

LENGTH OF STAY OF MUSLIM TOURIST AT HALAL TOURISM DESTINATION: INTEGRATING ISLAMIC ATTRIBUTES WITH PUSH-PULL MOTIVATION AND MEDIATED BY SATISFACTION

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ABSTRACT

Introduction: The length of stay of tourists is a very critical issue in the tourism and hospitality industries, including in the halal tourism sector. So, this study aims to find out and test the factors that affect the length of stay of Muslim tourists when traveling in halal tourism destinations by integrating Islamic attributes with push-pull motivation mediated by satisfaction.

Method: The method used in this study is quantitative using Partial Least Square-Structural Equation Modeling (PLS-SEM) analysis. The population of this study is Muslim tourists who visit halal tourism destinations in Lombok with a sample of 171 respondents.

Results: Islamic attributes such as Islamic facilities, alcohol and gambling-free, and Islamic morality have a direct effect on length of stay, while *halalness* affects the length of stay mediated by satisfaction. Push and pull motivations have a positive effect on the length of stay. Finally, the length of stay is also affected by satisfaction.

Conclusion and suggestion: Islamic attributes and motivation as well as satisfaction greatly affect the length of stay of Muslim tourists when traveling at halal tourism destinations. The findings of this study are very important and can serve as a crucial guide for businesses and governments to present the various needs and attributes of Muslim tourists so that they feel satisfied and willing to stay longer in halal tourism destinations.

INTRODUCTION

The development of the halal tourism industry around the world continues to increase rapidly. In 2022, the Global Muslim Travel Index (GMTI) reported that international Muslim tourist arrivals reached 110 million, reaching 68 percent of the pre-pandemic levels, and projects that by 2028, it will reach 230 million tourists with a value of USD 225 billion (GMTI, 2023). High demand in this sector is driven by the growth of Muslim populations and their incomes worldwide (Battour & Ismail, 2016; Suhartanto et al., 2021). With this high demand, many tourist destinations are competing to offer halal tourism facilities to attract Muslim tourists (Han et al., 2019; Jia & Chaozhi, 2020; Sobari et al., 2022).

Length of stay (LOS) in the travel and hospitality sector is very important, as it shows how much time tourists spend in a destination (Gössling et al., 2018), reflecting the tourist's expenses during the trip (Barros et al., 2010; Peypoch et al., 2012), and can ultimately affect the tourism industry and create jobs (Alén et al., 2014). The longer tourists stay, the higher the income from tourism (Brida et al., 2013; Ting et al., 2017). The importance of analysis on LOS in tourism, however, research regarding the LOS of Muslim tourists in halal tourism destinations is still rare (Battour et al., 2017; Dabphet, 2021; Han et al., 2019; Monoarfa et al., 2022; Ratnasari et al., 2021; Suhartanto et al., 2021; Wardi et al., 2018). Therefore, filling this gap and testing the factors that affect Muslim tourists' stay longer in halal tourism destinations are very important.

As a country with the largest Muslim population and many great destinations, Indonesia is one of the countries recognized as the main halal tourism destination in the world. The last report published by GMTI (2023) places Indonesia as the best halal tourism destination in the world. Lombok Island located in West Nusa Tenggara Province (NTB), is one of the best halal tourism destinations in Indonesia (Ratnasari et al., 2021). In general, after the COVID-19 pandemic, domestic and foreign tourist visits to NTB continued to increase. In 2022, the number of tourist visits to the NTB was stable. The lowest number of visits occurred in April 2022 (62,083 people). The following month, tourist visits increased sharply to 115,324 people,

and the number of visits continued to increase slowly until the end of 2022, with a total of 1,376,295 people (NTB SATU DATA, 2023).

Inversely proportional to the increase in the number of tourists visiting Lombok, LOS tourists are still relatively short. The data show that the LOS of tourists in various classes of lodging/hotels in 2022 is an average of 2 days (BPS NTB, 2023). For example, this is still much lower than the average stay of tourists in Bali, which is an average of 10 days (lombokpost.com, 2023). This condition is a challenge and homework for all parties involved in Lombok. Therefore, it is very important to conduct further research on the factors that affect the length of stay of Muslim tourists traveling in Lombok.

Previous research on tourist LOS has tested various variables (Esiyok et al., 2018; Jackman et al., 2020; Jacobsen et al., 2018; Nicolau et al., 2018; Santos et al., 2015; Thrane & Farstad, 2012; Wang et al., 2018). One important factor that can explain tourists' LOS is the presence of various attributes or facilities in tourist destinations (Adongo et al., 2017; Atsız et al., 2022; Boto-García et al., 2019; Rodríguez et al., 2018). Destination attributes play an important role in changing tourist behavior and product consumption and deciding whether to stay at a destination for a long time (Peypoch et al., 2012).

The availability of different attributes according to the needs of tourists determines the length of stay of tourists (Wang et al., 2018). In particular, the attributes of Muslim tourists differ from those of non-Muslim tourists. They must still carry out their worship wherever they are and stay away from anything prohibited by their religion (Battour et al., 2014). In the halal tourism industry, it is important to present Islamic attributes to destinations. Any stakeholders of halal tourism destinations are crucial to understanding what attributes and facilities are needed by Muslim tourists to decide to visit a particular destination (Battour et al., 2012, 2014; Dabphet, 2021; Jia & Chaozhi, 2020). Many studies have examined the influence of Islamic attributes on various behaviors of Muslim tourists, such as satisfaction, loyalty, revisit intention, and word-of-mouth (Dabphet, 2021; Han et al., 2019; Monoarfa et al., 2022; Sobari et al., 2022; Wardi et al., 2018). Based on these studies, there has been no research that tests the influence of Islamic attributes on the LOS of Muslim tourists. Therefore, this gap requires further investigation.

