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Determinants of Muslim Tourist Satisfaction at Halal Destinations in Jakarta: The Moderating Role of Destination Image

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ABSTRACT

Tourism is a strategic sector that contributes significantly to Indonesia's economy, including the city of Jakarta, which has strong potential for the development of halal tourism destinations. However, fluctuations in tourist arrivals indicate persistent challenges in promotion, accessibility, and the implementation of Islamic values in tourism services. This study aims to analyze the influence of promotion, accessibility, and Islamic business ethics on Muslim tourist satisfaction at halal destinations in Jakarta, with destination image as a moderating variable. This research employs a quantitative approach using purposive sampling, involving 170 Muslim tourists who visited four halal destinations in Jakarta. The data source consists of primary data collected through questionnaire distribution. Data analysis was conducted using path analysis and moderation testing through the SEM-PLS method. The results indicate that promotion and Islamic business ethics have a positive and significant effect on tourist satisfaction, while accessibility does not have a significant effect. Destination image does not moderate the relationship between promotion and accessibility on satisfaction. However, it moderates the effect of Islamic business ethics in a negative direction.

Kata Kunci:
Accessibility, Citra Destinasi, Etika Bisnis Islam, Kepuasan Wisatawan, Promosi

ABSTRAK

Pariwisata merupakan sektor strategis yang berkontribusi besar terhadap perekonomian Indonesia, termasuk kota Jakarta yang memiliki potensi tinggi dalam pengembangan destinasi wisata halal. Namun, fluktuasi jumlah wisatawan menunjukkan masih adanya kendala dalam promosi, aksesibilitas, dan penerapan nilai Islam dalam layanan wisata. Penelitian ini bertujuan untuk menganalisis pengaruh promosi, aksesibilitas, dan etika bisnis Islam terhadap kepuasan wisatawan Muslim di destinasi halal Jakarta dengan citra destinasi sebagai variabel moderasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *purposive sampling* terhadap 170

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wisatawan Muslim yang berkunjung ke empat destinasi halal di Jakarta. Sumber data yang digunakan adalah data primer melalui penyebaran kuesioner. Teknik analisis data dilakukan dengan analisis jalur dan uji moderasi menggunakan metode SEM-PLS. Hasil penelitian menunjukkan bahwa promosi dan etika bisnis Islam berpengaruh positif dan signifikan terhadap kepuasan wisatawan, sedangkan aksesibilitas tidak berpengaruh signifikan. Citra destinasi tidak memoderasi hubungan promosi dan aksesibilitas terhadap kepuasan, namun memoderasi pengaruh etika bisnis Islam dengan arah negatif.

INTRODUCTION

Tourism is one of the strategic sectors that significantly contributes to Indonesia's economy. The success of tourism development is not only measured by the increase in the number of tourist visits but also by the level of tourist satisfaction in enjoying their travel experiences. Satisfied tourists tend to revisit and recommend the destination to others, thereby impacting the sustainable improvement of the destination's competitiveness and image (Audi & Noviyanti, 2025). Therefore, understanding the factors that influence tourist satisfaction becomes an important aspect in the development of sustainable tourism.

Nationally, Indonesia's tourism sector shows positive development. Based on the Travel Tourism Development Index (TTDI) for 2024, Indonesia ranks 22nd in the world in tourism competitiveness. In the same year, this sector contributed 4% to the Gross Domestic Product (GDP), an increase compared to 2023, which was 3.9% (Kemenko Perekonomian, 2025). This shows that tourism plays a significant role in supporting the national economy thru the utilization of natural, cultural, and premier destination potentials.

At the regional level, the DKI Jakarta Province, as the capital city, holds a strategic position in the movement of domestic tourists. Jakarta offers a variety of tourist destinations, ranging from cultural, historical, and recreational tourism to community-based tourism. However, Jakarta's tourism still faces several challenges, such as the disparity in visits between destinations, traffic congestion, air pollution, limited comfort in public spaces, and Jakarta's image still being dominated as a transit destination with relatively short tourist stays (Tarigan et al., 2024). This condition indicates the need for strategies to enhance destination quality that are oriented toward tourist experience and satisfaction.

One relevant strategy, considering that most Indonesians are Muslim, is the development of halal tourism. The Jakarta Provincial Government has initiated the Jakarta Halal Tourism program by providing prayer facilities, halal-certified food, and Muslim-friendly services. Jakarta was also ranked among the top 10 Muslim-friendly cities in Indonesia based on the Global Muslim Travel Index (GMTI) 2024. However, halal tourism development in Jakarta still faces challenges, such as uneven halal facilities, limited sharia-based promotion, and the public perception that halal tourism is only related to religious tourism (Susanty, 2020).


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To improve Muslim tourist satisfaction, several important factors should be considered, including promotion, accessibility, and Islamic business ethics. Promotion helps shape tourist expectations and perceptions, although previous studies show inconsistent findings regarding its effect on satisfaction (Sari, 2023). Accessibility, including transportation and infrastructure, also influences comfort and convenience (Novita et al., 2024). In addition, Islamic business ethics such as honesty, fairness, trustworthiness, and good service have been proven to positively influence satisfaction in halal tourism contexts (Aliyanda et al., 2024).

