



Analysis of dominant factors in enhancing muslim tourist satisfaction at halal tourism destinations

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Article Info	Abstract
<p>Keywords: Halal tourism, tourist satisfaction, accommodations, halal destinations, Importance-Performance Analysis.</p>	<p><i>This research examines the influence of halal tourism potential on Muslim tourist satisfaction at Torohudan Beach and Ngrenean Beach in Kanigoro Village. The study aims to identify the most dominant factors influencing tourist satisfaction, explicitly focusing on halal tourism destinations, accommodations, and travel services. A quantitative approach was employed, with data collected from 96 respondents using questionnaires. The data were analyzed using partial tests (<i>t</i>-tests) and Importance-Performance Analysis (IPA) to assess each variable's significance and prioritize improvement areas. The results indicate that all three components—halal destinations, accommodations, and travel agencies—significantly impact tourist satisfaction. Among these, halal destinations emerged as the most dominant factor, highlighting the importance of providing halal-compliant facilities, such as halal-certified food and prayer spaces. The IPA identified halal tourism destinations and the availability of halal-certified dining options as key areas for improvement, as they were rated highly in importance but exhibited lower performance. The study suggests that improving these areas can substantially increase tourist satisfaction and enhance the competitiveness of these destinations. The findings have implications for local tourism managers, indicating where to focus efforts and resources to better cater to the needs of Muslim tourists and boost overall visitor satisfaction.</i></p>

1. INTRODUCTION

The global tourism industry has seen significant growth in demand for halal tourism. This niche market caters to the needs of Muslim travelers by providing services and facilities that comply with Islamic principles (Lubis et al., 2024). Halal tourism encompasses a range of accommodations, dining options, and halal-certified travel services, ensuring that Muslim tourists can observe their religious practices while travelling. For instance, accommodations often include prayer facilities, Qibla direction signs, and prayer mats, while dining services offer halal-certified food options prepared and served according to Islamic dietary laws. This tourism segment has gained popularity due to the expansion of the Muslim travel market and because it appeals to a broader audience that values cleanliness, safety, and family-



friendly environments (Fauzi & Battour, 2024; Hilma et al., 2024). As a result, many destinations are developing halal-friendly services to tap into this lucrative market.

As the country with the largest Muslim-majority population in the world, Indonesia has great potential to become a leader in halal tourism. With its rich cultural heritage, diverse natural beauty, and strong Islamic traditions, Indonesia offers unique opportunities to attract Muslim tourists. Yogyakarta, in particular, has begun to develop its potential as a halal tourism destination (Nusran et al., 2024; Rahmah et al., 2023). Among the emerging sites are Torohudan Beach and Ngrenean Beach, located in Kanigoro Village, which offer services aligned with Islamic principles, including halal-certified accommodations and travel packages designed for Muslim tourists. Torohudan Beach and Ngrenean Beach were chosen because their pristine natural beauty and tranquil environment align with Islamic values, emphasising peace and cleanliness. In addition, these locations are relatively easy to access, making it convenient for Muslim tourists who want to enjoy a halal-friendly beach atmosphere without long travel distances. These locations hold great potential to attract Muslim travellers seeking halal-friendly recreational options.

Despite the increasing focus on halal tourism in Indonesia, there is still limited understanding of the specific factors contributing to Muslim tourist satisfaction in such destinations. Tourist satisfaction is critical to destination success, as satisfied visitors are likelier to return and recommend the destination to others (Rusmiati, 2024; Sulistyono et al., 2024). Research has indicated that the availability of halal accommodations, food, and travel services plays a significant role in shaping the overall satisfaction of Muslim tourists (Gautam, Verma, & Ray, 2024). However, there is a need for more detailed studies that explore how these factors influence tourist satisfaction, especially in smaller or emerging halal tourism destinations like those in Yogyakarta.

