CAN THE HALAL AND CHSE CERTIFICATION IMPROVE THE TOURISTS INTENTION VISIT TO THE RESTAURANT? EMPIRICAL STUDIES IN HALAL RESTAURANT IN TOURISM AREA LOMBOK ISLAND

Azidni Rofiqo[1], Muchtim Humaidi[2]
[1]Universitas Negeri Surabaya, Indonesia
[2]Institut Agama Islam Negeri Ponorogo
[1]azidnirofiqo@unesa.ac.id, [2]muchtim@iainponorogo.ac.id

Abstract: This study aims to investigate the effect of CHSE and Halal certification on tourist intentions to visit halal restaurants in the halal tourism area of Lombok Island. This study is crucial as it represents the first comprehensive investigation into the interaction between CHSE certification and halal certification in the context of behavioral studies. Research Methods: This study uses a quantitative approach, namely the structural equation model-partial least square with a Likert scale survey with a total of 100 Muslim tourists as respondents. The findings of this study indicate that CHSE certification does not exert a direct influence on intention; however, it does impact intention indirectly through the mediation of trust. In contrast, halal certification demonstrates a significant positive effect on tourist intentions, both directly and indirectly, with trust serving as a mediating variable. This research recommends that the government continue promoting CHSE and halal certification among halal tourism entrepreneurs. Additionally, given the limited sample size of respondents in this study, future research should aim to encompass a broader demographic across Indonesia.

Keywords: CHSE Certification, Halal Certification, Halal Restaurant, Tourist, Halal Tourism.

INTRODUCTION

This study aims to examine the effects of CHSE certification and halal certification on tourists' intentions to visit halal restaurants within halal tourism areas. Indonesia, with a total population of 275.8 million (Badan Pusat Statistik, 2023), is the fourth most populous country in the world. Of this population, 227,226,404 individuals are Muslims, constituting 86.7% of the total population (Nag, 2019). This data indicates that the market for the halal tourism industry in Indonesia is highly attractive and has the potential to generate significant economic value. Halal tourism is defined as visits to tourism sites and industries that offer products, services, and management in accordance with Shari'ah principles (Perda NTB No.2 Th. 2016).

The Province of Nusa Tenggara Barat (NTB) is at the forefront of seizing opportunities in halal tourism, leveraging its rich natural resources and human capital, along with a strong Islamic cultural heritage. This strategic focus on halal tourism aims to attract visitors, particularly Muslim tourists. In 2016, NTB was recognized as the world's best halal tourism destination and the world's best halal honeymoon destination. Subsequently, in the following year, NTB consistently ranked first according to the Indonesian Muslim Travel Index (GMTI, 2019). These accolades underscore the significance of examining the halal tourism industry in Nusa Tenggara Barat.

Although halal tourism holds significant potential, it faces notable challenges. One key issue is catering to a diverse customer base (Vargas-Sánchez & Moral-Moral, 2019). For instance, halal-compliant restaurants and resorts may deter non-Muslim visitors due to

restrictions like the absence of alcohol or gender-segregated facilities, which could affect return visits. Additionally, Muslim tourists may be discouraged by insufficient halal signage in dining establishments, limiting their likelihood to recommend or revisit these locations. Thus, concerted efforts by governments and local authorities are essential to foster acceptance and support for the success of halal tourism.

For introduction, this research intends to focus on halal certification as a mechanism to provide certain assurances to customers, especially for Muslim tourists who are looking for halal food (Marzuki et al., 2012). This is an important road to be aware of because one of the most prevalent motivations for traveling is to find fascinating places to dine and enjoy wonderful local cuisine (Bashir, 2019).

Indonesia's tourism sector, a significant national asset, was the country's second-largest source of foreign exchange in 2019, generating USD 16.91 billion (BPS, 2022). However, the Covid-19 pandemic severely disrupted this sector, reducing foreign exchange earnings to USD 3.31 billion in 2020 and USD 0.54 billion in 2021. In response, the government introduced the national CHSE standard (SNI 9042:2021), designed to uphold Cleanliness, Health, Safety, and Environmental Sustainability in tourism operations, with the aim of restoring tourists' confidence in safety protocols (Peraturan BSN RI No 24 Th 2021). To further support CHSE compliance, the Ministry of Tourism and Creative Economy allocated funding for the certification of 260 tourism enterprises, including hotels, restaurants, and attractions (Menparekraf No. SK/85/II.00.01/MK/2022, 2022). This initiative seeks to ensure adherence to health protocols, thereby facilitating the

sustainable operation of the tourism sector amid ongoing pandemic-related challenges.

