioral intentions are embedded by service quality, customer satisfaction, and positive perceptions of service providers (Othman *et al.*, 2013; Kitapci *et al.*, 2014; Chen and Chen, 2010; Ha and Jang, 2010). Venkat (2007: 104) found that positive experiences gained with certain companies ensured that they will voluntarily share their experiences with others. Customers who have visited and consumed will experience interesting experiences (Figure 1).

*H6.* Emotional experiences significantly influence behavioral intention.

#### **Method**

The research design used in this study is an explorative quantitative approach. The measurement method of research will be more easily understood through quantitative methods using a questionnaire as a tool to find out the perceptions of respondents, namely foreign and domestic Muslims who have visited tourist islands in Lombok in the past three years.



**Figure 1.**  
Conceptual model

This method is carried out in three stages: the first stage, to map the perceptions of tourist intentions to return to the Halal Tourism tourist destination in Lombok obtained from the results of the data mining process through in-depth interviews with informants in the preliminary test. The second stage, a pre-survey was conducted, namely, the distribution of questionnaires to 50 respondents as a form of testing the questionnaire material, whether each sentence had been understood easily or was still confusing. Then, the third phase was carried out by continuing with the survey of 400 respondents consisting of Muslim foreign and domestic tourists who had visited Lombok island in the past three years. The sampling technique in this study is non-probability sampling, where researchers cannot obtain a list of all members of the population (Danim, 1997: 93). Thus, the sampling technique was taken by purposive sampling. The analysis technique used in this study is structural equation modeling-partial least square (SEM-PLS).

**Results**

The SEM-PLS test is an analytical method that is not based on many assumptions. Data may not be normally distributed, with nominal, ordinal or interval-to-ratio scales. SEM-PLS can be used to confirm the theory and explain the presence or absence of relationships between latent variables. SEM-PLS processing using smartPLS 3 is conducted in two stages:

- (1) The first step is to test the outside model.
- (2) The second stage is testing the inner model. At this stage the aim is to find out whether there is influence between variables. Tests are carried out using the *t* test.

*Hypothesis testing*

Following are the estimated values of each relationship between the research variables (Table 1):

Based on the table the following can be interpreted:

- The estimated coefficient of halal certification is 0.043. The coefficient is marked positive if halal certification increases customer satisfaction. Conversely, the lower the level of halal certification, the lower the customer satisfaction. Based on the *t* value, the significance value is 1,699 ( $p > 0.05$ ) so there is no significant effect between halal certification and customer satisfaction.
- The magnitude of the halal certification coefficient on behavioral intention is 0.820. The coefficient is marked positive if halal certification is increased, the higher the behavioral intention, and the lower the halal certification, the lower the behavioral intention. Based on the value of *t* 0.000 ( $p < 0.05$ ) there is a significant influence between halal certification on behavioral intention.

Hypotheses relationship	Original sample (O)	Statistic <i>t</i> (  O/STDEV  )	Value <i>P</i>	Hypothesis accept
Halal certification → Satisfaction	0.043	1.699	0.306	<i>H1</i> rejected
Halal certification → Behavioral intention	0.820	15.402	0.000	<i>H1</i> accepted
Destination brand → Satisfaction	0.808	12.018	0.198	<i>H1</i> rejected
Satisfaction → Behavioral intention	0.678	12.001	0.000	<i>H1</i> accepted
Emotional experiences → satisfaction	0.275	5.552	0.000	<i>H1</i> accepted
Emotional experiences → Behavioral intention	0.224	2.670	0.016	<i>H1</i> accepted

**Table 1.**  
Estimated variable  
coefficient value

- The estimated coefficient of destination brand to customer satisfaction is 0.808. The coefficient is marked positive if the increase in destination brand causes higher customer satisfaction. The lower the destination brand, the lower the customer satisfaction. Based on the *t* value, the significance value is 0.198 ( $p > 0.05$ ) so that there is no significant effect between destination brands on customer satisfaction.
- Based on the value obtained 0.000 ( $p < 0.05$ ) the estimated value of the customer satisfaction coefficient for behavioral intention is 0.678. The coefficient is marked positive if customer satisfaction is increased with higher the behavioral intention. The lower the customer satisfaction, the lower the behavioral intention. Based on the *t* value, the value obtained is 0.000 ( $p < 0.05$ ) and there is a significant effect of customer satisfaction on behavioral intention.
- The number of emotional experiences coefficient on customer satisfaction is 0.275. The coefficient is marked positive if an increase in emotional experiences causes higher customer satisfaction. The lower the emotional experiences the lower the customer satisfaction. Based on the calculated *t* value obtained 0.000 ( $p < 0.05$ ) there is a significant influence between emotional experiences on customer satisfaction.
- The estimated coefficient of emotional experiences for behavioral intention is 0.224. The coefficient is marked positive if emotional experiences are increased and the higher is the behavioral intention. The lower the emotional experiences the lower the behavioral intention. Based on the *t* value, the significance value is 0.016 ( $p < 0.05$ ) so there is a significant influence of emotional experiences on behavioral intention.

