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by Pak Rudi 10

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Decision Letter (JIMA-09-2023-0282.R1)**From:** jw@islamicmarketing.co.uk**To:** rudy@iainmadura.ac.id, mohmuhlihanwar@iainmadura.ac.id, harisah@iainmadura.ac.id, fadllan@iainmadura.ac.id**CC:****Subject:** Journal of Islamic Marketing - Decision on JIMA-09-2023-0282.R1**Body:** Dear Haryanto, Rudy; Anwar, Mohammad ; Harisah, Harisah; Fadllan, Fadllan

It is a pleasure to accept your manuscript JIMA-09-2023-0282.R1, entitled "Tourist Satisfaction Toward Halal Tourism : The Role of Tourism Governance and Branding" in its current form for publication in Journal of Islamic Marketing. Please note, no further changes can be made to your manuscript.

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Tourist Satisfaction Toward Halal Tourism : The Role of Tourism Governance and Branding

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² Abstract

⁷
Purpose – This study aims to examine impact of halal tourism governance on halal tourist satisfaction by using halal tourism branding as mediating role to increase tourist satisfaction.

Design/methodology/approach – Data are obtained through a questionnaire completed by 400 tourists who have traveled to visit halal tourism destinations in Madurese island. The research model is tested using structural equation modeling (PLS-SEM)

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Findings – The study revealed that halal tourism governance has positive and significant impact on halal tourist satisfaction and halal tourism branding. The study also revealed that halal tourism branding has no positive and significant impact on halal tourist satisfaction because the community thinks that halal tourism branding is common and commonplace.

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Originality/value – This paper fills a gap by presenting the first comprehensive overview of halal tourism governance that enhances ongoing discussions in the halal tourism field

Keywords: Halal Tourism Governance, Halal Tourism Branding, Halal Tourist Satisfaction



**Tourist Satisfaction Toward Halal Tourism : The Role of
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The Impact of Tourism Governance and Halal Tourism Branding on Tourist Satisfaction Tourist Satisfaction Toward Halal Tourism : The Role Of Tourism Governance And Branding

Abstract

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1. Introduction

To gain an advantage in the tourist sector, numerous nations and regions are engaged in a fierce form of competition (Gibson et al., 2008). The majority of marketing managers put in a lot of time, effort, and energy to bring in new clients across all spending categories (Su et al., 2011). Building customer loyalty is increasingly regarded as a cost-effective way of recruiting customers in order to gain visitor pleasure, although market saturation and limits on marketing budget expenses have increased (Coelho and Henseler, 2012). A tourism destination is a location that combines elements that satisfy travellers' needs and wants and eventually influence their level of happiness (Chahal and Devi, 2015). A tourist location is thought of as being essential to tourism since the destination's infrastructure, which includes lodging, transportation, attractions, amenities, and other facilities, reflects how satisfied visitors are with their whole experience (Jani et al., 2009). To ensure visitor happiness, these destinations' tourism branding and governance standards are essential.

The tourism business must prioritise understanding visitor pleasure. This is due to how it affects visitors' loyalty, including their intention to return and word-of-mouth (WOM) recommendations (Chi and Qu, 2008; Zabkar et al., 2010). Tourists who are happy with their experiences are more likely to tell others about them (WOM) and to make additional purchases (Kozak and Rimmington, 2000). The degree of satisfaction is regarded as a crucial term in marketing literature that influences the choices made by marketers, clients, and consumers. Devesa et al. (2010) assert that marketing combined with education can be successful if tourists report high levels of satisfaction. As a result, tourism-related firms must



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satisfy visitor wants and preferences. Consumers in the service sector assess the efficacy of goods or services cognitively and affectively, which affects their level of satisfaction (Swan and Combs, 1976). Similar to this, in the tourism sector, visitors assess the performance of a site, which may ultimately elicit feelings of satisfaction and emotion. In order to evaluate tourist responses, Jing and Rashid (2018) illustrated a sequence of processes that included: (1) cognitive appraisal and (2) emotional response framework. In this approach, Patwary and Rashid (2016) demonstrated in their research the beneficial effects of tourism governance on visitor satisfaction. However, a number of authors focused on comparing tourist experience and expectations (Tribe and Snaith, 1998), service quality (Parasuraman et al., 1988), product/service performance (Tse and Wilton, 1988), and perception of destination attributes (Jayasinghe et al., 2015) to measure visitor satisfaction in their studies. Therefore, previous research has also shown that the performance of the destination characteristic has a significant impact on the visitors' feelings, whether they are favourable or negative (Jing and Rashid, 2018). But just a small number of academic research have examined how halal tourism branding and governance affect visitor satisfaction. In the tourism sector, tourist satisfaction plays an important role as a marketing tool to attract customers as well as in making plans about which products and services to provide within the tourism market (Tan and Khatijah, 2014). Besides, tourist satisfaction is important to successful destination marketing (Kozak and Rimmington, 2000). The level of tourist satisfaction is evaluated by the difference between the present and past experiences of a tourist, as well as a comparison between current travel destinations with other alternative destinations or places visited in the past (Yooshik and Muzaffer, 2003).