Halal tourism is currently gaining popularity worldwide, especially aimed at Muslims who adhere to Islamic rules. It is a term generally synonymous with Muslim travel with a simple concept reflecting Halal tourism in that such hotels do not serve alcohol and offer separate facilities such as swimming pools or spas for men and women (Battour et al., 2017). Given that the Muslim population is one of the areas of the global travel business that is growing the quickest, it is expected that halal travel is now possible (Mohsin et al., 2016). According to Global Muslim Tourism (GMTI, 2019), Indonesia was ranked sixth in 2015 and rose two levels further to fourth in 2016 and for the first time was ranked the same as Malaysia in 2019.

The rising demand for halal tourism offers a strategic opportunity for the tourism industry to cater to Muslim touristsspecific needs. Increasingly, these tourists seek Muslim-friendly services, including halal-certified restaurants, accommodation, and facilities like halal apps, airports, and healthcare (Battour et al., 2017). This demand has prompted tourism providers to innovate and adapt their offerings accordingly. Halal tourism, defined by Jafari and Scott, (2014) as adherence to Sharia principles within travel experiences. Eid, (2013) highlights its role in fostering knowledge, relationships, and cultural appreciation rooted in Quranic teachings, while Rofiqo, (2022) describe it as a service model delivering comfort, affordability, and religious compliance to Muslim travelers.

Muslim behavioral intentions encompass two key dimensions. The first is the commitment to Islamic values in both economic and

social practices (Sholihin et al., 2023). For instance, Muslims' intention to pay zakat is often driven by adherence to Islamic law (Bin-Nashwan et al., 2021), and halal consumption choices are shaped by both religious principles and economic considerations, demonstrating a degree of flexibility (Kasri & Chaerunnisa, 2022). The second dimension involves non-religious motivations. For example, entrepreneurial aspirations are influenced by factors such as educational support and perceived behavioral control (Ezeh & Nkamnebe, 2020), while millennials' intentions to visit specific places are shaped by attitudes, social norms, and perceived behavioral control (Koe et al., 2012). These insights suggest that Muslim behavioral intentions are driven by both religious and socioeconomic factors. This dual influence highlights the need for integrating CHSE and halal certifications when evaluating visits to halal-certified restaurants in tourism contexts, a concept that offers novel implications for halal tourism.

During the Covid-19 pandemic, the government implemented a PSBB policy (large-scale social restrictions) to reduce the impact of Covid-19 on society (PP RI No. 21 Th 2020), at that time the tourism industry had the hight risk of closing tourism destinations, including restaurants in tourism area, so that restaurants had to try to find innovations in serving and offering their products. Some restaurants are innovating with drive thru services, which are a type of take-out food service where customers can use a product or service without leaving their vehicle. There are also those who innovate in providing products and services for food and beverage delivery, namely restaurant services when consumers order food and drinks online, then the restaurant

delivers their orders to consumers without the need to come directly to the restaurant.

CHSE certification by National Certification Agency is the right step for the Indonesian government to convince the public and tourists that the place is safe and healthy. The government through the ministry of tourism and creative industries has also issued a guidebook for implementing CHSE in restaurants, where the implementation manual has been determined in detail such as rules regarding entrance areas, food and beverage services, payments and exits, food and beverage delivery services, kitchens, administration rooms and employee rooms which have been adjusted to PSBB regulations, so that safety, cleanliness and health can be guaranteed in restaurants (Kementerian Pariwisata dam Ekonomi Kreatif, 2020). According to Illiyyina et al., (2021) CHSE certification has an effect on public trust because places that are CHSE certified can guarantee cleanliness, health, safety, and environmental sustainability, which has an impact on people who want to visit more and more. Based on findings above, we offer the following hypothesis:

H1a = CHSE certification has a positive significant effect on tourist trust.

H1b = CHSE certification has a positive significant effect on tourist intentions to visit halal restaurant in tourism area.