Previous studies have identified critical halal tourism components essential to Muslim tourist satisfaction. For example Bahrudin et al., (2024) and Kusumawardhani (2024) found that providing comprehensive halal services such as halal-certified food, accommodations, and entertainment significantly enhances the overall experience for Muslim tourists. In the context of Indonesia, Suryanto et al., (2024) suggested that the country has great potential to expand its halal tourism sector. However, they noted that halal service standardization and strategic promotion are needed to compete with other Southeast Asian destinations effectively. These findings underscore the importance of a well-rounded halal tourism experience in boosting visitor satisfaction.

Nevertheless, there remains a gap in the literature regarding which factors within halal tourism contribute most significantly to tourist satisfaction, particularly in smaller destinations. Research has shown that the quality and availability of halal-certified accommodations and travel services and the destination's overall appeal are critical in shaping positive tourist experiences (Soonsan & Jumani, 2024). However, it is necessary to conduct context-specific analyses to understand better how these factors play out in locations like Torohudan Beach and Ngrenean Beach, where the halal tourism infrastructure is still developing.

This study aims to achieve two main objectives in light of these gaps. First, it will analyze the influence of halal tourism potential on Muslim tourist satisfaction at Torohudan

Beach and Ngrenean Beach in Kanigoro Village. Second, it will identify the most dominant factor among the critical components of halal tourism namely, halal tourism destinations, halal accommodations, and halal travel services in driving Muslim tourist satisfaction. By employing a quantitative research approach, this study seeks to provide insights into how halal tourism offerings can be optimized to enhance the satisfaction of Muslim tourists, thereby improving the competitiveness and sustainability of these destinations in Indonesia's growing halal tourism market.

2. LITERATURE REVIEW

The increasing demand for halal tourism has drawn significant attention from researchers, particularly in understanding how it impacts the satisfaction of Muslim tourists. Halal tourism refers to services and experiences that comply with Islamic principles, such as halal-certified food, prayer facilities, and alcohol-free environments. According to [Lubis et al. \(2024\)](#), halal tourism has become a key driver in global tourism, especially as more destinations adapt their services to meet the needs of Muslim travellers. This growing market segment is attracted by religiously compliant services and destinations that emphasize cleanliness, safety, and family-oriented environments. These features have made halal tourism a significant factor in increasing the satisfaction of Muslim tourists, as these offerings allow them to fulfil their religious obligations while travelling.

In particular, accommodations play a crucial role in shaping the satisfaction of Muslim tourists. Research by [Rahman et al., 2014](#) found that halal-certified accommodations, which provide services such as halal food, prayer rooms, and gender-segregated facilities, significantly enhance the overall experience for Muslim travellers. [Patwary et al., \(2024\)](#) noted that hotels catering to Muslim guests are highly rated for their convenience and religious sensitivity. These studies suggest that providing such accommodations increases satisfaction and boosts the likelihood of repeat visits, making halal accommodations a competitive advantage for destinations aiming to attract Muslim tourists. Thus, offering halal-certified accommodations becomes essential for destinations that wish to succeed in the halal tourism market.

Apart from accommodations, halal travel agencies also play a pivotal role in ensuring a seamless and satisfying experience for Muslim tourists. [Hamid et al., \(2024\)](#) highlighted the importance of halal-certified travel agencies that design and manage tours and travel packages according to Islamic guidelines. Their study found that Muslim tourists often prefer to book trips through these agencies, as they can trust that their religious requirements will be met. Supporting this, [Adham et al., \(2024\)](#) demonstrated that destinations offering comprehensive halal travel services, including halal food, appropriate accommodation, and prayer facilities throughout the journey, are more likely to be favoured by Muslim tourists. These findings underline the importance of integrating halal-certified services at every stage of the travel experience to ensure tourist satisfaction and enhance the destination's appeal.