Destination image is another important factor that shapes tourists' perceptions and evaluations. Destination image consists of cognitive, affective, and conative dimensions and may strengthen or weaken the relationship between marketing factors, service quality, and tourist satisfaction (Gustia & Putra, 2021). Therefore, in this study, destination image is positioned as a moderating variable that has the potential to influence the strength of the relationship between promotion, accessibility, and Islamic business ethics on Muslim tourist satisfaction.

This study uses the ACES (Attractions, Connectivity, Experiences, and Services) approach as an evaluative framework in assessing the quality of halal tourist destinations. The ACES concept emphasizes that the success of a destination is determined by its main attractions, ease of access and connectivity, the experiences felt by tourists, and the quality of services provided. These four aspects are relevant in examining halal tourist destinations because they can illustrate the integration between physical aspects, services, and Sharia values in creating tourist satisfaction. Although various studies have examined the factors influencing tourist satisfaction, there are still inconsistencies in research findings regarding the impact of promotion and accessibility on satisfaction. Furthermore, research that integrates Islamic business ethics as a determinant variable in the context of halal tourism is still limited.

Furthermore, studies that place destination image as a moderating variable in that relationship, particularly in halal tourist destinations in Jakarta, are still rarely found. Thus, there is a research gap in the lack of comprehensive studies examining the influence of promotion, accessibility, and Islamic business ethics on Muslim tourist satisfaction, considering the moderating role of destination image in the context of halal destinations in Jakarta.

Based on this background, this study aims to comprehensively analyze the influence of promotion, accessibility, and Islamic business ethics on Muslim tourist satisfaction in Jakarta, with destination image as a moderating variable, at the destinations of Taman Mini Indonesia Indah (TMII), Taman Margasatwa Ragunan, Ancol, and Perkampungan Budaya Betawi (PBB) Setu Babakan, reviewed based on the ACES aspects. The results of this study are expected to provide empirical contributions to the development of halal tourism literature and serve as a basis for policy recommendations to enhance the competitiveness of halal tourist destinations in Jakarta.

LITERATUR REVIEW

There are three main points discussed in the literature review section: the underlying theoretical framework, previous empirical studies related to the variables examined, and the development of research hypotheses based on prior findings.


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Tourist Satisfaction

The satisfaction theory that serves as the main foundation of this study is Customer Satisfaction Theory proposed by Kotler et al. (2022) This theory explains that satisfaction is a person's feeling of pleasure or disappointment that arises after comparing expectations with the perceived performance of a product or service. If the performance meets or exceeds expectations, individuals will feel satisfied; conversely, if performance falls below expectations, dissatisfaction occurs. In simpler terms, satisfaction can be defined as an emotional state that emerges in response to feelings of pleasure or disappointment when someone evaluates a product or service compared to their expectations (Adhari, 2021).

Tourist satisfaction is the application of customer satisfaction concepts in the tourism context. It arises when the actual experience obtained matches tourists' expectations before visiting. Tourist satisfaction reflects the extent to which the experienced service aligns with prior expectations. It can also be defined as a general evaluation of tourists' opinions regarding the quality of a destination. Tourists will feel dissatisfied if their expectations are not met, and satisfied if the experience matches their expectations (Trilokantara et al., 2025). According to Kotler et al. (2022), the indicators of tourist satisfaction include: (1) conformity with expectations, (2) intention to revisit, and (3) willingness to recommend. These indicators are also used in this study.

Promotion

Promotion refers to a series of marketing communication activities carried out by companies or destination managers to provide information, persuade, and influence consumers to use the offered products or services (Ferdian & Ali, 2021). In tourism, promotion plays an important role in shaping tourists' initial perceptions of a destination, including their expectations about service quality and experience.

Promotion functions not only as a tool to deliver information but also as a mechanism to influence tourists' decisions in choosing a destination. According to Fadelsyah (2021), the main functions of promotion include informing, persuading, reminding, and influencing. Therefore, promotion is an essential part of marketing strategy aimed at increasing tourist interest and satisfaction.

In the theory of 7P marketing mix, promotion is a key element that includes advertising, sales promotion, personal selling, direct marketing, and public relations (Kotler et al., 2019). With the development of digital technology, tourism promotion is no longer limited to conventional media but also relies on interactive digital communication. Thus, the promotion indicators used in this study include advertising, sales promotion, and direct marketing, which are considered relevant to current tourism promotion practices.

Accessibility

Accessibility refers to the ease with which tourists can reach and carry out activities at a destination. This ease is supported by the availability of physical and non-physical facilities and infrastructure that facilitate travel (Hermanto et al., 2022). (Fikiya et al., 2021) add that accessibility


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includes aspects of comfort, safety, and travel time efficiency. The better the accessibility of a destination, the easier it is to reach, encouraging tourist visits.

Nurrokhim et al. (2023) explain that accessibility reflects the overall transportation facilities and supporting infrastructure connecting tourists' origins to the destination and facilitating mobility within the tourism area. Transportation availability affects travel cost, travel time, and visitor comfort. According to Ruray & Pratama (2020), accessibility facilities may include road networks, ports, tourist buses, pedestrian infrastructure, and other supporting transportation facilities. Good accessibility reduces travel costs, improves time efficiency, and enhances visitor comfort, which may increase future visits. The accessibility indicators in this study are adapted from Biswas et al. (2020) including distance to destination, clarity of direction signs, travel time, and road quality.