The growing awareness among Muslim communities regarding halal has led to an increased demand for a halal certification system (Prabowo et al., 2015), which is crucial for assuring consumers that products are prepared in accordance with Sharia principles (Farhat et al., 2019). While halal is often associated primarily with food, it

encompasses a broader spectrum of aspects integral to Muslim life, including cosmetics, medications, banking, travel, and technology (Khan et al., 2018). Adherence to the halal standards delineated in the Qur'an and Sunnah represents a significant obligation for Muslims globally, even within non-Muslim-majority contexts (Zulfakar et al., 2018). Thus, halal certification is essential within the realm of halal tourism, serving as a critical mechanism for Muslim travelers when navigating new destinations (Suharko et al., 2018). In Indonesia, the Halal Product Guarantee Agency (BPJPH) is responsible for overseeing the certification process. The implementation of halal standards profoundly influences food production in halal tourism, as travelers increasingly seek opportunities to sample local cuisine. The visibility of halal certification not only bolsters confidence among Muslim tourists but also enhances the trust of non-Muslim tourists (Katuk et al., 2021). Moreover, halal certification positively affects business performance, social contributions, and human resources, promoting compliance with religious standards, enhancing customer satisfaction, and generating employment opportunities while addressing societal challenges. It also stimulates sales and shapes consumer purchasing behavior. Empirical studies have demonstrated that halal certification significantly enhances consumer confidence (Handriana et al., 2020; Katuk et al., 2021), thereby fostering public trust in the authenticity of halal products and services and rendering certified items more attractive to consumers, which leads to the following hypothesis:

> H2a = Halal certification has a positive significant effect on tourist trust.

H2b = halal certification has a positive significant effect on tourist intentions to visit halal restaurant in tourism area.

Trust is a pivotal construct that underlies future collaboration, encompassing both cognitive and emotional dimensions, with confidence being socially driven. Wu et al., (2015) onceptualise trust as a rational choice informed by an understanding of others' motivations, while Hassani & Moghavvemi, (2019) underscore its critical role in shaping behavioural intentions. In the context of halal tourism, destination trust refers to the assurance tourists derive from service providers, influenced by factors such as halal facilities, certification, governmental support, and stakeholder involvement. This study aims to examine the interplay between traditional perceptions and trust within halal tourism services. Existing literature consistently demonstrates that trust significantly influences behavioural intentions; for instance, Morgan & Hunt, (1994) argue that trust enables firms to cultivate and maintain consumer intentions. Lestari et al., (2023) further affirm that cognitive constructs of trust exert a considerable impact on tourists' intentions to visit halal tourism destinations. Therefore, we propose the following hypothesis:

H3 = Trust has a positive significant effect on the intention to visit a restaurant in tourism area.

METHODS

Sampling and Approach

This research is a quantitative research that is synonymous with positivistic philosophy (Uma Sekaran & Bougie, 2016), where the SEM-PLS (structural equation modeling-partial least squared)

approach is used to answer the research. We used the SEM-PLS approach with the consideration this study aims to predict the causality relationship between CHSE and Halal certificates with tourists trust and intentions to visit Halal restaurants, so that the most suitable research is SEM-PLS or variance base SEM (Mahfud Sholihin & Ratmono, 2013).

The questionnaire uses a Likert scale with a criteria value of 1 - 5 (strongly disagree - strongly agree). Rensis Likert established the Likert scale, which is a well-known scale used in measuring a construct through a questionnaire (Likert, 1932). We employ a purposive strategy with the premise that prospective respondents are visitors who frequent CHSE and Halal certified eateries on Lombok Island. Then, to determine the number of respondents, we utilized the five rules of thumb approach by multiplying the indicator by five (Hair et al., 2017), namely 19 x 5 = 95, and the results of the data collected were 100, which satisfied the five rules of thumb method.

Measurement Models

The purpose of the measurement model evaluation is to examine the validity and reliability of the instruments utilized. Confirmatory factor analysis (CFA) was performed to examine concept validity, which included convergent and discriminant validity. Convergent validity is a measure that indicates that a set of indications represents one hidden variable. The loading factor, average variance extract (AVE), and composite reliability (CR) are all indicators of convergent validity (Hair et al., 2017). The multicollinearity is measured by the Variance Inflation Factors (VIF) value, if the VIF value is less than 5 describe that is no multicollinearity.