However, the procurement of Islamic attributes in tourist destinations may not be the only attraction for Muslim tourists (Battour et al., 2017). Tourist motivation (push-pull motivation) is another prominent factor that influences tourists' LOS decisions. Tourist behavior is encouraged (pushed) by an internal desire to travel and then withdrawn (pulled) by external factors or the attractiveness of a destination (Battour et al., 2012; Bayih & Singh, 2020). Previous studies have used motivational variables to explain decisions on how long tourists stay at a destination (Aguilar & Díaz, 2019; Alén et al., 2014; Ting et al., 2017).

Integrating Islamic attributes and tourist motivations is necessary because there are indicators of Islamic attributes not contained in tourist motivations, and vice versa. In addition, the motivation for travel is not always a religious factor but can also be driven by the bargaining power of a destination such as beautiful scenery or weather owned by a destination (Eid & El-Gohary, 2015). Analyzing the Islamic attributes of destinations and tourist motivations to explain how long Muslim tourists stay can be a more comprehensive discussion compared to previous research and become the latest of this study (Han et al., 2019; Monoarfa et al., 2022; Sobari et al., 2022; Wardi et al., 2018).

In addition to examining the direct effect of Islamic attributes and tourist motivation on LOS, this study also examined the role of satisfaction as a mediator. Satisfaction describes the positive emotions experienced by tourists when traveling (Albaity & Melhem, 2017). When tourists are satisfied with the various activities and attributes of a destination, they will eventually tend to extend their stay at the destination (Mohammad & Herzallah, 2022; Soler et al., 2018). Overall, this study aims to test the factors that can affect the LOS of Muslim tourists when traveling to halal tourism destinations by using Islamic attributes, tourist motivations, and satisfaction as mediators. Knowing the factors that determine the LOS of Muslim tourists, businesses, local governments, and the Ministry of Tourism and Creative Economy can help prepare various appropriate policies, present various attributes, and maximize the bargaining power of tourist destinations, especially in halal tourism destinations in Lombok and Indonesia in general, so that Muslim tourists will extend their stay in halal tourism destinations.

LITERATURE REVIEW

Halal Tourism and Islamic Attributes

According to El-Gohary (2016), the word *halal* (حلال) itself comes from Arabic, which means permissible, acceptable or permitted. In terms of the world *halal*, according to Al-Qaradawi, as quoted by Rhama (2022), that is, a series of deeds that may be done without the consequences of Allah's giving or punishment. El-Gohary (2016) explained that the concept of *halal* includes any product that complies with Islamic law (*shari'a*), starting with food and beverage, banking and finance, cosmetics, employment, travel and transport services, tourism itself, and so on. As for the context of tourism, Carboni et al. (2014) explained halal tourism is "as tourism in accordance with Islam, which involves people of the Islamic faith who are interested in maintaining their personal religious customs while traveling and are not limited to religious purposes and does not involve travel to or within Muslim countries." Mohsin et al. (2016) also provide definitions of halal tourism as "provision of a tourism product and service

that meets the needs of Muslim tourists to facilitate worship and dietary requirements that conform to Islamic teachings.”

The existence of various attributes or facilities in tourist destinations is important for serving tourists. Destination attributes are the supply side or attractiveness of a tourist destination (Gómez-Déniz & Pérez-Rodríguez, 2019; Gössling et al., 2018). Various attributes are available and provided by tourist managers and businesses to provide the best service for tourists. Adongo et al. (2017) state that destination attributes, which include tangible and intangible attributes, can increase the length of a tourist's stay. Rodríguez et al. (2018) summarize the minimum attributes that exist in tourist destinations, namely the quality of destination services, food, nature or climate, and other derivative attributes. In addition, unique and new attributes of various activities are linked to peer-to-peer accommodation of its good; it can attract tourists to stay longer (Tussyadiah & Pesonen, 2016).

Muslim tourists also have special attributes that must be present at tourist destinations. Muslims, when traveling, should stay away from what is forbidden in their religion and are still required to observe religious obligations as part of their daily lives (Preko et al., 2021; Suhartanto et al., 2021). Good religious services can promote high satisfaction and ultimately influence the future behavior of tourists (Battour et al., 2011). Battour et al. (2011) divided Muslim tourists' attributes into tangible and intangible. Tangible attributes include prayer facilities, the Holy Qur'an, Muslim toilets, and halal food. Meanwhile, intangible attributes such as Islamic entertainment, Islamic dress codes, Islamic morality, and Islamic calls (*adhan*) for prayer. Battour et al. (2014) developed four indicators of Islamic attributes: worship facilities, such as facilities for prayer, *adhan*, and the direction of prayer; *halalness* (per Islamic law), such as the availability of halal food; alcohol and gambling-free activities in tourism sites, hotels, parks, and others; and Islamic morality, such as Islamic dress code by hotel and restaurant staff. By presenting various attributes that suit the needs of Muslim tourists, it is hoped that tourists can feel satisfaction in the end and extend their stay in halal tourism destinations. If any stakeholder understands and knows the attributes Muslim tourists need, they can engage in successful marketing (Battour et al., 2014; Rahman, 2014).

Length of Stay

The length of stay (LOS) of tourists is one of the most important and interesting topics of discussion in tourism studies (Aguilar & Díaz, 2019; Jacobsen et al., 2018; Wang et al., 2018). LOS is a key parameter in destination management that describes the number of nights a tourist stays (Gössling et al., 2018). Adongo et al. (2017) describe LOS as the duration of a tourist's recreational consumption and other services or activities whose demand is driven

based on a visit to a destination. Before traveling, tourists must make various decisions, such as destination, transportation, how long they will stay, and so on (Alén et al., 2014).

The LOS rate is the most important determinant of overall tourist spending (Thrane & Farstad, 2012; Wang et al., 2018). Jacobsen et al. (2018) in their research stated that there is clear evidence between the length of stay and tourist spending. Increased income to destinations owing to tourist spending can develop tourism in general (Tussyadiah & Pesonen, 2016). On the one hand, a decrease in the length of stay of tourists may have a real impact on lodging income, increasing operating costs, and the need to find more visitors to maintain occupancy rates (Jacobsen et al., 2018). In addition, length of stay provides information and is another useful performance indicator regarding the ability of a particular destination to attract and retain the flow of tourists (Brida et al., 2013; Gössling et al., 2018).