While halal services are essential, the overall appeal of a destination is also critical in attracting Muslim tourists. [Sefira & Putra \(2023\)](#) pointed out that natural and cultural

attractions are equally vital to halal services. Destinations that combine halal services with attractive landscapes, cultural experiences, and recreational opportunities hold a competitive edge in the global halal tourism market. [Suryanto et al. \(2024\)](#) echoed these findings in their study of Southeast Asia, particularly Indonesia and Malaysia, concluding that the combination of rich cultural heritage, natural beauty, and a strong Islamic identity makes these regions ideal for halal tourism development. However, they emphasized that standardized services and effective promotion are necessary to fully realize this potential.

Despite the promising growth of halal tourism, challenges remain, particularly concerning standardization and infrastructure. [Mohamad et al. \(2024\)](#) discussed the need for consistent halal certification standards across destinations, as discrepancies in standards can lead to confusion and distrust among Muslim tourists. Additionally, [Suryanto et al. \(2024\)](#) noted that inadequate infrastructure, such as the lack of certified accommodations or restaurants in developing countries, can hinder tourist satisfaction. Addressing these issues is crucial for destinations seeking to capitalize on the growing halal tourism market.

Theories on tourist satisfaction, such as the Expectancy-Disconfirmation Theory and Maslow's Hierarchy of Needs, offer further insight into the factors affecting Muslim tourist satisfaction in emerging destinations. The Expectancy-Disconfirmation Theory suggests that satisfaction occurs when tourists' expectations are met or exceeded, which is critical for Muslim travellers prioritizing destinations that cater to their religious needs ([Dongkoo & Sungsoo, 2016](#)). In halal tourism, satisfaction is heavily influenced by the availability of facilities that support Islamic practices, including halal food, prayer facilities, and gender-segregated amenities. Meanwhile, Maslow's Hierarchy of Needs emphasizes layered needs, starting with physiological and safety requirements before advancing to social and esteem needs ([Adham et al., 2024](#)). This framework applies to emerging destinations like Torohudan Beach and Ngrenean Beach in Yogyakarta, where meeting fundamental needs such as cleanliness, safety, and cultural sensitivity can significantly enhance the tourist experience.

Building on these theoretical foundations and existing studies, this study seeks to analyze the factors that most influence Muslim tourist satisfaction in the emerging halal tourism destinations of Torohudan Beach and Ngrenean Beach. By examining these smaller destinations, the study aims to provide insights into how halal tourism offerings can be optimized to enhance the satisfaction of Muslim tourists, thereby improving the competitiveness and sustainability of these destinations within Indonesia's growing halal tourism market.

3. RESEARCH METHOD

This study employs a quantitative research approach to analyze the influence of halal recreational factors on Muslim tourist satisfaction at Torohudan Beach and Ngrenean Beach in Kanigoro Village, Yogyakarta. The research focuses on three main components of halal tourism: halal-certified destinations, accommodations, and travel agencies—and aims to identify which of these factors most significantly contributes to the satisfaction of Muslim

tourists. By utilizing a structured and systematic method, this study provides data-driven insights into the factors that can enhance tourist satisfaction and contribute to the competitiveness of halal tourism in emerging destinations.

A cross-sectional survey design is utilized to collect data from Muslim tourists visiting Torohudan Beach and Ngrenean Beach. The sample consists of 96 respondents, selected through purposive sampling to ensure that only Muslim tourists are included, as they are the primary consumers of halal tourism services. This sampling method is appropriate as it targets individuals who are directly experiencing the halal tourism components offered at these destinations. Each respondent completed a questionnaire designed to measure their satisfaction with halal-certified destinations, accommodations, and travel agency services, as well as their overall satisfaction with the tourism experience.

Data were collected using a combination of structured questionnaires, observations, interviews, and documentation. The questionnaire is divided into several sections, each focusing on different components of halal tourism. Respondents rated their satisfaction with aspects of halal-certified destinations, accommodations, and travel agencies on a Likert scale. In addition to the questionnaire, direct observations were conducted to assess the availability and quality of halal facilities, such as prayer spaces and halal-certified food options. Interviews with local tourism providers and travel agency representatives were also conducted to gain insights into the efforts made to meet the needs of Muslim tourists. Documentation, including promotional materials and visitor records, was reviewed to supplement the data gathered from other sources.