Islamic Business Ethics

Etymologically, the term ethics comes from the Greek word "Ethos," which means character, habit, nature, feeling, and attitude in the way of thinking (Priyatno et al., 2022). Ethics fundamentally studies the concepts of good and bad, right and wrong, which can serve as a basis for evaluating a person's behaviour. The concept of ethics not only applies to the social life of society but is also relevant when applied to the business world. Business ethics is a branch of ethics that discusses rules and moral principles in commercial activities, examining ethical issues that arise in the business environment. Business ethics falls under applied ethics, which provides an understanding of good and right values in various fields, including institutions, technology, and activities known as business (Huda & Ihwanudin, 2022)

According to Rosmah & Efendi (2025), while business ethics in general are based on universal moral principles, Islamic business ethics emphasize ethical values derived from the teachings of the Qur'an and Hadith. Islamic business ethics are a set of values and norms based on Islamic teachings, which serve as guidelines for individuals and business actors in conducting economic activities (Rafiqi et al., 2024). Islamic business ethics play a role in fostering individual awareness when conducting transactions, so that business activities can proceed in a balanced manner due to a primary guideline for assessing the morality of an action. It can be concluded that Islamic business ethics is a process and effort to discern right from wrong thru the consideration of Islamic values.

Basically, the main goal of Islamic business ethics is to realize justice, provide benefits, and bring blessings in every business activity (Huda & Ihwanudin, 2022). To realize the maslahah goals in business activities, Priyatno et al. (2022) explain that there are fundamental principles of Islamic business ethics, which are as follows: (1) Oneness (Tawhid), (2) Balance (Equilibrium), (3) Freedom (Free Will), (4) Responsibility (Responsibility), and (5) Truth, Virtue, and Honesty (Benevolence).

These basic principles have a clear legal foundation in the Qur'an and Hadith, namely as follows QS Al-Baqarah: 188.

وَلَا تَأْكُلُوْٓا اَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ وَتُدْلُوْا بِهَآ اِلَى الْحُكَّامِ لِتَأْكُلُوْا فَرِيْقًا مِّنْ اَمْوَالِ النَّاسِ بِالْاِثْمِ وَاَنْتُمْ تَعْلَمُوْنَ ۧ


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Translation:

> Do not consume each other's wealth unjustly, nor offer it (to the judges) in order that (they might aid) you to consume a portion of the wealth of others sinfully, while you know (Quran Kemenag, 2019).

From the explanation of this verse, Allah warns humans not to consume or take wealth thru unlawful means. The word "bathil" refers to any means of acquiring wealth that is unlawful according to Islamic law, whether thru theft, deception, fraud, or transactions that harm others. This prohibition emphasizes that no one should be deprived of their rights, whether thru disputes in front of a judge accompanied by lies, or thru fraudulent practices such as usury, bribery, gambling, and corruption. In essence, Islam demands that the ownership of wealth be maintained justly and not exploited thru means prohibited by religion.

In the research Trisnawati et al. (2021) it is emphasized that Islamic business ethics can be realized thru four factors derived from the prophetic traits of the Prophet Muhammad (PBUH), namely:

1. Shiddiq (honesty), which emphasizes honesty in conveying information about a product or service.
2. Amanah (trustworthiness), which demands responsibility in fulfilling promises and safeguarding consumer rights.
3. Tabligh (transparency/communicative), which involves openness in conveying information.
4. Fathanah (intelligence/professionalism), which is the ability to manage a business innovatively and wisely.

In tourism, the application of Islamic business ethics indicators becomes highly relevant. For example, honesty in promoting tourist destinations will create a positive image in the eyes of tourists, which will lead to tourist satisfaction. Trustworthy managers will fulfilll service promises, thereby building trust. Transparency in conveying information about costs and rules will enhance tourist comfort. Professionalism in management is capable of creating memorable travel experiences, leading to tourist satisfaction. Based on that definition, the application of Islamic business ethics in the context of tourism not only provides a positive image for a destination but also contributes to creating satisfaction and a good experience for tourists. This research uses indicators adapted from the explanation above, namely shiddiq, amanah, thabligh, fathonah.

Destination Image

Destination image is an important concept in tourism studies because it is directly related to how tourists evaluate and perceive a destination. Destination image can be understood as a collection of ideas, beliefs, perceptions, and impressions formed in an individual's mind regarding the characteristics and activities of a destination, after they receive and interpret information from various sources over a certain period. In other words, the destination image reflects the overall perception of tourists formed from information and previous experiences regarding that destination (Novryanda & Shar, 2022)


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In tourism development, image plays an important role in creating an attraction that aligns with public expectations. Trimurti & Utama (2020) emphasize that the success of a destination depends on the ability to build and manage a unique image, while also understanding how the destination is perceived by tourists. In addition, it is also important to understand how tourists perceive a destination. A tourist destination must be built with a good reputation to gain acceptance from the community (Lu & Atadil, 2021). The formation of a destination's image can occur when individuals are encouraged and motivated to delve deeper into information about the tourist attraction (Arefieva et al., 2021). Personal experiences from previous visits also contribute to shaping the destination's image. Positive perceptions of a tourist attraction will be a driving factor for tourists to visit (Ahmad et al., 2021).