Many studies have explained the factors that encourage tourists to decide on their length of stay at a destination. Because of the importance of LOS studies, it is not surprising that many determinants have potentially been tested as exogenous variables to explain the change in the length of stay of tourists (Thrane & Farstad, 2012). Santos et al. (2015) stated in their research that various factors such as transportation, season, travel destination, and expenditure provide empirical evidence that affects the length of stay of tourists when visiting various tourist destinations in Brazil. Otoo et al. (2016) research on volunteer tourists in Ghana implies the country of origin, typology, educational status, destination expenditure, and nature of placement affect the LOS tourists. Repetition destination, source of information, mode of transportation, and destination status were identified as the main indicators of the length of stay of tourists who ended up in Macau (Wang et al., 2018). Esiyok et al. (2018) found the length of stay is influenced by purchasing power, physical distance, and seasonal preferences, as well as the age factor in thermal tourism in Turkey.

Thrane & Farstad (2012) infer that the origin of the country closer to or neighboring countries affects the length of stay of tourists in Norway. Nicolau et al. (2018) concluded that tourists who travel farther from their place of origin are more likely to stay longer at their destination. Tourists stay longer because they feel they have spent more time, effort, or money reaching a destination than short-distance tourists. Jackman et al. (2020) in their research in Barbados found a relationship between geographical distance and length of stay, i.e. the farther the market, the longer tourists stay. Furthermore, significant climate differences, namely, Barbados with a tropical climate, can increase the length of stay of tourists from cold or temperate countries.

Push and Pull Motivation

Tourist motivation is an important variable that can explain tourist behavior (Battour et al., 2017). Tourist motivations can be divided into push and pull motivations. Motivation theory can be used to understand why tourists travel, and then by itself involves the interaction of the two interrelated factors (push-pull) (Bayih & Singh, 2020; Preko et al., 2021). Much of the travel and destination marketing literature addresses the theory of motivation when explaining why people choose a destination (Battour et al., 2017). The theory assumes that people are first driven (pushed) by an internal desire to travel, and then pulled by external factors (Battour et al., 2012).

Motivation drives tourists to take the form of a desire to be with family, knowledge, education, achievement, and relaxation (Preko et al., 2021). Bayih & Singh (2020) also mentioned motives for escape from worldly environments, self-exploration and evaluation, relaxation, pride, increased kinship relationships, and the facility of social interaction, including the motives driving tourists. If concluded, the driving factor for tourists comes from the internal forces of each individual (Almeida-Santana & Moreno-Gil, 2018).

The motivation of the puller is reflected in the availability of the natural environment, attractions, weather, history, and low travel costs and expenses (Battour et al., 2012). Moreover, Correia et al. (2013) stated that attractor motivation is related to external and cognitive factors, such as landscape, climate, friendliness, and public facilities at a destination. In short, pull motivation is related to the attractiveness of a destination (Almeida-Santana & Moreno-Gil, 2018).

Tourist Satisfaction

Tourist satisfaction is one of the most important topics in the study of tourism marketing (Chi & Qu, 2008). Prayag et al. (2017) explain satisfaction as a positive emotion from tourists after consuming products and services in tourism destinations. In addition, when tourists get a positive experience when they are at a tourist destination and by their expectations, this will create satisfaction for them. Tourist satisfaction is the result of psychology from a process in which tourists secure their expectations from the experiences or benefits they feel (Albayrak & Caber, 2018). Guarantee tourist satisfaction is an important indicator because it is related to the choice of destination, return visits, and the utilization of tourist products and services (Han et al., 2019). In addition, tourist satisfaction leads to repeat purchases and positive word-of-mouth (Wu, 2016). Tourists' satisfaction also makes them more likely to extend their stay and spend more time at the destination (Chi & Qu, 2008). Therefore, knowing the factors that affect tourist satisfaction can guide destinations to improve the quality of attractive products and services (Battour et al., 2012).

Hypothesis

Islamic Attributes to Length of Stay and Satisfaction

Many studies have proven that the various attributes available in tourist destinations can affect tourist satisfaction. Specifically, Islamic attributes also influence satisfaction. For example, Battour et al. (2014) concluded in their research that Islamic attributes influence the satisfaction of Muslim tourists traveling in Malaysia. Monoarfa et al. (2022) also found that the existence of Islamic attributes, in general, affects the satisfaction of Muslim tourists who have visited destinations in Indonesia. Dabphet (2021) stated that Islamic attributes also affect the satisfaction of Muslim tourists visiting non-Muslim countries such as Thailand. Thus, it can be concluded that Islamic attributes affect satisfaction directly.

Various studies have proven the influence of various destination attributes on the length of stay of tourists in tourist destinations. Adongo et al. (2017) stating tangible and intangible attributes led to longer tourist stays in various tourist destinations in Ghana. Boto-García et al. (2019) concluded that the mode of transportation and some relevant destination attributes such as tranquility, natural environment, and climate, positively increased the length of stay of tourists to Asturias, Spain. Bavik et al. (2021) discovered destination attributes, including service, environment, gastronomic service, distance, imagery, outdoor activities, weather, events, and shopping facilities, have a positive influence on the length of stay in Macau. Atsız et al. (2022) also found a positive impact of cultural attributes and the variety of historical knowledge that increased the length of stay of tourists in Istanbul, Turkey. The fulfillment of different attributes according to the needs of tourists determines their behavior and length of stay (Wang et al., 2018), including Muslim tourists who need attributes based on their religious beliefs (Monoarfa et al., 2022).