To ensure the validity and reliability of the data, several statistical tests were conducted, including validity, reliability, normality, and multicollinearity tests. These tests are essential in verifying that the data collected is suitable for analysis and that the relationships between variables are accurately represented. The main analytical method employed in this study is Importance-Performance Analysis (IPA), chosen because it effectively highlights the relationship between the perceived importance and actual performance of each halal tourism component. IPA is suitable for this study as it allows for a clear identification of areas where services meet or fall short of Muslim tourists' expectations. This approach is particularly relevant in assessing halal tourism, where satisfaction depends on aligning services with religious and cultural expectations. The formula used in IPA to calculate the importance and performance scores is (Alwin Lasarudin & Yoanda, 2022):

$$Score = \sum_{i=1}^n X_i \quad (1)$$

where X_i is the individual score of each respondent, and n is the total number of respondents. Once the importance and performance scores are calculated for each component, they are plotted on a two-dimensional matrix with quadrants to identify areas for improvement and strengths (Botezat et al., 2024).

Additionally, a partial test (t-test) was conducted to assess the statistical significance of each independent variable on the dependent variable, specifically examining which components of halal tourism significantly influence tourist satisfaction. The t-test formula is as follows (Alwin & Yoanda, 2022):

$$t = \frac{b_i}{SE(b_i)} \quad (2)$$

where b_i is the coefficient of the independent variable, and $SE(b_i)$ is the standard error of the coefficient. This test is justified as it allows for examining the individual impact of each service element within the broader framework of tourist satisfaction, enabling identification of the factors that require priority attention.

The study measures three primary independent variables: halal-certified destinations, halal accommodations, and halal travel agencies. Each variable is assessed using multiple indicators. For halal-certified destinations, indicators include the availability of halal-certified food, prayer spaces, and gender-segregated facilities. Halal accommodations are evaluated based on the provision of halal food, prayer amenities in guest rooms, and family-friendly environments. Halal travel agency services are measured by the extent to which the agencies offer travel packages compliant with Islamic principles, including stops for prayer and halal dining options. The dependent variable, Muslim tourist satisfaction, is measured by asking respondents to rate their overall satisfaction with each component.

The results are analyzed to determine the impact of each halal tourism component on Muslim tourist satisfaction and to identify the most influential factor. The Importance-Performance Analysis (IPA) results highlight which aspects are currently meeting or exceeding expectations and which need improvement. This allows for targeted recommendations for enhancing tourist satisfaction. Finally, the study compares the contributions of each component halal destinations, accommodations, and travel services to identify the dominant factor affecting satisfaction. These insights are expected to inform strategies for optimizing halal tourism offerings in Yogyakarta and similar emerging destinations.

4. RESULT AND DISCUSSION

Result

A partial test (t-test) was conducted to determine the individual effect of each independent variable on the dependent variable, tourist satisfaction. This partial test aims to identify whether each variable, such as halal tourism destinations, halal accommodations, and halal travel agencies, significantly influences tourist satisfaction. By examining each variable's t-values and significance levels, we can independently assess the extent of each factor's influence on the dependent variable without considering the influence of other independent variables. The following table presents the partial test results, showing the t-values and significance levels for each independent variable.

Table 1. Partial test on Torohudan Beach

Coefficients ^a		
Model	t	Sig.
	(Constant)	9,072 ,000
1	Halal tourism destination	5,128 ,009
	Halal accommodations	5,893 ,000
	Halal travel agencies	5,731 ,002

a. Dependent Variable: Tourist satisfaction

Based on the partial test results conducted at Torohudan Beach (Table 1), it can be concluded that all three independent variables—halal tourism destinations, halal accommodations, and halal travel agencies—significantly influence Muslim tourist satisfaction. The t-value for the halal tourism destination variable is 5.128, with a significance level of 0.009, indicating that this variable significantly impacts tourist satisfaction. This suggests that the better the quality of the halal tourism destination, the higher the tourist satisfaction.