Gustia & Putra (2021) formulated the indicators of destination image into three categories, namely:

a. Cognitive Destination Image, which assesses something rationally in the form of information that fosters confidence in a tourist destination.
b. Affective Destination Image, which assesses something based on emotional aspects, in the form of feelings or emotions formed toward a tourist destination.
c. Unique Destination Image, which refers to the uniqueness possessed by a destination that distinguishes one tourist destination from another, consisting of the attractiveness of a destination.

From the theoretical explanation above regarding destination image, the author concludes that destination image is the result of a comprehensive perception of tourists formed from a combination of factual attributes, emotional experiences, and the unique characteristics of a destination. This image is not merely influenced by information and direct experiences, but also by the holistic impression that distinguishes one destination from another. Thus, the destination image becomes an important element that determines the attractiveness and reputation of a tourist destination. In this study, the moderating variable indicators of destination image are cognitive image, affective image, and unique image.

Halal Tourism

Halal Tourism in the DSN MUI Fatwa No.108/DSN-MUI/X/2016 on Guidelines for Organizing Tourism Based on Sharia Principles, it is explained that tourism is a travel activity that is then facilitated and provided with services by various parties involved such as the government, local government of the tourist area, the community, and entrepreneurs who are involved in the tourism environment. Sharia-based tourism is increasingly developing as a tourism model that prioritizes Islamic principles in the service and management of destinations (Helianto et al., 2025).

In the Global Muslim Travel Index, halal tourism is assessed based on aspects referred to as ACES, which stands for Access, Communication, Environment, and Services. The access indicator is defined as the ease of access for tourists to reach tourist destinations, including visa policies and transportation. Communication encompasses the dissemination of comprehensive information related to tourism digitally. The environment indicator includes a safe environment free from issues


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of Islamophobia. The service quality indicator evaluates good tourism services, which can then be targeted at tourists and meet the basic needs of Muslim travelers. Here is a verse from the Quran, QS. Al-Mulk:15, which discusses halal tourism:

هُوَ الَّذِيْ جَعَلَ لَكُمُ الْاَرْضَ ذَلُوْلًا فَامْشُوْا فِيْ مَنَاكِبِهَا وَكُلُوْا مِنْ رِّزْقِهٖۗ وَاِلَيْهِ النُّشُوْرُ

Translation:

> He is the One who made the earth subservient to you, so traverse its paths and partake of the sustenance He has provided. To Him will you be resurrected (Quran Kemenag, 2019).

The verse explains that Allah has made the earth a means of ease for humans. Humans are encouraged to seek sustenance from halal sources. Therefore, a Muslim should, in carrying out tourism activities, always pay attention to needs that are in line with the teachings of Islam.

RESEARCH METHOD

This research uses quantitative data. Quantitative data will serve as the basis for statistical calculations to address the gaps between the variables used in this study. In this study, the research objects are the independent variables (X), namely promotion (X1), accessibility (X2), Islamic business ethics (X3), (X4), the dependent variable tourist satisfaction (Y), and the moderating variable destination image (Z). The population used in this study consists of the Muslim community in Jabodetabek. The sample was taken using purposive sampling technique with the criteria (1) residing in Jabodetabek, (2) being Muslim, (3) aged at least 17 years, and (4) having visited a halal destination in Jakarta at least once. The determination of the sample size in this study uses the Hair formula, which states that the minimum sample size in SEM-PLS-based research is 5-10 times the number of indicators in the research model (Hair et al., 2019). The use of this formula aims to ensure sample adequacy so that the analysis has a good level of validity and reliability. Based on these calculations, the number of 170 respondents is deemed to meet the minimum criteria, allowing for accurate and reliable testing of the model and hypotheses.

Research data were collected thru primary data obtained from the distribution of closed-ended questionnaires containing several written questions disseminated via Google Forms. The scale used is the Likert scale. Additionally, there is secondary data obtained from relevant journals and publications, as well as various media that cover the research topic. The data processing uses a Likert scale for the calculation of each indicator. Next, the data is processed using analysis techniques with the Partial Least Square (PLS) method using the SmartPLS 4.0 application. This research has 6 hypotheses, including:

1. Hypothesis 1
   Ho: There is no effect of promotion on Muslim tourist satisfaction at halal destinations in Jakarta.
   Ha: There is an effect of promotion on Muslim tourist satisfaction at halal destinations in Jakarta.

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2. Hypothesis 2
   Ho: There is no effect of accessibility on Muslim tourist satisfaction at halal destinations in Jakarta.
   Ha: There is an effect of accessibility on Muslim tourist satisfaction at halal destinations in Jakarta.
3. Hypothesis 3
   Ho: There is no effect of Islamic business ethics on Muslim tourist satisfaction at halal destinations in Jakarta.
   Ha: There is an effect of Islamic business ethics on Muslim tourist satisfaction at halal destinations in Jakarta.
4. Hypothesis 4
   Ho: Destination image does not moderate the relationship between promotion and Muslim tourist satisfaction at halal destinations in Jakarta.
   Ha: Destination image moderates the relationship between promotion and Muslim tourist satisfaction at halal destinations in Jakarta.
5. Hypothesis 5
   Ho: Destination image does not moderate the relationship between accessibility and Muslim tourist satisfaction at halal destinations in Jakarta.
   Ha: Destination image moderates the relationship between accessibility and Muslim tourist satisfaction at halal destinations in Jakarta.
6. Hypothesis 6
   Ho: Destination image does not moderate the relationship between Islamic business ethics and Muslim tourist satisfaction at halal destinations in Jakarta.
   Ha: Destination image moderates the relationship between Islamic business ethics and Muslim tourist satisfaction at halal destinations in Jakarta.