However, research on the influence of Islamic attributes on length of stay is rare. Based on several studies, various attributes of tourist destinations can affect the LOS of tourists, both tangible and intangible. The attributes of Islam in destinations, directly and indirectly impact their decisions on travel behavior (Rahman, 2014). Therefore, this study examined the effect of Islamic attributes on the LOS of Muslim tourists. In particular, this research divided Islamic attributes into four parts, as done by Wardi et al. (2018): Islamic facilities, *halalness*, alcohol and gambling-free, and Islamic morality. Therefore, the following hypotheses are proposed in this study:

- H1: Islamic facilities (IF) influence the length of stay (LOS)
- H2: *Halalness* (HL) influences the length of stay (LOS)
- H3: Alcohol and gambling-free (AG) influence the length of stay (LOS)
- H4: Islamic morality (IM) influences the length of stay (LOS)

H5: Islamic facilities (IF) influence the satisfaction (ST)

H6: *Halalness* (HL) influences the satisfaction (ST)

H7: Alcohol and gambling-free (AG) influence the satisfaction (ST)

H8: Islamic morality (IM) influences the satisfaction (ST)

Push and Pull Motivation to Length of Stay and Satisfaction

Various studies explain the influence of tourist motivation on tourist satisfaction with a particular destination. Agyeiwaah et al. (2019) sum up the motivation of culinary tourists has a positive effect on the culinary experience and tourist satisfaction. Battour et al. (2017) found a positive and significant relationship between Muslim tourist motivation and their satisfaction in Malaysia. Preko et al. (2021) also found that the push and pull motivation of domestic Muslim tourists affects their satisfaction when visiting halal tourist destinations in Ghana.

In addition, tourist motivation also influences the length of stay of tourists. Alén et al. (2014) show that traveling to visit family and friends has a stronger and more significant influence on length of stay than other proposed travel reasons such as vacation, health, and work. Then, the pull factor, namely climate at destination influence the length of stay of tourists in Spain. Prebensen et al. (2015) expressed the motivation of tourists to escape and socialize affects the length of stay in tourist destinations in Northern Norway. Ting et al. (2017) showing motivation to interact with friends and family increases the length of stay of local tourists in Taiwan. The research conducted by Aguilar & Díaz (2019) concluded that the length of stay of tourists who visited Spain was motivated by the presence of beach recreation, countryside, sun, and sports. Based on the various explanations above, the hypotheses proposed in this study are:

H9: Push motivation (PSM) influences the length of stay (LOS)

H10: Pull motivation (PLM) influences the length of stay (LOS)

H11: Push motivation (PSM) influences the satisfaction (ST)

H12: Pull motivation (PLM) influences the satisfaction (ST)

Satisfaction to Length of Stay and Satisfaction as a Mediator

Testing the effect of satisfaction on LOS is still rare when compared to its effect on loyalty, word-of-mouth, or revisit intention (Agyeiwaah et al., 2019; Albaity & Melhem, 2017; Lee & Xue, 2020; Preko et al., 2021; Wardi et al., 2018). When tourists feel satisfied with tourist destinations, they will tend to extend their stay (Chi & Qu, 2008). However, only a few studies have been conducted on the relationship between satisfaction and length of stay. Such as research conducted by Soler et al. (2018), which concludes that the satisfaction of foreign tourists has a significant influence on the length of their stay in Malaga, Spain. Then,

Mohammad & Herzallah (2022) show there is a positive and significant relationship between satisfaction and the length of stay of tourists in Jordan. Therefore, it is important to conduct further research on the effect of satisfaction on length of stay, including on Muslim tourists. Therefore, the hypothesis proposed from this study is:

H13: Satisfaction (ST) influences the length of stay (LOS)

In addition, this study also examines the role of satisfaction as a mediator between Islamic attributes and push-pull motivation on the length of stay of Muslim tourists. However, research on the influence of Islamic attributes and tourist motivation on LOS mediated by satisfaction is still not available. Nonetheless, several previous studies have been the main cornerstone of this potential relationship. For example, Albaity & Melhem (2017) found that satisfaction mediates the relationship between destination image and novelty seeking on tourists' destination loyalty in the United Arab Emirates. Agyeiwaah et al. (2019) on their research found that tourist motivation affects loyalty through the mediation of satisfaction. Mohammad & Herzallah (2022) showed that satisfaction mediates the destination attributes on the length of stay of tourists. So, when tourists feel satisfied and comfortable when traveling because of the various attributes and advantages the destination possesses, they will respond positively to the destination. Based on some of the research above, it can be concluded that satisfaction can act as a mediator between destination attributes, the attraction of the destination, and the encouragement of the tourists themselves to their behavior. Therefore, the hypotheses proposed from this research are:

H14: Satisfaction (ST) mediates the relationship between Islamic facilities (IF) and length of stay (LOS)

H15: Satisfaction (ST) mediates the relationship between *halalness* (HL) and length of stay (LOS)

H16: Satisfaction (ST) mediates the relationship between alcohol and gambling-free (AG) and length of stay (LOS)

H17: Satisfaction (ST) mediates the relationship between Islamic morality (IM) and length of stay (LOS)

H18: Satisfaction (ST) mediates the relationship between push motivation (PSM) and length of stay (LOS)

H19: Satisfaction (ST) mediates the relationship between pull motivation (PLM) and length of stay (LOS)

Based on the explanation above, the research model of this study can be seen in Figure 1.