Among the variables, halal accommodations show the most significant influence, with a t-value of 5.893 and a significance level of 0.000, making it the dominant factor in increasing Muslim tourist satisfaction. This finding highlights that the quality and availability of halal-certified accommodations are critical priorities for achieving higher satisfaction levels among Muslim tourists. For destination managers, this insight suggests a strategic focus on enhancing the range and quality of halal accommodations. By investing in accommodations that meet halal standards—such as offering halal-certified food, prayer facilities, and gender-segregated recreational spaces—destinations like Torohudan Beach can better cater to the specific needs of Muslim travellers, thereby improving satisfaction and encouraging repeat visits.

The dominant role of halal accommodations also implies that destinations could strengthen their competitive advantage by ensuring that their lodging options comply with halal principles and offer modern amenities and high service standards. This may include training staff on halal tourism principles, expanding halal menu options, and ensuring that all accommodations' aspects align with Islamic values. Such comprehensive development can establish the destination as a preferred choice for Muslim travellers and position Torohudan Beach as a leader in halal-friendly tourism.

Furthermore, halal travel agencies have a significant influence, with a t-value of 5.731 and a significance level of 0.002, indicating that the quality of services provided by halal travel agencies positively contributes to tourist satisfaction. This underscores the importance of partnerships between destination managers and halal-certified travel agencies to create integrated travel packages that address Muslim tourists' specific needs. Torohudan Beach can ensure a consistent and seamless travel experience, from accommodations to tour arrangements, enhancing overall tourist satisfaction by working closely with these agencies.

In summary, these three variables—halal tourism destinations, halal accommodations, and halal travel agencies significantly impact Muslim tourist satisfaction at Torohudan Beach, with halal accommodations emerging as the most influential factor. Destination

management strategies should prioritize the development of high-quality, halal-compliant accommodations and forge strong partnerships with halal-certified travel agencies. By focusing on these critical areas, destinations can build a well-rounded halal tourism offering that meets religious needs and exceeds service expectations, ultimately boosting competitiveness and fostering sustainable growth in Indonesia's halal tourism market.

Tabel 2 Partial test on Ngrenean Beach

Coefficients ^a		
Model	t	Sig.
	(Constant)	11,856 ,000
1	Halal tourism destination	4,157 ,005
	Halal accommodations	5,226 ,000
	Halal travel agencies	4,466 ,002

a. Dependent Variable: Tourist satisfaction

Table 2 shows the partial test results for Ngrenean Beach, indicating that all three independent variables halal tourism destinations, halal accommodations, and halal travel agencies significantly impact tourist satisfaction. The halal tourism destination variable has a t-value of 4.157 with a significance level of 0.005, suggesting that improving the quality of the halal destination can lead to higher tourist satisfaction. This underscores the importance of maintaining a halal-friendly environment at Ngrenean Beach, encompassing clean facilities, accessible prayer areas, and a culturally respectful atmosphere that aligns with Muslim travellers' values. Enhancing these aspects can make the destination more appealing and support a consistent positive experience for Muslim tourists.

Among the variables, halal accommodations show the most dominant influence, with a t-value 5.226 and a significance level of 0.000. This finding highlights that the quality and availability of halal compliant accommodations are critical determinants of tourist satisfaction at Ngrenean Beach. For destination managers, this result emphasizes the need to prioritize investments in halal-certified accommodations that meet the specific needs of Muslim tourists. Such accommodations should offer halal-certified food, prayer facilities, gender-segregated amenities, and a clear commitment to Islamic hospitality standards. By focusing on these attributes, Ngrenean Beach can significantly enhance the satisfaction of its Muslim visitors, potentially leading to higher rates of repeat visits and positive word-of-mouth recommendations.