RESULT AND DISCUSSION

There is some information in the respondent data that was collected, including gender, domicile, and age. The data is presented in the following table:

Table 1. Respondent Data Description

No.	Category	Description	Count	Persentage(%)
1.	Gender	Men	68	40%
		Women	102	60%
2.	Domicile	Jakarta	58	34.1%
		Bogor	43	25.3%
		Depok	35	20.6%
		Tangerang	9	5.3%
		Bekasi	19	11.2%
		Tangerang Selatan	6	3.5%
3.	Age	17-27 Years Old	103	60.6%
		28-37 Years Old	17	10%

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	38-49 Years Old	23	13.5%
	50-60 Years Old	27	15.9%

Sourch: Processed Data (2025)

Measurement of Outer Model

The convergent validity test is a procedure to measure the extent to which indicators within a measured construct can accurately measure that construct. The coefficient value that meets the requirement is greater than 0.70, but values around 0.50 and 0.60 are still considered adequate.

Table 2 Outer Loading

No.	Instrumen	Outer Loading
1.	AK1 (Accessibility)	0.768
	AK2 (Accessibility)	0.794
	AK3 (Accessibility)	0.834
	AK4 (Accessibility)	0.819
	AK5 (Accessibility)	0.784
	AK6 (Accessibility)	0.821
	AK7 (Accessibility)	0.765
	AK8 (Accessibility)	0.747
2.	CD1 (Destination Image)	0.714
	CD2 (Destination Image)	0.868
	CD3 (Destination Image)	0.859
	CD4 (Destination Image)	0.874
	CD5 (Destination Image)	0.859
	CD6 (Destination Image)	0.858
3.	EBI1 (Islamic Business Ethics)	0.731
	EBI2 (Islamic Business Ethics)	0.764
	EBI3 (Islamic Business Ethics)	0.771
	EBI4 (Islamic Business Ethics)	0.750
	EBI5 (Islamic Business Ethics)	0.791
	EBI6 (Islamic Business Ethics)	0.804
	EBI7 (Islamic Business Ethics)	0.733
	EBI8 (Islamic Business Ethics)	0.813
4.	KP1 (Tourist Satisfaction)	0.744
	KP2 (Tourist Satisfaction)	0.761
	KP3 (Tourist Satisfaction)	0.719
	KP4 (Tourist Satisfaction)	0.800
	KP5 (Tourist Satisfaction)	0.850
	KP6 (Tourist Satisfaction)	0.836
5.	P1 (Promotion)	0.752

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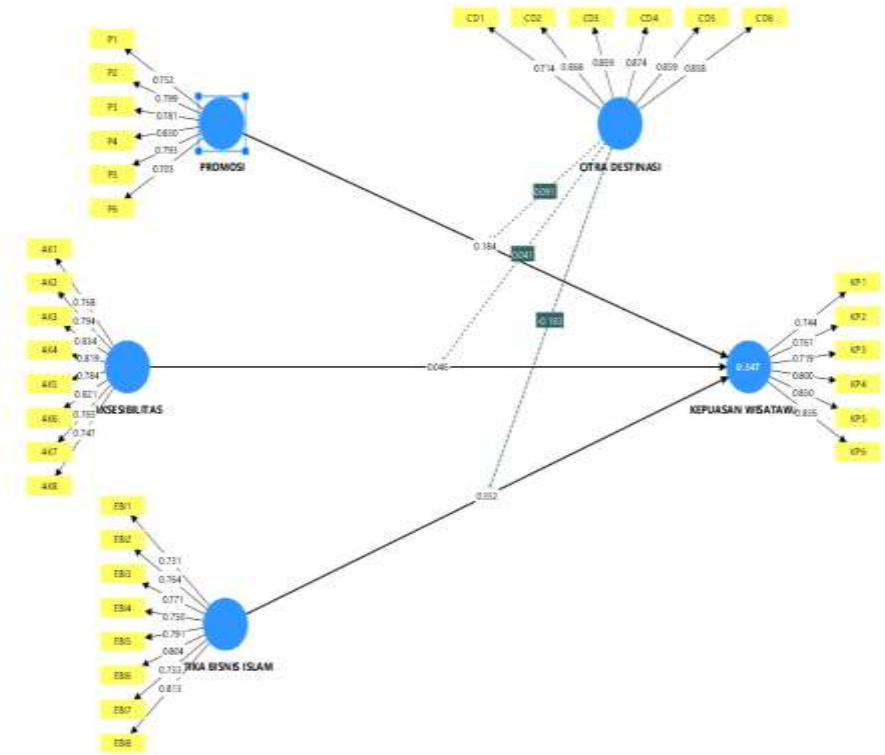
	P2 (Promotion)	0.799
	P3 (Promotion)	0.781
	P4 (Promotion)	0.830
	P5 (Promotion)	0.793
	P6 (Promotion)	0.703
6.	Destination Image x Accessibility = Tourist Satisfaction	1.000
7.	Destination Image x Islamic Business Ethics = Tourist Satisfaction	1.000
8.	Destination Image x Promotion = Tourist Satisfaction	1.000

Source: Processed Data (2025)

In Table 2, it is shown that all the variable statements proposed in the study have outer loading values above 0.70, thus they are considered valid and can be used. The model results of the research are presented in the following figure:

Figure 1 Output SmartPLS



Source: Processed Data (2025)

In Figure 1, each construct (latent variable) is represented by a blue circle, and the indicators are represented by yellow boxes. The number between the construct and the indicator is the outer loading, which shows the contribution of each indicator to its construct.