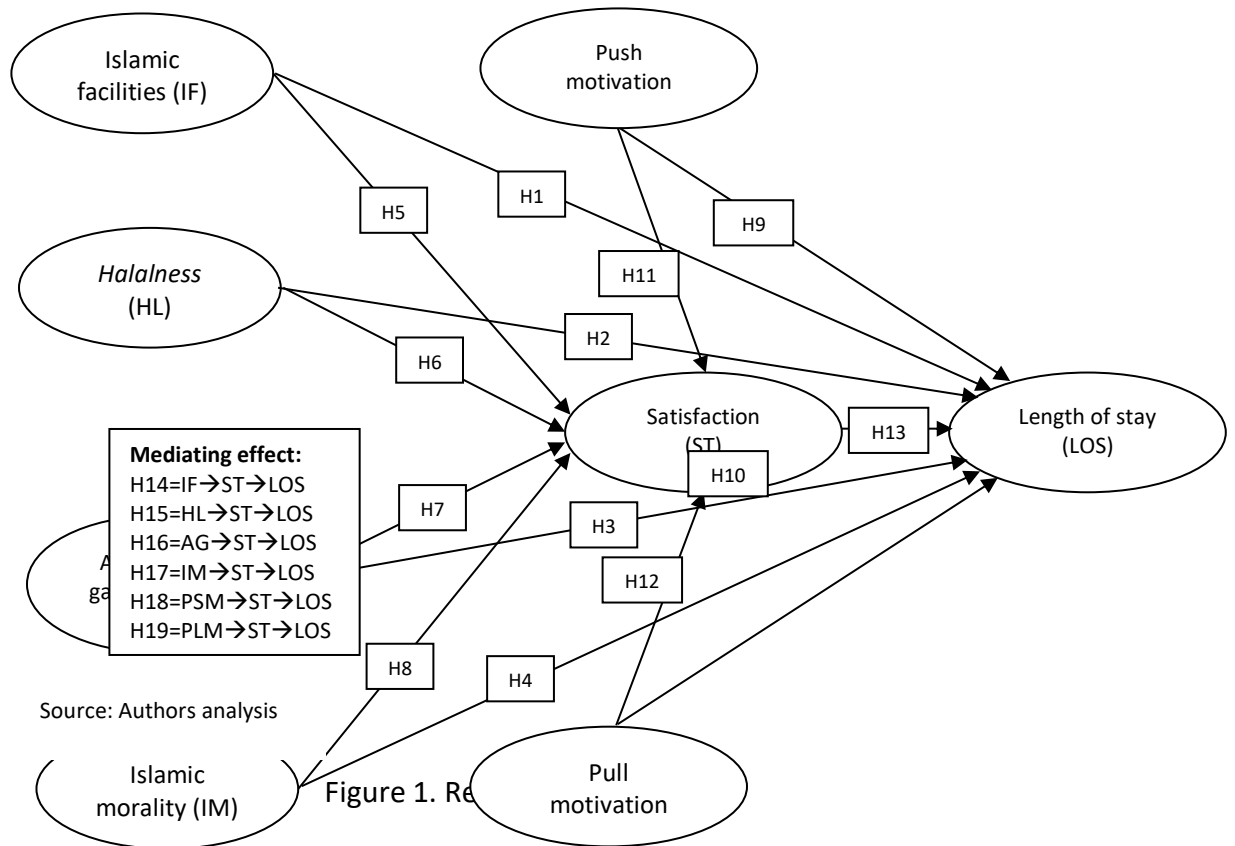


Figure 1. Research Model

RESEARCH METHOD

Variables and Items

The variables used in this study are push motivation variables that are modified from Battour et al. (2017), Bayih & Singh (2020) and Preko et al. (2021) with 5 items, pull motivation follows some previous researchers (i.e. Battour et al., 2012; Monoarfa et al., 2022) as many as 4 items, Islamic attributes (Islamic facilities, *halalness*, alcohol and gambling-free, and Islamic morality) adopted from Battour et al. (2014) and Wardi et al. (2018) with total 9 items, satisfaction as many as 4 items operated from Battour et al. (2012), Dabphet (2021), and Monoarfa et al. (2022), and finally the length of stay with 5 items adopted from Mohammad & Herzallah (2022). Thus, the total measurement items used in this study were 27 items. More details of the variables and measurement items used can be seen in Table 1.

Analysis and Sample Techniques

Based on the selected model and variables, the analysis technique uses PLS-SEM (partial least square-structural equation modeling) to analyze the relationship of latent variables to test hypotheses that have been made with the help of SmartPLS 4 tools. PLS-SEM is appropriate to use in this research because this technique can estimate complex models with many constructs, enable work with a relatively small sample, and doesn't have distributional assumptions on the data (Hair et al., 2019). However, the absence of goodness-of-fit to assess the quality of the model globally is an issue in the PLS-SEM (Henseler & Sarstedt, 2013).

The population of this study is Indonesian domestic Muslim tourists who visit Lombok Island and those who stay in Lombok for at least 1 night intending to recreation. The sampling technique used simple random sampling and collecting data is carried out at various tourism destinations in Lombok. Before the questionnaire is given to respondents, prospective respondents will first be asked whether they are Muslim and willing to participate, and then the questionnaire can be filled out.

RESULTS

Respondent Profile

Based on the results of collecting questionnaires directly in various tourism destinations in Lombok, the total number of respondents obtained was 171, of which 87 people, or 50.88% were men, while the remaining 84 people, or 49.12% were women. The age range of all respondents was between 17-27 years as many as 33 people (19.60%), 28-41 years as many as 66 people (38.60%), 42-57 years as many as 61 people (35.67%), and respondents over the age of 57 years as many as 11 people (6.43%). Then, the income level of all respondents was dominated by those with incomes above IDR 10,000,000, which was 106 people (61.99%). Meanwhile, only 3 people, or 1.7% have income below IDR 5,000,000 each month (please refer to Table 2).

Table 1. Variables and Measurement Items

Variables	Measurement Items
Islamic Attributes (Battour et al., 2014; Wardi et al., 2018)	Islamic Facilities (IF) IF1: The availability of <i>musholla</i> (prayer rooms) in tourist areas and hotels IF2: The sound of <i>azan</i> (call to prayer) in tourist areas and hotels IF3: The direction of prayer (<i>qibla</i>) in hotels or other places
	Halalness (HL) HL1: Availability of halal food in tourist attractions, shopping centers, hotels, parks, etc. HL2: Separate halal kitchens in hotels and restaurants
	Alcohol and Gambling-Free (AG) AG1: Prohibition of alcohol in public areas AG2: Prohibition of gambling activities in public areas
	Islamic Morality (IM) IM1: Hotel or restaurant staff keep ethics of dress (which is covered) IM2: Prohibiting sexual activities, kissing, and other behaviors prohibited by religion in public areas
Push Motivation (PSM) (Battour et al., 2017; Bayih & Singh, 2020; Preko et al., 2021)	PSM1: I feel encouraged to travel to increase social interaction. PSM2: Travelling can give me new knowledge PSM3: I can see and feel different environments when traveling PSM4: Travelling can take a moment away from the routine at home PSM5: Travelling can take a moment away from the routine at work
Pull Motivation (PLM) (Battour et al., 2012; Monoarfa et al., 2022)	PLM1: The view in Lombok is amazing PLM2: The panorama of Mount Rinjani National Park in Lombok is very exotic