The dominance of halal accommodations as a satisfaction driver suggests that Ngrenean Beach could establish a stronger competitive position by continually upgrading its accommodations to exceed essential halal compliance. For example, providing additional amenities that appeal to family-friendly and safety-conscious travellers such as family suites, child-friendly play areas, and alcohol-free environments can enhance the overall experience and meet the broader preferences of the Muslim travel market. This strategy aligns with the growing demand for halal tourism destinations that are religiously accommodating, comfortable, modern, and in line with international hospitality standards.

Additionally, halal travel agencies have a significant impact, with a t-value of 4.466 and a significance level of 0.002. This result highlights the importance of collaboration with halal-certified travel agencies to ensure a smooth and culturally sensitive travel experience. Halal travel agencies offer carefully curated travel packages that address the unique needs of Muslim tourists, including transportation, dining, and excursions that align with Islamic principles. By partnering with such agencies, Ngrenean Beach can strengthen its halal tourism offerings, providing tourists with a holistic and trustworthy experience beyond accommodations that include every journey stage.

In summary, all three variables halal tourism destinations, halal accommodations, and halal travel agencies significantly contribute to tourist satisfaction at Ngrenean Beach, with halal accommodations emerging as the most dominant factor. For destination management, this insight suggests a strategic focus on developing high-quality, halal compliant accommodations as a core element of Ngrenean Beach's competitive edge. Strengthening partnerships with halal certified travel agencies and continuously improving the overall destination quality can create a well-rounded, attractive halal tourism experience. By addressing these areas, Ngrenean Beach can increase its appeal to the growing halal tourism market, enhance tourist satisfaction, and establish itself as a preferred destination within Indonesia's halal tourism sector.

Table 3 Average Assessment of Importance Level and Performance Level

Attributes	Σ Level Importance	Σ Level Performance	Average Importance Level	Average Performance Level
P1	371	458	3,71	4,58
P2	389	445	3,89	4,45
P3	421	440	4,21	4,4
P4	417	409	4,17	4,09
P5	405	434	4,05	4,34
P6	402	467	4,02	4,67
P7	410	447	4,10	4,47
P8	398	460	3,98	4,6
P9	419	432	4,19	4,32
P10	411	450	4,11	4,5
P11	407	419	4,07	4,19
P12	434	440	4,34	4,4
P13	397	424	3,97	4,24
P14	414	422	4,14	4,22
P15	426	424	4,26	4,24
P16	431	453	4,31	4,53
P17	423	424	4,23	4,24
P18	414	441	4,14	4,41
P19	405	412	4,05	4,12
P20	438	480	4,38	4,8
P21	419	461	4,19	4,61
P22	422	418	4,22	4,18
P23	423	447	4,23	4,47

Based on Table 5, which shows the average importance and performance ratings of various attributes (P1 to P23), we can see that several attributes, such as P1, P6, P8, P12, P20, and P21, are highly rated in both importance and performance, indicating that these aspects are well-executed and align with customer expectations. For instance, P1 has an importance score of 3.71 and a performance score of 4.58, while P20 scores 4.38 for importance and 4.8 for performance, suggesting strong execution in these areas. However, attributes like P3 and P16 are rated highly important (4.21 and 4.31, respectively) but have slightly lower performance ratings (4.4 and 4.53), indicating potential areas for improvement. Meanwhile, attributes like P4 and P5, which have slightly lower importance ratings but high performance, suggest that resources may be allocated efficiently in less critical areas. Overall, the Importance-Performance Analysis highlights that while many attributes are well-aligned with expectations, there are opportunities to enhance performance in areas deemed highly important by respondents.