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Discriminant Validity Test

Discriminant validity is a type of validity test that compares the AVE values of the variables used. The criteria for this test to be considered valid is that its value must exceed 0.5. If in this test the value is less than 0.5, the validity is considered poor.

Table 3 *Average Variance Extracted* (AVE)

No.	Variable	*Average Variance Extracted* (AVE)
1.	Accessibility	0.628
2.	Destination Image	0.707
3.	Islamic Business Ethics	0.593
4.	Tourist Satisfaction	0.619
5.	Promotion	0.605

Source: Processed Data (2025)

Table 3 above shows the AVE calculation values obtained thru SmartPLS for each independent and dependent variable have exceeded the value of 0.5, which is declared valid.
Reliability Test

Table 4 Reliability Analysis

No.	Variable	*Cronbach's alpha*	Composite reliability (rho_c)
1.	Islamic Business Ethics	0.915	0.931
2.	Tourist Satisfaction	0.916	0.935
3.	Accessibility	0.902	0.921
4.	Destination Image	0.876	0.907
5.	Promotion	0.870	0.901

Source: Processed Data (2025)

Based on the data in table 4, the Cronbach's Alpha value for each variable shows a figure > 0.70, indicating that each construct is declared reliable. These results indicate that all variables, namely tourist satisfaction, promotion, accessibility, Islamic business ethics, and destination image, have met the reliability criteria.

Measurement of Inner Model

R-Square

The R-Square test is conducted to show how much the independent variable can influence the dependent variable.

Table 5 R-Square

No.	Variable	R-Square	R-Square Adjusted
1.	Tourist Satisfaction	0.547	0.528

Source: Processed Data (2025)


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Based on Table 5 above, Table 5 above explains that the adjusted R-Square value is 0.528. This value falls into the moderate category. It can be interpreted that the independent variables, namely promotion, accessibility, and Islamic business ethics, as well as the destination image as a moderating variable, can explain 52.8% of the dependent variable, which is tourist satisfaction. The remaining 47.2% is influenced by factors outside this model.

Q-Square (Q2)

Predictions that are considered highly relevant can be measured thru the generated value; if the Q-Square value is equal to or greater than 0, then the model has good predictive ability. Conversely, if the Q-Square value is equal to or less than 0, then the model is considered to have less relevant predictive ability. The Q-Square calculation is performed using the following formula:

$$Q2 = 1 – (1 - R2)$$
$$Q2 = 1 – (1 – 0,528)$$
$$Q2= 1 – (0.472)$$
$$Q2 = 0,528$$

Based on the data, the Q-Square value shows a figure of 0.528, indicating a value > 0.50, which falls into the strong category. This means that the model has good predictive relevance (Ghozali, 2021).

Hypothesis Test

Hypothesis testing or t-test is a method used to evaluate the influence of each independent variable on the dependent variable. In the t-test, the t-table is used. The size of the t-table in this study is calculated based on the sample size of 170 respondents minus the number of research variables, which is 5, with a significance level of 0.50 using a one-tailed method. Therefore, the t-table value in this study is 1.960.

Table 6 Path Analysis

No.	Variable	Original Sample (O)	T Statistik (|O/STDEV|)	P Values
1.	Accessibility x Tourist Satisfaction	0.046	0.680	0.248
2.	Islamic Business Ethics x Tourist Satisfaction	0.352	3.911	0.000
3.	Promotion x Tourist Satisfaction	0.184	2.892	0.002
4.	Destination Image x Accessibility = Tourist Satisfaction	0.041	0.637	0.262


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5.	Destination Image x Islamic Business Ethics = Tourist Satisfaction	-0.183	2.063	0.020
6.	Destination Image x Promotion = Tourist Satisfaction	0.091	1.283	0.100

Source: Processed Data (2025)

The Influence of Promotion on Muslim Tourist Satisfaction at Halal Destinations in Jakarta

The research results show that promotion has a positive and significant impact on Muslim tourist satisfaction at halal destinations in Jakarta. These findings strengthen the Customer Satisfaction Theory (Kotler et al., 2022), which explains that satisfaction is formed when service performance meets or exceeds expectations. In this context, promotion serves as a shaper of tourists' initial expectations before their visit. When the information conveyed thru promotion aligns with the actual experience received, tourists tend to feel satisfaction.

Theoretically, promotion not only serves as a means of communication but also as an instrument for shaping perceptions and beliefs about the quality of the destination. This result is consistent with previous research which states that effective promotion can enhance positive perceptions and strengthen tourist experiences. Although there are studies that have found different results, in the context of halal destinations in Jakarta, promotion has proven to be an important factor in building satisfaction.