Discriminant validity is a further indicator of construct validity in addition to convergent validity. The degree to which a construct is entirely distinct from other constructs is known as discriminant validity (Joseph F. Hair et al., 2014). Technically, a construct must not be substantially linked with other constructs in order to have discriminant validity. The researcher cannot be certain that the hypothesized structural path actually happens or is just the product of statistical differences when there is a high correlation between the two variables if discriminant validity is not viewed as a construct measure condition (Fornell & Larcker, 1981). The Heterotrait-Monotrait ratio and the Fornell and Larcker Criteria both contribute to discriminating validity. Fornell and Larcker criteria where the number on the thick diagonal represents the AVE values root and the remaining values represent the correlation coefficient. Fornell and Larcker's criterion value states that the AVE square root value of the latent variable must be greater than the correlation between the latent variable and the other variables (Fornell & Larcker, 1981) in order for discriminant validity to be met.

RESULT AND DISCUSSION

Result

The following table contains details on the respondent's profile, including information about gender, age, marriage, education level, and monthly income.

Table. 1 Respondent Profile

Demographics	Item	Frequency	Percentage
Gender	Male	64	64%
	Female	36	36%

	<24	15	15%
Age	25-40	56	56%
	41-56	29	29%
Marital Status	Married	48	48%
	Single	52	52%
Education Level	Senior Hight School	34	34%
	Graduate School	54	54%
	Others	12	12%
Monthly Income	<5 Million	16	16%
	6-20 Million	78	78%
	>21 Million	6	6%

According to the table data, it can be seen that male make up the majority of respondents (64%) by gender. The largest respondents by age are those between 25 until 40 years old, or the millennial generation, with 56% of the total. The highest level of education is graduate school, with 54% of respondents having it, followed by senior high school with 34%, then in terms of monthly income the majority of respondents are 6-20 million.

Measurement Model

Based on Table 2, the findings indicate that all constructions have outer loading values that are greater than the suggested threshold of 0.6 (Joseph F. Hair et al., 2014), ranging from 0.664 to 0.886. The AVE value then fluctuates between 0.591 to 0.750, above the suggested range of 0.50 (Fornell & Larcker, 1981; Joseph F. Hair et al., 2014). Then, the CR values varied between 0.878 to 0.938, above the 0.7 value that had been suggested (Joseph F. Hair et al., 2014; Kline, 2016). Based on these results it can be seen that all indicators of convergent validity have been met because the outer loading, AVE, CR

and Cronbach alpha exceed all parameters, so it can be concluded that all construct items are valid instruments in constructing each.

Table 2. CFA (validity, reliability and collinierity

Construct	Item	Code	Loading	VIF	β	CR	AVE
Perceived CHSE Certification	I feel a CHSE certified restaurant is really clean	CL	0,79	1,56	0,86	0,91	0,71
	I feel a restaurant that is CHSE certified is really healthy	HL	0,83	2,45			
	I feel CHSE certified restaurants are really safe	SF	0,83	3,28			
	I feel CHSE certified restaurants are really environment	ES	0,86	2,26			
Perceived of Halal Certification	I believe that manufacturers' use of halal certification can persuade customers that a product is halal.	HC1	0,87	2,60	0,92	0,94	0,75
	I believe halal certification can increase a product's marketability.	HC2	0,87	2,82			
	For me, halal-certified goods are crucial.	HC3	0,88	2,88			
	In my opinion, products with the halal mark are more appealing	HC4	0,86	2,53			

	than those without it.						
	I am aware that some products use counterfeit halal logos.	HC5	0,85	2,49			
Trust	I believe this halal and CHSE certificate in restaurant performs as expected.	TR1	0,77	1,68	0,83	0,88	0,59
	I believe I can trust this restaurant product.	TR2	0,66	1,41			
	I believe I can reliable this restaurant product.	TR3	0,86	2,18			
	I feel confident with this restourant product with CHSE and Halal Certificate	TR4	0,79	1,77			
	I trust this restaurant with the CHSE and Halal Certificate	TR5	0,75	1,60			
Intention	I intend to visit this restaurant in the future	INT1	0,67	1,48	0,87	0,90	0,66
	I will choose restaurant with CHSE and Halal certificate	INT2	0,80	2,33			
	I will tend to choose restaurant with CHSE and Halal certificate in the future	INT3	0,87	3,32			

| | I will fulfill my tour needs by visit restaurant with CHSE and Halal certificate | INT4 | 0,82 | 2,56 | | | |
| | I will visit the restaurant with CHSE and Halal certificate in my tour | INT5 | 0,87 | 2,96 | | | |

Based on the numbers shown in Table 2, it can be deduced that discriminant validity is satisfied because the AVE root value (skewed data) has a greater value than the other values. The convergent validity and discriminant validity requirements have all been met based on the test findings of all the instruments employed with CFA, hence it can be stated that the instruments used in the study may be utilized to evaluate the suggested model hypothesis.