*Testing the goodness of fit*

The analysis of the inner model/structural analysis model is carried out to ensure that the structural model is sturdy and accurate. Evaluation of internal models can be seen from several indicators which include:

- The coefficient of determination ( $R^2$ )

Testing on structural models is done by looking at the  $R^2$  value which is a goodness-fit test model. The inner model test can be seen from the  $R^2$  value in the equation between latent variables. The value of  $R^2$  explains how many exogenous (independent/independent) variables in the model are able to explain endogenous (dependent/dependent) variables (Table 2).

$R^2$  value shows the effect of the halal certification variable, on behavioral intention, which is 0.576 or 57.6%. Then the influence of destination brand variables on behavioral intention is 0.607 or 60.7%. Then the influence of customer satisfaction variables on behavioral intention is 0.752 or 75.2%.

- Predictive relevance (Q2)

Constructs	$R^2$	Adjusted $R^2$
Halal certification	0.576	0.561
Destination brand	0.607	0.691
Customer satisfaction	0.752	0.754

**Table 2.**  
 $R^2$  value

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In addition, the  $R^2$  model is also evaluated by looking at the value of Q-square. Q-square value can be calculated as follows:  $Q^2 = 1 - (1 - 0.561) (1 - 0.691) (1 - 0.754) = 0.9807$  and as  $Q^2 > 0$ , it can be concluded that the halal certification model, destination brand, and customer satisfaction affect behavioral intention are relevant.

### Discussion

The purpose of the study is to examine the customer satisfaction variable as the intervening variable between halal certification on halal culinary, destination brand, emotional experiences towards behavioral intention in the Lombok tourism context.

SEM test results show there is no effect of halal certification on halal culinary on consumer satisfaction that occurs in Lombok tourists, thus the statement in *H1* stating that halal certification for halal culinary does not affect consumer satisfaction is not supported. This fact indicates that tourists in Lombok do not take into account halal certification to fulfil their satisfaction with food; this could be because the majority of Lombok residents are Muslims and thus the dominance of food products in Lombok are halal products because they are made by Muslims who are the majority population. Considering satisfaction is a relationship between expectations and experience in using or consuming a product or service where the expectations of consumers are met by the experience of use and beneficial to themselves, and consumers will feel satisfied (Fornell *et al.*, 2001; Oliver, 2005), then halal certification is not a significant part of the expectations of tourists visiting to enjoy culinary tourism in Lombok. Moreover, tourists in Lombok are dominated by foreign tourists from countries that are not predominantly Muslim, so they do not consider the halal aspect in their consumption.

Although halal certification has no effect on consumer satisfaction (*H1* is not supported), the analysis test found that halal certification has a significant influence on behavioral intention. This is evidenced by the receipt of the statement in *H2* that states halal certification for halal culinary influences behavioral intention. With the acceptance of this hypothesis, consumer satisfaction does not always correlate with Wu's consumer loyalty, Li-wei (2011), where loyalty is part of the behavioral intention dimension. The statement in *H2* is also indirectly supported by the insignificance of *H1*, because halal certification does not determine the satisfaction of tourists, so it is possible that behavioral intention is influenced by other factors.

In line with *H1*, the statement in *H3* which states that Destination Brand of Lombok has an effect on Customer Satisfaction is not supported based on the results of the hypothesis test on the SEM test. Thus, the same as for halal certification, the destination brand is not a determinant in tourist satisfaction in Lombok. Stabler in Jenkis (2011) states that destination image influences the decision-making process for potential tourists; thus, this statement indicates that destination image is not a determinant in the level of tourist satisfaction. In line with what Phelps and Narayana (2000) stated that the image of a tourist destination will fade over time because it is interfered with by visits to similar tourist attractions which produce some diverse information in the memory so that the image of the initial tourist destination becomes biased. The fading of this destination image prevents the destination image from affecting the level of satisfaction of tourists who have visited Lombok. Thus, the destination image of Lombok can provide a beautiful experience that becomes the moment of the truth, and the local government should improve its service strategy better during halal travel in Lombok, from the airport to tourist attractions with Muslim friendly hotels and restaurants.

In several theories and research results, there is a significant relationship between satisfaction with customer loyalty. SEM test results in this study state that there is a

significant influence between consumer satisfaction with intention behavior (input “phi” value); thus, the statement in *H4* which states that Customer Satisfaction influences Behavioral Intention is supported. This result certainly strengthens the theory. Consumer loyalty to products or services is part of the behavioral intention dimensions (Parasuraman, Zeithaml, and Berry 1996 in Tjiptono, 2011). Thus, tourists who are satisfied with culinary tourism in Lombok have the possibility to be loyal and also the possibility to provide recommendations to others, through their positive experience stories.