Practically, these findings indicate that promotional efforts carried out by halal tourist destinations in Jakarta, both digitally and non-digitally, play an important role in influencing Muslim tourist satisfaction. Effective promotion not only attracts attention but also provides a sense of security, transparency, and increases Muslim tourists' trust in the services offered. In addition, the success of consistently executed promotions also plays a role in building long-term tourist loyalty. This has a positive impact on the growth of halal tourist destinations in Jakarta, allowing them to continue developing.

The Influence of Accessibility on Muslim Tourist Satisfaction at Halal Destinations in Jakarta

These results indicate that Accessibility has a positive but not significant impact on tourist satisfaction. Therefore, the hypothesis stating that Accessibility has a significant positive effect on tourist satisfaction cannot be accepted or rejected. This means that the ease of access to halal tourist destinations in Jakarta has not yet become a factor that can directly increase tourist satisfaction.

The results show that although access to tourist destinations is available, it is not strong enough to have a significant impact on tourist satisfaction levels. These findings indicate that tourists consider other factors more when assessing their satisfaction compared to the aspect of ease of access. This could be due to the limited condition of public transportation, less informative


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directional signs, or road infrastructure that has not yet fully supported travel comfort. This finding can be explained by the possibility that Muslim tourists in Jakarta prioritize aspects of service experience, religious values, and interaction quality over physical accessibility. This indicates that in the context of urban halal tourism, accessibility may be considered a basic requirement rather than a differentiating factor in shaping satisfaction.

The findings of this study are supported by several previous studies that state that Accessibility does not significantly affect tourist satisfaction. However, the findings of this study also different from previous research, which all indicate that Accessibility has a positive and significant impact on tourist satisfaction. This difference n results may be due to the empirical conditions at the different research locations. In this study, the ease of access to tourist destinations is not yet fully optimal, both in terms of road infrastructure quality, availability of public transportation, and directional signs to the location. As a result, although tourists can reach the destination, the factor of Accessibility has not yet become the main determinant in shaping satisfaction.

Moreover, differences in respondent characteristics can also affect the results. Tourists who are already accustomed to the travel conditions in the research area might not consider Accessibility as an important issue, but rather evaluate other aspects. Therefore, although in theory Accessibility contributes to satisfaction, in this study its influence does not appear significantly.

The Influence of Islamic Business Ethics on Muslim Tourist Satisfaction at Halal Destinations in Jakarta

Islamic business ethics have been proven to have a positive and significant impact on the satisfaction of Muslim tourists. This finding is highly consistent with the theory of Islamic business ethics, which emphasizes the principles of shiddiq, amanah, tabligh, and fathanah as the foundation of economic activities. In the perspective of satisfaction theory, the application of ethical values enhances trust, which ultimately strengthens the positive evaluation of the travel experience.

Theoretically, Islamic business ethics serve as a differentiating value in halal destinations. Muslim tourists do not only assess the quality of service functionally, but also morally and spiritually. When the service is provided honestly, transparently, and professionally, the satisfaction formed is not only material but also emotional and spiritual. Practically, this result emphasizes the importance of standardizing service ethics based on Islamic principles at halal destinations in Jakarta. Managers need to ensure price transparency, honest promotions, staff professionalism, and consistency in the application of Sharia values in all service activities. This standardization can become a competitive advantage for halal destinations.

The Role of Destination Image in Moderating the Influence of Promotion on Tourist Satisfaction

The research results show that destination image does not significantly moderate the relationship between promotion and tourist satisfaction. Theoretically, the destination image should enhance the effectiveness of promotions because the image serves as a framework for

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tourists' perceptions. However, in the context of this research, the halal destination image of Jakarta is not strong enough to enhance the impact of promotion on satisfaction.

This result indicates that the destination image of Jakarta as a halal destination still needs to be strengthened, either thru the improvement of facilities, services, or the consistency in applying halal tourism values. When the destination image is not fully positive or widely recognized, the promotion tends to have less impact on tourist satisfaction. This could be due to tourists' perceptions not fully associating the destination with a comfortable, safe, and halal-compliant tourism experience. Therefore, destination managers need to emphasize the development of a strong and authentic image, so that the promotions carried out can be more effective in increasing tourist satisfaction and loyalty.

The lack of previous research examining destination image as a moderating variable is also one of the reasons why the results of this study cannot be directly compared with earlier empirical findings. Most previous studies have positioned destination image as an independent or mediating variable, so empirical evidence regarding its role in strengthening the relationship between promotion and satisfaction is still very limited. This condition makes the findings of this research an important contribution, indicating that the relationship between promotion and satisfaction is not always linear and can change depending on the quality of the destination image itself.

These findings also suggest that to achieve optimal promotion effectiveness, the development of the destination image must be a priority. If the destination image is well-established and widely recognized positively, promotion will more easily influence tourists' expectations, perceptions, and evaluations, thereby directly impacting their satisfaction. Thus, strengthening the destination image is not only a complement to marketing strategies but also the main foundation that determines how much promotion can sustainably influence tourist satisfaction.