	PLM3: Ecological sites in Lombok are still natural
	PLM4: Forest and river ecosystems are still well-preserved
Satisfaction (ST) (Battour et al., 2014; Dabphet, 2021; Monoarfa et al., 2022)	ST1: This trip was worth the price and money I spent. ST2: The facilities and attributes I received met my needs as a Muslim tourist ST3: The hotel or restaurant services provided are in accordance with what is expected of a Muslim tourist ST4: I feel satisfied with my visit to halal tourism destination
Length of Stay (LOS) (Mohammad & Herzallah, 2022)	LOS1: The local people are very friendly, which motivates me to stay in the destination longer. LOS2: Public facilities in Lombok halal destinations encourage me to stay longer LOS3: Lombok has a wide variety of activities that encourage me to stay longer LOS4: Length of stay is influenced by the satisfaction of halal tourism destinations that I feel LOS5: I will recommend to my family, friends, and other colleagues to visit Lombok halal tourism destinations

Table 2. Respondent Profile

	Category	n	%
Gender	Man	87	50.88
	Woman	84	49.12
Age range	17-27	33	19.60
	28-41	66	38.60
	42-57	61	35.67
	>57	11	6.43
Revenue/month	<IDR 5,000,000	3	1.7
	IDR 5,000,000 – IDR 7,000,000	49	28.65
	IDR 7,000,000 - IDR 10,000,000	13	7.60
	>IDR 10,000,000	106	61.99

Sources: Data Processed

Note: IDR = Indonesia Rupiah

Measurement Model

The measurement model is carried out by testing consistency reliability, convergent validity, and discriminant validity. Consistency reliability assessment uses Cronbach alpha and composite reliability. Cronbach alpha (CA) values should be above 0.70, or 0.60 still acceptable (Hair et al., 2017) and composite reliability (CR) should be above 0.70 (Hair et al., 2017). Convergent validity assessment using average variance extracted (AVE) value must be above 0.50 (Hair Jr et al., 2014) and the outer loading value of each item should be above 0.7 (Hair et al., 2017). Finally, the assessment of discriminant validity uses the Fornell-Larcker criterion, where the construct is said to have good discriminant validity is that each construct must be higher than the correlation of the highest square of that construct with other latent constructs (Hair et al., 2011).

Table 3 displays the results of the measurement model with various criteria. First, the CA value has a value between 0.721-0.968, so it has met above 0.70. While CR is valued from 0.782-0.998, so it has met the requirements above 0.70. Thus, it can be concluded that reliability has been met.

Next, convergent validity testing, where the AVE value starts from 0.705-0.918 so that it has met the requirements must be in bag 0.50. The outer loading value of each item has met the requirements above 0.70, where the calculation results range from 0.742-0.964. So, it can be concluded that the convergent validity test has been fulfilled.

Finally, discriminant validity testing was carried out with Fornell-Larcker criteria to test variable quality. Based on Table 4, all variables have values higher than the highest squared correlation of their constructs, so discriminant validity has been met.

Table 3. Measurement Model

Constructs	Items	Outer loadings	Cronbach's alpha	Composite reliability	Average variance extracted
Alcohol and Gambling Free (AG)	AG1	0.923	0.721	0.782	0.777
	AG2	0.838			
<i>Halalness</i> (HL)	HL1	0.964	0.911	0.923	0.918
	HL2	0.952			
Islamic Facilities (IF)	IF1	0.913	0.862	0.935	0.777
	IF2	0.931			
	IF3	0.794			
Islamic Morality (IM)	IM1	0.942	0.864	0.866	0.880
	IM2	0.935			
Pull Motivation (PLM)	PLM1	0.904	0.893	0.998	0.747
	PLM2	0.924			
	PLM3	0.875			
	PLM4	0.742			
Push Motivation (PSM)	PSM1	0.800	0.896	0.904	0.705
	PSM2	0.824			
	PSM3	0.853			
	PSM4	0.906			
	PSM5	0.811			
Satisfaction (ST)	ST1	0.862	0.892	0.904	0.753
	ST2	0.918			
	ST3	0.816			
	ST4	0.874			
Length of Stay (LOS)	LOS1	0.959	0.968	0.970	0.887
	LOS2	0.959			
	LOS3	0.962			
	LOS4	0.935			
	LOS5	0.891			

Sources: Data Processed

Table 4. Fornel-Lacker Criteria

	AG	HL	IF	IM	LOS	PLM	PSM	ST
AG	0.881							
HL	0.408	0.958						
IF	-0.026	-0.477	0.882					

IM	0.365	-0.033	0.262	0.938				
LOS	-0.407	-0.430	0.560	0.248	0.942			
PLM	0.320	0.558	-0.504	0.251	-0.408	0.864		
PSM	0.608	0.219	0.199	0.421	-0.200	0.177	0.840	
ST	0.507	0.195	0.269	0.416	0.270	0.105	0.623	0.868

Sources: Data Processed

Note: Alcohol and gambling-free (AG), *halalness* (HL), Islamic facilities (IF), Islamic morality (IM), length of stay (LOS), pull motivation (PLM), push motivation (PSM), Satisfaction (ST)

Structure Model Test

After the model is set as a reliable and valid model, the next step is to assess the structure of the model. Model structure is the ability to predict endogenous constructs by exogenous constructs (Hair, 2019). The assessment of the predictive power of the exogenous variable is based on the value of the coefficient of determination (R^2), where R^2 is 0.75 meaning *substantial*, 0.50 meaning *moderate*, and 0.25 meaning *weak* (Hair, 2019). Based on Table 5, the R^2 length of stay value is 0.770, meaning 77% of the length of stay of Muslim tourists in Lombok is influenced by the alcohol and gambling-free, *halalness*, Islamic facilities, Islamic morality, push and pull motivation, and satisfaction these roles in the model is *substantial*.