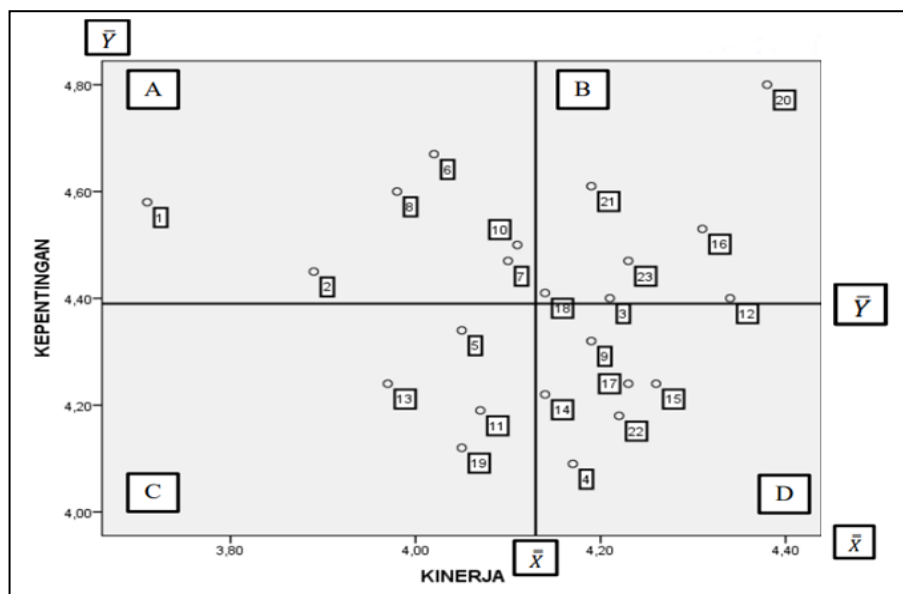


Figure 1. Cartesian Diagram of Importance-Performance Analysis for Tourist Satisfaction Attributes

When connecting the Cartesian diagram (Figure 1) to Table 5, the interpretation becomes more explicit regarding priority areas for improvement. Attributes in Quadrant A, such as P2 and P8, have high importance but lower performance, indicating they require immediate attention to meet tourist expectations. For instance, P2 has an importance score of 3.89 and a performance score of 4.45, while P8 has an importance of 3.98 and a performance of 4.6. In Quadrant B, attributes like P20 and P21 show high importance and performance, with P20 scoring 4.38 in importance and 4.80 in performance, indicating these attributes are performing well and should be maintained. Quadrant C contains attributes like P13 and P11, which have relatively low importance and performance, suggesting they are not critical for improvement. Finally, in Quadrant D, attributes such as P15 and P12 have high performance but lower importance, suggesting that resources might be over-allocated

here and efforts could be better focused on improving areas in Quadrant A. This analysis provides clear guidance for optimizing resource allocation to enhance tourist satisfaction.

Figure 1 also shows that the most dominant factor from the indicators of halal tourism destinations, halal accommodations, and halal travel agencies in increasing Muslim tourist satisfaction at Torohudan Beach and Ngrenean Beach in Kanigoro Village is halal tourism destinations. This is evident because all three attributes of the halal tourism destination variable are located in Quadrant A (Top Priority), including interest in visiting due to tourism activities, arts, and culture that do not conflict with Islamic teachings; interest in visiting because people involved in tourism activities dress and behave modestly; and interest in visiting because facilities to cover aurat (parts of the body that should be covered in Islam) are provided. The presence of these attributes in Quadrant A highlights the critical role of ensuring that halal tourism destinations align with Islamic values, making them a key factor in enhancing Muslim tourist satisfaction. Destination managers are recommended to prioritize improvements in these areas to maximize the appeal and satisfaction of Muslim tourists visiting these locations.

Discussion

This study set out to achieve two main objectives: first, to analyze the influence of halal tourism potential on Muslim tourist satisfaction at Torohudan Beach and Ngrenean Beach in Kanigoro Village, and second, to identify the most dominant factor among halal tourism destinations, halal accommodations, and halal travel services in driving Muslim tourist satisfaction. The results from the partial test support the achievement of these objectives by highlighting the significant role of all three components halal destinations, accommodations, and travel agencies on tourist satisfaction. At both beaches, halal tourism destinations emerged as the most dominant factor, confirming previous research by [Herman et al. \(2024\)](#), which emphasized the importance of accommodations catering to Muslim tourists' religious needs. The high t-values and significance levels for this variable at both sites indicate that Muslim tourists prioritize accommodations that meet halal standards, such as halal food and prayer facilities, making this a critical area for investment and improvement.