Table 3. HTMT

Variable	Intention	CHSE Certification	Halal Certification
CHSE Certification	0,654		
Halal Certification	0,741	0,796	
Trust	0,848	0,758	0,816

According to Joseph F. Hair et al., (2014) and Schumacker & Lomax, (2015), the heterotrait-monotrait ratio is the average of the heterotrait-heteromethod correlation and the average monotrait-heteromethod correlation. Based on Table 2, it is clear that the Heterotrait-Monotrait ratio (HTMT) value is between 0.654 to 0.848, which is in accordance with the necessary criteria that the HTMT ratio

value must be less than 0.85, because a value of 0.85 or higher indicates a lack of discriminant validity (Kline, 2016).

Testing the Hypothesized Model

The beta (β), R^2 and t-values can be employed using a bootstrap approach with 5,000 repeated samples to test the postulated structural model (Joseph F. Hair et al., 2014). The results of testing the structural model, which displays the findings of hypothesis testing, are shown in Figure 1 and Table 4. The findings of the SEM analysis demonstrate a positive and significant relationship between the five hypothesized variables, but the one hypotheses had no significant realtionships that is the H_{1b}. These findings led to the acceptance of (H_{1a}: β=0.289, T = 3.003); (H_{1b}: β = 0.050, T = 0.446); (H_{2a}: β = 0.515, T = 5.555); (H_{2b}:β = 0.256, T = 2165); (H_3: β = 0.511, T = 3.916).

According to the value of R^2, it can be deduced that the trust has R^2 value 0,563 (56%), or large effect size category and the intention to visit has R^2 value 0,571 (57%) or large effect size category (Cohen, 1992).

Table 4. Assesment of the structural model

ITEM	Hypothesis	β	T Stat	Decision
CHSE Certification -> Trust	H1a	0,289	3,003[**]	Supported
CHSE Certification -> Intention	H1b	0,050	0,446[ns]	Rejected
Halal Certification -> Trust	H2a	0,515	5,555[**]	Supported
Halal Certification -> Intention	H2b	0,256	2,165[*]	Supported
Trust -> Intention	H3	0,5	3,916[*]	Suppor

		11	*	ted

Table 5. Assesment Sobel Test

ITEM	β	T-Stat	Decision
CHSE Certification -> Intention	0,148	2,189 *	Significant
Halal Certification -> Intention	0,263	3,113**	Significant

Note: * P< 0.05; ** <0.01

Figure 1. Structural Equation Model-Partial Least Square
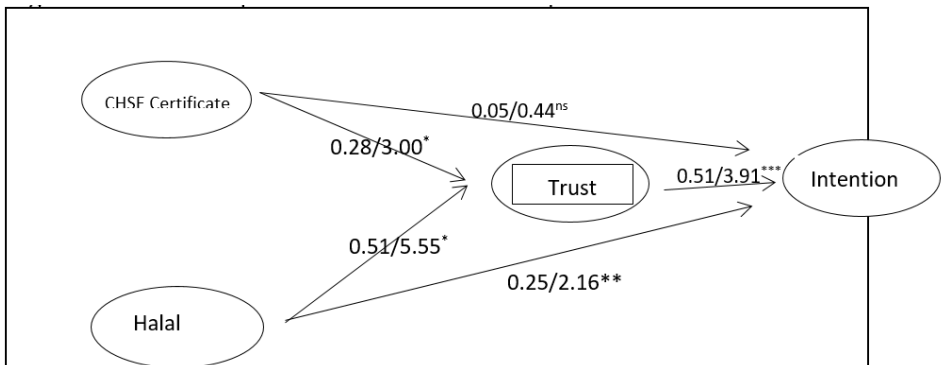
Discussion

      This research empirically shows that CHSE certification can increase the tourists trust to visit halal restaurants in Lombok Island, Nusa Tenggara Barat, this finding presents that CHSE certification has a great impact on tourism businesses, especially during the Covid-19 pandemic where tourists really need cleanliness, safety, health, and environmental sustainability to avoid the Covid-19 virus. This finding is in line with Illiyyina et al., (2021) studies which stated that CHSE certification had a positive and significant effect on tourist trust.