Table 5. Coefficient of determination

	R-square (R^2)	R-square adjusted
Length of Stay (LOS)	0.770	0.760
Satisfaction (ST)	0.475	0.456

Sources: Data Processed

Hypothesis Testing

Testing of the hypotheses that have been proposed is carried out using bootstrapping analysis in SmartPLS 4. Table 6 shows the results of hypothesis testing consisting of direct relationships of all variables. First, the results of the relationship between Islamic attributes on length of stay and satisfaction. Islamic facilities, alcohol and gambling-free, and Islamic morality have a direct effect on length of stay, so H1, H3, and H4 are accepted. On the contrary, *halalness* has no effect on the length of stay of Muslim tourists at halal tourism destinations in Lombok, so H2 was rejected. Islamic facilities, *halalness*, as well as alcohol and gambling-free, were found to influence satisfaction, but not Islamic morality. Thus, H5, H6, H7 are supported and H8 rejected. Push and pull motivations also have a positive effect on the length of stay and H9 and H10 are supported. Meanwhile, push motivation shows a positive effect on satisfaction, but pull motivation shows no effect on satisfaction, so H11 supported it and H12 rejected it. Furthermore, satisfaction has a positive effect on the length of stay Muslim tourists at halal tourism destinations in Lombok, and then H13 supported.

Then, this research also tests the indirect effect of variables, which is satisfaction as a mediator between Islamic attributes and motivation of Muslim tourists to length of stay while traveling. Some hypotheses are supported by the testing of the data; Islamic facilities (H14), *halalness* (H15), and push motivation (H18) are mediated by satisfaction with the length of

stay. Whereas alcohol and gambling-free (H16), Islamic morality (H17), and pull motivation (H19) are not mediated by satisfaction to length of stay, so hypotheses are rejected.

Table 6. Path Coefficient

Hypothesis	Results	Original sample	Sample mean	Standard deviation	T statistics	P values	Status
H1	IF → LOS	0.307	0.294	0.071	4.304	0.000	Supported
H2	HL → LOS	0.003	0.006	0.062	0.053	0.958	Rejected
H3	AG → LOS	-0.505	-0.522	0.087	5.789	0.000	Supported
H4	IM → LOS	0.327	0.347	0.073	4.462	0.000	Supported
H5	IF → ST	0.221	0.228	0.103	2.133	0.033	Supported
H6	HL → ST	0.176	0.174	0.085	2.083	0.037	Supported
H7	AG → ST	0.165	0.162	0.096	1.718	0.086*	Supported
H8	IM → ST	0.154	0.144	0.128	1.200	0.230	Rejected
H9	PSM → LOS	-0.433	-0.440	0.083	5.244	0.000	Supported
H10	PLM → LOS	-0.162	-0.167	0.066	2.453	0.014	Supported
H11	PSM → ST	0.382	0.391	0.111	3.453	0.001	Supported
H12	PLM → ST	-0.041	-0.036	0.150	0.273	0.785	Rejected
H13	ST → LOS	0.594	0.601	0.112	5.323	0.000	Supported
H14	IF → ST → LOS	0.131	0.140	0.073	1.804	0.071*	Supported
H15	HL → ST → LOS	0.105	0.105	0.055	1.911	0.056*	Supported
H16	AG → ST → LOS	0.098	0.100	0.065	1.512	0.131	Rejected
H17	IM → ST → LOS	0.091	0.081	0.072	1.272	0.204	Rejected
H18	PSM → ST → LOS	0.227	0.238	0.086	2.640	0.008	Supported
H19	PLM → ST → LOS	-0.024	-0.019	0.088	0.277	0.782	Rejected

Sources: Data Processed

Note: Alcohol and gambling free (AG), *halalness* (HL), Islamic facilities (IF), Islamic morality (IM), pull motivation (PLM), push motivation (PSM), satisfaction (ST), length of stay (LOS)

*p<10%

DISCUSSION

This research has explained more comprehensively the factors that determine the length of stay of Muslim tourists when visiting Lombok halal tourism destinations, including Islamic attributes, push and pull motivations, and satisfaction. Various interesting results were obtained from this study. First, the influence of Islamic attributes on satisfaction and length of stay. Starting from Islamic facilities influences the satisfaction and length of stay of Muslim tourists. The availability of various facilities for Muslim tourists, such as prayer rooms, to perform their religious rituals can increase their satisfaction in halal tourism destinations, and ultimately extend their stay in Lombok. Lombok has many facilities to serve Muslim tourists to be comfortable, such as places of worship. Lombok is famous for the Island of a Thousand Mosques (*Pulau Seribu Masjid*), so it is very easy to find a place to pray for Muslim tourists. Thus, Muslim tourists can worship while enjoying their holiday (Wardi et al., 2018). Then, this study shows *halalness*, such as the availability of halal food, provides satisfaction to Muslim tourists when visiting Lombok. Conversely, the length of stay is not directly influenced by

halalness. However, *halalness* affects the length of stay of Muslim tourists indirectly through satisfaction. The majority of the population of Lombok Island is Muslim, so the food and beverage products in Lombok are majority halal products (Ratnasari et al., 2021). Therefore, Muslim tourists will extend their stay in Lombok if they feel satisfied because products such as halal food are easy to find out.