In addition to halal accommodations, the study found that halal tourism destinations significantly influence satisfaction. This finding aligns with the research conducted by [Permana & Adam \(2024\)](#), which suggests that the overall experience of the destination particularly its adherence to Islamic values plays a crucial role in shaping tourist satisfaction. In both Torohudan and Ngrenean Beaches, improving halal facilities such as prayer spaces, halal-certified restaurants, and family-friendly environments can further elevate tourist satisfaction, ensuring that the destinations meet the expectations of Muslim travelers. The results indicate that these destinations, while important, still offer room for improvement, particularly in aligning their services with the specific needs of halal-conscious tourists.

The third component analyzed was halal travel agencies, which significantly impact tourist satisfaction. This supports the findings of [Sumardi et al. \(2024\)](#) who highlighted the role of travel agencies in providing tailored halal-compliant travel services. The positive influence of halal travel agencies on tourist satisfaction suggests that travelers value seamless travel experiences that comply with their religious requirements, such as ensuring

halal dining options and appropriate stops for prayer during tours. This indicates that travel agencies should collaborate closely with local tourism service providers to ensure that the entire experience, from booking to completing the trip, meets the expectations of Muslim tourists.

The Importance-Performance Analysis (IPA) further complements achieving the study's objectives by identifying critical areas for improvement and resource allocation. Attributes such as P2 and P8, which fall in Quadrant A, represent areas where importance is high but performance is lacking. According to [Alwin & Yoanda \(2022\)](#) attributes in this quadrant require immediate attention, as improvements here can significantly affect overall satisfaction. This analysis underscores the need for enhancing the quality of halal tourism destinations and accommodations, as these are critical components that tourists deem necessary but where performance does not fully meet expectations.

Torohudan and Ngrean Beaches can address the most pressing needs of Muslim tourists by focusing efforts on improving critical areas like halal accommodations and tourism facilities rather than investing heavily in areas that already perform well. This targeted approach successfully achieves the study's objectives of understanding the influence of halal tourism potential and identifying the most dominant factors in driving tourist satisfaction. These insights provide valuable guidance for improving the overall competitiveness of halal tourism destinations in Yogyakarta.

5. CONCLUSION AND RECOMMENDATIONS

This study successfully achieved its two main objectives: first, to analyze the influence of halal tourism potential on Muslim tourist satisfaction at Torohudan Beach and Ngrean Beach, and second, to identify the most dominant factors among halal tourism components, including halal destinations, accommodations, and travel services. The partial test results show that all three components significantly affect tourist satisfaction, with halal destinations emerging as the most dominant factor. This finding underscores the importance of providing halal-compliant facilities, such as halal food and prayer spaces, which are essential to meeting the religious needs of Muslim tourists. Therefore, prioritizing improvements in halal accommodations and destinations can significantly enhance tourist satisfaction. In addition to destinations, halal tourism accommodations and halal travel agencies also have a notable impact on tourist satisfaction. The Importance-Performance Analysis (IPA) highlights that the halal tourism destination and the availability of halal-certified dining options are key areas requiring improvement. By enhancing the quality of halal tourism destinations and ensuring better access to halal-certified dining options, tourist satisfaction can be substantially increased. Addressing these areas will not only improve the tourist experience but also boost the competitiveness of these destinations through more efficient resource allocation focused on attributes that directly influence tourist satisfaction.

The findings from this study contribute to the broader development of halal tourism by providing insights that can be applied beyond Yogyakarta to other emerging halal destinations in Indonesia. For example, the importance of halal-compliant destinations and

accommodations can serve as a guideline for other regions looking to attract Muslim tourists. By adopting similar improvements in halal facilities and service quality, other halal tourism destinations across Indonesia can enhance their appeal and align better with the expectations of Muslim travellers. This approach has the potential to strengthen Indonesia's position as a leading halal tourism destination globally, supporting sustainable growth within the country's tourism sector.

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