      Base on results of the Sobel test show that CHSE certification has a significant positive effect on tourist intentions to visit halal

restaurants through trust. As a result, it can be said that certification CHSE has a full mediating effect on tourist intentions to visit halal restaurants, contrary to statistical test results that show CHSE certification has no significant positive effect on tourist intentions to visit halal restaurants.

Base on statatistical result shows that halal certification has a positive and significant effect on tourist trust and intention to visit halal restaurants. Halal certification is a guarantee from the government, especially guarantees for halal products from the Ministry of Religion of the Republic of Indonesia, which aims one of them to protect muslim consumers to avoid consuming haram. The results of sobel test show that significantly trust mediates between halal certification and the tourists intention to visit restaurants in halal tourism areas (partial mediating). These findings confirm Handriana et al., (2020); Katuk et al., (2021) which states that halal certification can significantly increase trust while at the same time increasing the intention of muslim consumers to use (buy) halal products.

Based on these findings, we advise companies in the halal tourism sector to obtain both CHSE and halal certifications, as doing so will boost customers' trust in the companies and boost sales.

CONCLUSION

This study statistically shows that trust has a positive and significant effect on tourist intentions to visit halal restaurants in the halal tourism area on Lombok Island. Subsequent findings show that CHSE certification has a significant positive effect on tourist trust, but has no a direct significant effect on tourist intentions. The sobel test

shows that trust mediates significantly between CHSE certification and intention (full mediating effect).

Further findings state that halal certification has a significant positive effect on trust and intentions. The Sobel test shows that trust mediates significantly between halal certification and intention (partial mediating effect).

Therefore, we suggest to the business owners in the halal tourism industry to obtain CHSE certification and halal certification, as doing so will improve sales. For the government, specifically the BPJPH and the ministry of tourism and creative economy we suggest to improve its socializing to its stakeholders in order to grow the number of CHSE and halal certified enterprises. This research is limited to the number of respondents and the region, namely Lombok Island, future research can be expanded to all regions in Indonesia.

REFERENCES

Azam, M. S. E., & Abdullah, M. A. (2020). Global Halal Industry: Realities and Opportunities. *International Journal of Islamic Business Ethics*, *5*(1), 47. https://doi.org/10.30659/ijibe.5.1.47-59

Badan Pusat Statistik. (2023). Statistik Indonesia 2023. In *2Badan Pusat Statistik*. https://www.bps.go.id/publication/2020/04/29/e9011b3155d45d7 0823c141f/statistik-indonesia-2020.html

Bashir, A. M. (2019). Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention. *British Food Journal*, *121*(9), 1998–2015. https://doi.org/10.1108/BFJ-01-2019-0011

Battour, M., Ismail, M. N., Battor, M., & Awais, M. (2017). Islamic Tourism: an Empirical Examination of Travel Motivation and Satisfaction in Malaysia. *Current Issues in Tourism*, *20*(1), 50–67. https://doi.org/10.1080/13683500.2014.965665

Bin-Nashwan, S. A., Abdul-Jabbar, H., & Aziz, S. A. (2021). Does trust in zakat institution enhance entrepreneurs' zakat compliance? *Journal of Islamic Accounting and Business Research*, *12*(5), 768–790. https://doi.org/10.1108/JIABR-09-2020-0282

BPS. (2022). *Jumlah Devisa Sektor Pariwisata (Miliar US $)*. BPS Indonesia. https://www.bps.go.id/indikator/indikator/view_data/0000/data/11 60/sdgs_8/1

Peraturan BSN RI No 24 Th 2021, (2021).