Other Islamic attributes that influence tourist satisfaction and length of stay are free from gambling activities and alcohol. This is per research conducted by Wardi et al. (2018). Gambling and alcoholic drinks are prohibited by Islamic law (Battour et al., 2014). Therefore, reducing or eliminating these, or anything that is prohibited in Islamic law can increase the satisfaction of Muslim tourists and ultimately affect their length of stay in Lombok. Finally, this study showed that Islamic morality affects decisions about the length of stay of Muslim tourists in Lombok. On the contrary, this result showed that Islamic morality does not affect the satisfaction of Muslim tourists in Lombok. This result can happen because some hotels and restaurants in Lombok still have not yet fully adopted dress codes for their staff that align with Islamic norms. Additionally, non-Muslim tourists still act or wear clothing that does not align with the morality of Muslim tourists, which can lead to feelings of dissatisfaction among Muslim tourists in Lombok. Furthermore, this result supports the research by Eid & El-Gohary (2015), which also points out that non-physical Islamic attributes do not affect tourist satisfaction directly.

Then, the push motivation show affects satisfaction and the decision of Muslim tourists to stay longer in Lombok. These results are per research conducted by several previous researchers (Battour et al., 2017; Prebensen et al., 2015; Preko et al., 2021; Ting et al., 2017). The encouragement from the tourists themselves has a positive influence on the decision of Muslim tourists to stay longer in Lombok. For example, the motivation to escape from the daily routine at home or work encourages tourists to travel. In addition, this research also highlights that satisfaction can serve as a mediator in the relationship between push motivation and length of stay. These results reinforce the role of satisfaction as a mediator of length of stay, as has been done by several previous researchers (Mohammad & Herzallah, 2022; Soler et al., 2018). When Muslim tourists get something that motivates them to travel to Lombok, then they feel satisfied which ultimately affects the length of their stay to aim to get more positive experiences that are in line with their initial motivation.

But interestingly, pull motivation does not influence tourist satisfaction when visiting halal tourism in Lombok. The results of this study also reinforce research conducted by Huang et al. (2014) which found that there is no direct effect of tourist motivation on satisfaction unless it must be mediated through other variables. Albayrak & Caber (2018) stated that tourists' motivations have various influences on satisfaction. More specifically, this result can occur because the attraction of Lombok's halal tourist destinations may not per the

expectations of Muslim tourists when visiting. For example, the infrastructure to reach certain destinations is still imperfect or the cleanliness of the destination is still not maintained. Furthermore, the pull motivation of Muslim tourists affects the length of their stay. This can be explained because Lombok has many destinations and attractions that should be visited, such as beaches, mountains, heritage sites, and local food (Ratnasari et al., 2021), so tourists may take longer to explore the all-natural beauty in Lombok. In addition, when tourists who visit Lombok find tourist sites that meet their expectations, even with more effort, then they will be more inclined to prolong their stay. Finally, Muslim tourists' satisfaction while traveling in Lombok influences their length of stay. This is supported by the study conducted by Mohammad & Herzallah (2022). Muslim tourists who get satisfaction when traveling in Lombok, whether influenced by Islamic attributes, natural beauty, or internal motivations, will tend to stay longer.

CONCLUSION AND IMPLICATION

This study shows substantially the factors that affect the length of stay of Muslim tourists. First, the existence of various Islamic attributes, such as Islamic facilities, alcohol and gambling-free, and Islamic morality can also affect the length of stay directly. *Halalness* does not affect the length of stay of Muslim tourists directly but affects indirectly through satisfaction. The influence of Islamic attributes also has a diverse influence on the satisfaction of Muslim tourists at destinations. Islamic morality does not significantly affect Muslim tourist satisfaction, while alcohol and gambling-free, *halalness*, and Islamic facilities have a significant effect. The length of stay is also significantly influenced by the push and pull motivations of Muslim tourists. However, this study also shows that only push motivation affects the satisfaction of Muslim tourists, while pull motivation does not. In addition, satisfaction influences the length of stay of Muslim tourists. This study also shows well the role of satisfaction as a mediator between Islamic attributes and push-pull motivation on length of stay. Finally, this study concludes that Islamic attributes and push-pull motivations as well as satisfaction greatly affect the length of stay of Muslim tourists when traveling to halal tourism destinations in Lombok.

The results of this study can be an important reference for businesses, local governments, and the Indonesia Ministry of Tourism and Creative Economy on how to increase the length of stay of Muslim tourists when coming to halal tourism destinations, especially in Lombok. First, businesses in Lombok such as hotels and restaurants to be able to pay attention to Islamic morality from their staff. When this can be maintained, Muslim tourists will feel satisfied and in the end, they will extend their stay in Lombok. This research also shows the

importance of providing a halal ecosystem in tourism (i.e. halal food availability, halal hospitality, halal travel, etc.) to increase satisfaction and length of stay for Muslim tourists while increasing the economic value of halal tourism sustainably.

Then, the local government must provide various Islamic attributes needed by Muslim tourists at the destination. For example, Islamic facilities such as *musholla* (prayer room) can be provided at central points of tourist destinations. In addition, non-physical Islamic attributes such as not allowing alcohol, gambling, and sexual activities in outdoor areas must be regulated by governments in many destinations so that Muslim tourists feel satisfied and are happy to extend the length of their stay in Lombok. Finally, for the Indonesia Ministry of Tourism and Creative Economy, the results of this study can be used as a reference to strengthen the halal tourism sector, especially in Lombok and generally in Indonesia. The Minister of Tourism together with related parties must continue to promote halal tourism, both for domestic and foreign tourists. In addition, they must also participate to ensure that infrastructure and Islamic attributes are available properly and completely according to the needs of Muslim tourists in tourist destinations. By working together, it is hoped that the halal tourism sector can provide great benefits for the community and the country. Future research needs to investigate other theoretical approaches, expand the destinations in other halal tourism and non-Muslim countries, and investigate based on Multi group Analysis (MGA) from Muslim and non-Muslim perspectives, because research on the behavior and satisfaction of Muslim tourism and non-Muslims generally uses PLS-SEM analysis tools, while PLS-MGA is still limited in this topic.

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AUTHOR CONTRIBUTION

Rheza Hermawan: research idea, analysis, and writing

Ririn Tri Ratnasari: research idea and method

Moh. Huzaini: method and collecting data

La Ode Alimusa: discussion and conclusion

Yahya Njie: result and final review

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