The Role of Destination Image in Moderating the Influence of Accessibility on Tourist Satisfaction

Based on the test results, the interaction between Destination Image and Accessibility on Tourist Satisfaction does not show a significant influence, so the proposed hypothesis cannot be accepted or rejected. Thus, Destination Image does not play a role as a variable that strengthens or moderates the relationship between Accessibility and Tourist Satisfaction.

This finding is consistent with previous results that show the direct influence of Accessibility on Tourist Satisfaction is also not significant. This condition indicates that structurally, Accessibility is not a determinant capable of explaining the variation in Muslim Tourist Satisfaction at Halal Destinations in Jakarta. Therefore, when the direct relationship alone does not provide a significant contribution, it is theoretically reasonable that the moderating variable, in this case, Destination Image, also cannot strengthen that relationship. In other words, Destination Image does not have the capacity to enhance the influence of a variable that has been insignificant from the beginning.

The lack of previous research examining destination image as a moderating variable between Accessibility and Tourist Satisfaction is also one of the reasons why the results of this study cannot be directly compared with earlier empirical findings. Most previous studies only positioned


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destination image as an independent or intervening variable, so empirical evidence regarding its role in strengthening the relationship between Accessibility and satisfaction is still very limited. This condition makes the findings of this research an important contribution, indicating that the relationship between Accessibility and satisfaction is not always linear and can change depending on tourists' perceptions of the destination image itself.

The Role of Destination Image in Moderating the Influence of Accessibility on Tourist Satisfaction

Based on the test results, the interaction between Destination Image and Islamic Business Ethics on Tourist Satisfaction shows a significant influence. Thus, the hypothesis regarding the moderating role of Destination Image can be accepted. These findings indicate that Destination Image functions as a moderating variable that affects the relationship between Islamic Business Ethics and Tourist Satisfaction, although the direction of moderation is negative.

The negative direction of influence suggests that when tourists' perceptions of Destination Image become stronger or more positive, the influence of Islamic Business Ethics on Tourist Satisfaction actually decreases. This condition can be interpreted that tourists who already have a very good perception of the destination's image tend to assess their satisfaction based on other more prominent aspects, such as the comfort of facilities, quality of service, overall travel experience, or the destination's attractions themselves. In other words, the role of Islamic Business Ethics becomes relatively less dominant in destinations that already have a strong image, because tourists' expectations have been shaped by that positive perception.

These findings also suggest the possibility that tourists have certain standards or perceptions regarding how Islamic Business Ethics should be applied. When the destination's image is very good, even minor discrepancies from those expectations can have a more significant impact on the perception of satisfaction. Therefore, although Islamic Business Ethics remains an important aspect in halal destination services, its influence may diminish when the destination's image plays a more dominant role in shaping tourist satisfaction. These results open up opportunities for further research to explore the more complex interactions between image perception, ethical values, and the experiences of Muslim tourists at halal destinations in Jakarta.

CONCLUSION

Based on the results of the analysis and discussion of the research regarding the influence of promotion, accessibility, and Islamic business ethics on the satisfaction of Muslim tourists at halal destinations in Jakarta with destination image as a moderating variable, it can be concluded that promotion has been proven to have a positive and significant impact on increasing tourist satisfaction. This shows that informative promotional strategies that can attract tourists' interest are important factors in shaping a positive experience during their visit. Meanwhile, Accessibility does not show a significant influence on satisfaction, although its direction is positive, so the ease of access to the destination has not yet become the main factor in shaping satisfaction for Muslim tourists in Jakarta. On the contrary, Islamic business ethics have proven to have a positive and


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significant impact, affirming that the application of principles of honesty, trustworthiness, transparency, and professionalism are important elements in creating tourist satisfaction.

In terms of the moderation variable aspect, the destination image does not strengthen the influence of promotion or accessibility on tourist satisfaction, so both relationships remain direct without being influenced by the perception of the destination image. However, the destination image has been proven to significantly moderate the influence of Islamic business ethics on tourist satisfaction in a negative direction, indicating that as the destination image becomes stronger, the contribution of Islamic business ethics to satisfaction actually decreases. These findings indicate a difference in tourists' perceptions when evaluating ethical factors, particularly when they have high expectations regarding the destination's image. Overall, this study emphasizes that promotional aspects and Sharia-based ethical values play an important role in shaping Muslim tourist satisfaction, while accessibility has not yet become a dominant factor in the context of halal destinations in Jakarta.

This study has several limitations, including the scope of the location being limited to only four halal tourist destinations in Jakarta, so the research results do not fully represent the characteristics of halal destinations in other regions. In addition, the variables studied are still limited to promotion, accessibility, Islamic business ethics, destination image, and tourist satisfaction, while other factors such as service quality, travel experience, and destination appeal have the potential to also affect Muslim tourist satisfaction. Another limitation is the lack of previous research examining destination image as a moderating variable, making it challenging to compare research results. Therefore, future research is recommended to expand the scope of locations and add research variables to obtain more comprehensive and general findings. Practically, the results of this study can serve as input for destination managers and local governments to strengthen promotional strategies, improve accessibility, and consistently apply Islamic business ethics. Strengthening the destination's image also needs to be supported thru improvements in cleanliness, comfort, safety, and the provision of Muslim-friendly facilities, along with government support in infrastructure development, collaborative promotion, and the formulation of halal tourism service guidelines.

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