Cohen, J. (1992). A Power Primer. *Psychological Bulletin*, *112*(1), 155–159. https://doi.org/10.1016/j.jorganchem.2011.01.025

Eid, R. (2013). Integrating Muslim Customer Perceived Value, Satisfaction, Loyalty and Retention in the Tourism Industry: An empirical study. *International Journal of Tourism Research*, *113*(November 2012), 101–113. https://doi.org/10.1002/jtr

Ezeh, P. C., & Nkamnebe, A. D. (2020). Islamic bank selection criteria in Nigeria: a model development. *Journal of Islamic Marketing*, *11*(6), 1837–1849. https://doi.org/10.1108/JIMA-06-2019-0123

Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting the intention of generation M to choose family takaful and the role of halal certification. *Journal of Islamic Marketing*, *10*(3), 724–742. https://doi.org/10.1108/JIMA-12-2017-0143

Fornell, C., & Larcker, D. F. (1981). Stuctural Equation Models With Unobservable Variables and Measurement Error: Algebra and Statistics. In *Working Paper No. 266*.

GMTI. (2019). Indonesia Muslim Travel Index (IMTI) 2019. In *Mastercard Crescent Rating* (Issue April).

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *Sage*. Sage.

Handriana, T., Yulianti, P., Kurniawati, M., Arina, N. A., Aisyah, R. A., Ayu Aryani, M. G., & Wandira, R. K. (2020). Purchase behavior of millennial female generation on Halal cosmetic products. *Journal of Islamic Marketing*, *12*(7), 1295–1315. https://doi.org/10.1108/JIMA-11-2019-0235

Hassani, A., & Moghavvemi, S. (2019). Muslims' travel motivations and travel preferences: The impact of motivational factors on Islamic service, hedonic and product preferences. *Journal of Islamic Marketing*, *11*(2), 344–367. https://doi.org/10.1108/JIMA-11-2018-0215

Illiyyina, I., Rahmi, F. A., Lesmana, R. H., & Kriswibowo, A. (2021). Analysis of Public Trust toward CHSE Certification Policy in Surabaya City. *Journal of Local Government Issues*, *4*(2), 121–135.

PP Republik Indonesia Nomor 21 Tahun 2020 Tentang Pembatasan Sosial Berskala Besar Dalam Rangka Percepatan Penanganan Corona Virus Disease 2019 (Covid-19), (2020).

UU RI No 33 Th. 2014 tentang Jaminan Produk Halal, 33 Presiden Republik Indonesia 40 (2014). https://doi.org/10.30656/jdkp.v4i1.6267

Jafari, J., & Scott, N. (2014). Muslim world and its tourisms. *Annals of Tourism Research*, *44*(1), 1–19. https://doi.org/10.1016/j.annals.2013.08.011

Joseph F. Hair, J., Hult, G. T. M., Ringle, C. M., & Rstedt, M. S. (2014). A Primer on Partial Least Squares Structural Equation Modeling. In *sage*. Sage Publications. https://doi.org/10.1016/j.lrp.2013.01.002

Kasri, R. A., & Chaerunnisa, S. R. (2022). The role of knowledge, trust, and religiosity in explaining the online cash waqf amongst Muslim millennials. *Journal of Islamic Marketing*, *13*(6), 1334–1350. https://doi.org/10.1108/JIMA-04-2020-0101

Katuk, N., Ku-Mahamud, K. R., Kayat, K., Abdul Hamid, M. N., Zakaria, N. H., & Purbasari, A. (2021). Halal certification for tourism marketing: the attributes and attitudes of food operators in Indonesia. *Journal of Islamic Marketing*, *12*(5), 1043–1062. https://doi.org/10.1108/JIMA-03-2020-0068

Kementerian Pariwisata dam Ekonomi Kreatif. (2020). *Panduan Pelaksanaan Kebersihan, Kesehatan, Keselamatan, dan Kelestarian Lingkungan di Restoran/Rumah Makan*. Kementerian Pariwisata dan Ekonomi Kreatif.

Khan, M. I., Haleem, A., & Khan, S. (2018). Defining Halal Supply Chain Management. *Supply Chain Forum*, *19*(2), 122–131. https://doi.org/10.1080/16258312.2018.1476776

Kline, R. B. (2016). *Priciples and Practice of Structural Equation Modeling* (4th ed.). The Guilford Press.