However, *H1* and *H2* state that consumer satisfaction is influenced by halal certification and destination image are not significant. Lombok tourists still feel satisfaction with their arrival in Lombok, meaning there are other factors besides those proposed in the hypotheses that make tourists satisfied.

*H5* states that emotional experiences influence customer satisfaction, which is accepted in the significance test. Thus, of the three constructs offered by researchers of the factors that allow tourists to feel satisfied when in Lombok, it turns out that only emotional experiences affect their satisfaction. Emotional experiences are the results of evaluations of consumer interpersonal relationships. This is in line with research conducted by Wu Li-Wei (2011) that consumer interpersonal relationships have an influence on the relationship between satisfaction and loyalty on service attributes that are experiences. Experiences attributes mean the characteristics of services that can only be felt and evaluated by the consumer after the consumer pays for the service which he will use for his own tourist destination, including the attributes of this service.

The acceptance of *H5* is further supported by the existence of significant results in the statement of *H6* which states that emotional experiences influence behavioral intention. With the satisfaction of tourists caused by emotional experiences that affect behavioral intention (see *H4*) it turns out emotional experiences can also be determinants of behavioral intention in tourists in Lombok.

Of all the explanations, all hypotheses in this study will be a reference for tourism marketing strategies in Lombok. Of the several constructs studied by researchers that are an important concern for marketers to influence the intention of tourist behavior, attempting to improve the emotional experiences of tourists can be done by making efforts to improve the quality of services that lead to the engagement and relationship of tourists with the travel service provider. In addition, although halal certification is not an important factor in increasing tourist satisfaction, halal certification is still a determinant of the success of tourists in Lombok because halal certification has an influence on tourist behavioral intention. The era of halal tourists has now become mainstream for the world considering the growth of followers of Islam in various worlds has increased besides that there began to be a mass awareness of the fulfilment of aspects of religious rules in economic and social life because only Islam has a reference or not a product or services used. With the halal certification, tourists who have visited Lombok have the possibility to make recommendations or relate positive experiences to potential tourists. Thus, a destination image will be formed for potential tourists that tourism in Lombok is safe to be used by prospective Muslim tourists from all over the world.

Lombok Island has many natural attractions, culture and unique customs. Lombok Island also has several small islands that are very well known worldwide: the islands are called Gili Air, Gili Meno, Gili Nanggu to Gili Trawangan. These small islands are very famous for their natural beauty, free from air pollution from vehicles, beautiful blue beaches which can channel hobbies by playing water sports and diving. The Gilis are one of the best natural attractions in Indonesia that tourists prefer.

Lombok also has a very special beach tour, as well as beautiful and charming beaches such as Tanjung Aan Beach, Senggigi Beach, Kuta Beach, Batu Bolong, Kerandangan, Batu Layar Beach and many other beaches that can provide distinctive memories of the beach atmosphere. In addition to island and beach tourism, Lombok Island also has natural attractions that are no less beautiful, such as Pusuk Forest Tourism for feeding wild monkeys, Benang Setukel Waterfall Tourism, Kokoq Brain, Kawahq Waterfall, Sendang Gile Waterfall and others.

A Thousand Mosques is a nickname for Lombok, because every tourist attraction that exists is established near places of worship. This was done by the Governor of West Nusa Tenggara as one of Lombok's steps to promote halal tourism. Although many foreign visitors who come still respect foreign visitors who are Muslim, both are facilitated and have memories of tourism in Lombok.

### Conclusion

The results showed that halal certification for halal culinary had no effect on customer satisfaction, but influenced behavioral intention, destination brand of Lombok had no effect on customer satisfaction, customer satisfaction influenced behavioral intention, and emotional experiences affected customer satisfaction and behavioral intention. Thus, the government and tourism organizers in Lombok need to provide socialization for domestic and foreign tourists on the need to choose halal-certified food and drinks to ensure halal and hygiene. In addition, so that the destination image of Lombok can provide a beautiful experience that becomes a moment of the truth, then the local government should improve its service strategy holistically. Although this study has provided some interesting findings, there are a number of limitations of this research. First, this data is collected from users in the Lombok area only. Future studies can be carried out in different areas to examine generalizations of theoretical models that researchers propose further. Second, this research only focuses on the customer satisfaction variable as the intervening variable between halal certification on halal culinary, destination brand, emotional experiences towards behavioral intention. Future research can include other factors such as religiosity, repurchase intention, and many more. Because this research adopts a quantitative method, future research can also conduct research with a qualitative approach that is deemed necessary so that it can further explore respondents' answers.

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