Koe, W.-L., Sa'ari, J. R., Majid, I. A., & Ismail, K. (2012). Determinants of Entrepreneurial Intention Among Millennial Generation. *Procedia - Social and Behavioral Sciences*, *40*, 197–208. https://doi.org/10.1016/j.sbspro.2012.03.181

Lestari, Y. D., Saidah, F., & Aliya Putri, A. N. (2023). Effect of destination competitiveness attributes on tourists' intention to visit halal tourism destination in Indonesia. *Journal of Islamic Marketing*, *14*(4), 937–965. https://doi.org/10.1108/JIMA-12-2020-0368

Likert, R. (1932). Technique for the Measurement of Attitudes. In *Archives of Psychology*. New York University. https://doi.org/10.4135/9781412961288.n454

Marzuki, S. Z. S., Hall, C. M., & Ballantine, P. W. (2012). Restaurant Manager and Halal Certification in Malaysia. *Journal of*

Foodservice Business Research, *15*(2), 195–214. https://doi.org/10.1080/15378020.2012.677654

Menparekraf No. SK/85/II.00.01/MK/2022, (2022).

Mohsin, A., Ramli, N., & Alkhulayfi, B. A. (2016). Halal tourism: Emerging opportunities. *Tourism Management Perspectives*, *19*(2016), 137–143. https://doi.org/10.1016/j.tmp.2015.12.010

Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of. *Journal of Marketing*, *58*(July), 20–38.

Nag, O. Sen. (2019). *Muslim Population By Country*. https://www.worldatlas.com/articles/countries-with-the-largest-muslim-populations.html

Peraturan Daerah Provinsi Nusa Tenggara Barat Nomor 2 tahun 2016 tentang Pariwisata Halal, 1 (2016). https://jdih.ntbprov.go.id/?q=content/perda-no-2-tahun-2016

Prabowo, S., Rahman, A. A., Rahman, S. A., & Samah, A. A. (2015). Revealing factors hindering halal certification in East Kalimantan Indonesia. *Journal of Islamic Marketing*, *6*(2), 268–291. https://doi.org/10.1108/JIMA-05-2014-0040

Rofiqo, A., Sholihin, M., Hanafi, S. M., & Maulana, A. I. (2022). Halal Tourism : A Systematic Literature Review. *Journal of Islamic Economics, Finance, and Banking*, *5*(1).

Said, M. F., Adham, K. A., Muhamad, N. S., & Sulaiman, S. (2022). Exploring halal tourism in Muslim-minority countries: Muslim travellers' needs and concerns. *Journal of Islamic Marketing*, *13*(4), 824–842. https://doi.org/10.1108/JIMA-07-2020-0202

Schumacker, R. E., & Lomax, R. G. (2015). A Beginner's Guide to Structural Equation Modeling. In *A Beginner's Guide to Structural Equation Modeling* (4th ed.). Routledge Taylor & Francis Group. https://doi.org/10.4324/9781315749105

Sholihin, Mahfud, & Ratmono, D. (2013). *Analisis SeM-PLS dengan Warp PLS 3.0*. Andi Offset.

Sholihin, Muhammad, Shalihin, N., Ilhamiwati, M., & Hendrianto, H. (2023). Maqasid-based consumption intelligence: an empirical model of its application to the intention of halal purchase. *International Journal of Ethics and Systems*, *39*(2), 402–431.

https://doi.org/10.1108/IJOES-11-2021-0204

Suharko, S., Khoiriati, S. D., Krisnajaya, I. M., & Dinarto, D. (2018). Institutional conformance of Halal certification organisation in Halal tourism industry: The cases of Indonesia and Thailand. *Tourism*, *66*(3), 334–348.

Uma Sekaran, & Bougie, R. (2016). Research Methods fo Business: A Skill-Buliding Approach. In *John Wiley & Sons Ltd.* (7th ed.). John Wiley & Sons Ltd. https://doi.org/10.1007/978-94-007-0753-5_102084

Vargas-Sánchez, A., & Moral-Moral, M. (2019). Halal tourism: state of the art. *Tourism Review*, *74*(3), 385–399. https://doi.org/10.1108/TR-01-2018-0015

Wu, L. Y., Chen, P. Y., & Chen, K. Y. (2015). Why does Loyalty-Cooperation Behavior Vary Over Buyer-Seller Relationship? *Journal of Business Research*, *68*(11), 2322–2329. https://doi.org/10.1016/j.jbusres.2015.04.001

Zulfakar, M. H., Chan, C., & Jie, F. (2018). Institutional forces on Australian halal meat supply chain (AHMSC) operations. *Journal of Islamic Marketing*, *9*(1), 80–98. https://doi.org/10.1108/JIMA-01-2016-0005