Numerous researchers have studied the impact of halal tourism governance and branding on Muslim tourists' levels of satisfaction, but few have looked at how these factors relate to Muslim visitor satisfaction with regard to tourism governance. These factors serve as the foundation for the authors' investigation of this phenomenon, which uses variables related to Muslim tourists' levels of satisfaction as the dependent variable and halal tourism branding and governance as the independent variable. Additionally, Rusli's (2018) research on visitor satisfaction supports the notion that tourism governance has an impact on visitor satisfaction. Because satisfied customers are more likely to return or repurchase, satisfaction is one of the key measures of loyalty (Brandano et al., 2019). However, the way tourism is governed may have an impact on how satisfied they are (Anwar et al., 2019). This study, based on the previous theoretical background aims to examine the impact of halal tourism governance on halal tourism branding and tourist satisfaction, as well as the impact of halal tourism branding on tourist satisfaction.

This study adds to the literature in two ways. First, it examines whether the halal tourism branding variable influences both halal tourism governance and Muslim tourists' satisfaction. Numerous earlier investigations (As'ati, 2019; Preko et al., 2020) focused on how satisfied Muslim tourists were, and some of these studies used tourist satisfaction as a moderating variable (Samori et al., 2016; Usman et al., 2019; Brandano et al., 2019). Second, we wish to explore an island in Indonesia that has the potential for tourist attractions but hasn't been able to draw in foreign visitors. This research will have an impact on growing the number of visits from both domestic and international tourists. In addition to being one of the towns in Indonesia with proven tourism potential, Madura island is home to a tribe of people that are mostly known for their religiosity in Indonesia and Madura island has some islamic tombs of islamic scholars (ulama) which are visited by tourists from national and international regions.

The hectic activities of a person have an impact on the physical, psychological and spiritual fatigue of a person. The demands of the physical, psychological and spiritual aspects of a person are what demand refreshing. This phenomenon requires the availability of tourist destinations. and especially Madura, the majority of the population is Muslim, so it is very necessary for destinations that do not violate Islamic law, namely sharia tourism. This is because to fulfil the basic rights of Muslims in fulfilling their physical needs and psychological tourism through tourism. The demand for the availability of sharia tourism provides business opportunities for tourism managers and the surrounding community to carry out management governance that provides positive branding and satisfaction for visitors.

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Management. The governance of sharia tourism which includes the availability of visitor needs greatly determines the emergence of positive branding and satisfaction for visitors. The availability of facilities and tourism governance management in accordance with sharia standards can create positive branding and tourist satisfaction of sharia tourist destinations. Likewise, positive branding will result in tourist satisfaction. With this positive branding and tourist satisfaction, it is hoped that tourists will become loyal visitors. Because the loyalty of visitors is what makes this tourist destination continue to exist according to its purpose.

2. Literature Review

2.1 Tourist Satisfaction

Customer satisfaction has been extensively researched and defined in a variety of ways over the past forty years because descriptor content is one of the most crucial factors in marketing literature (Hussain, 2016; Tontini et al., 2017). The phrase "satisfaction is the degree to which one believes that an experience evokes positive feelings" (Rust and Oliver, 1994) is among the meanings that a frequently quoted. Customers' pleasure, according to Barsky (1992) and Oliver (1980), results from comparisons between expectations and actual performance of a good or service, which in practice constitutes "disconfirmation theory" (Oliver, 1980). Tourist satisfaction One of the factors that has undergone the most extensive examination in the tourism literature may be satisfaction. A tourist's post-purchase opinion of a destination might be thought of as their level of satisfaction (Ryan, 1995). Hunt (1983) made the case in tourism research that satisfaction includes both the enjoyment of the trip experience and the assessment that it was at least as good as it was expected to be. In other words, when customers contrast their initial expectations with their perceptions, contentment is elicited. Consumer satisfaction occurs when perceived experience exceeds expectations (Yüksel and Yüksel, 2001). This hypothesis states that a consumer has a high level of satisfaction if they believe that performance was better than expected. The majority of empirical studies in the literature on marketing and tourism have concentrated on the correlation between satisfaction and anticipation that is favorable (Wang et al., 2009). Bosque et al. (2006) came to the conclusion that expectations affect visitor satisfaction, which can be characterized as the outcome of a thorough assessment of the performance of the destination, including the services received, the caliber of the surrounding natural landscapes, and the overall impression of the location (Coban, 2012).

According to tourism research, prior expectations and perceived performance following experiences are the main factors that influence overall visitor satisfaction (Chen et al., 2016). This means that tourists who enjoy traveling are content when a good feeling is produced when comparing prior expectations with post-travel experiences. Visitors are dissatisfied, however, when the outcomes elicit negative emotions (Agyeiwaah et al., 2016). Additionally, visitor satisfaction is a good indicator of both the intention to recommend and return (Nilplub et al., 2016). According to Truong and King (2009), the significance of tourists' intentions to return has been widely acknowledged at the level of both the general economy and of the particular attraction. WOM communication has been recognized as an important market phenomena and a way for visitors to communicate happiness or dissatisfaction with items, together with intention to return (Nilplub et al., 2016). Additionally, happy tourists may influence other travelers' intentions to return or their opinions of the location (Chi and Qu, 2008). However, unsatisfied visitors might not return to the same location and might make disparaging remarks about a location, harming its market reputation (Reisinger and Turner, 2003).

Muslim travelers are those who adhere to the teachings of the Prophet Muhammad PBUH (Peace Be Upon Him) and the Almighty ALLAH while they travel (Zawawi et al., 2017). Muslim visitors may prioritize discovering tourist sites with places of worship and the convenience of locating halal meals when lodging in tourist areas (Bogan and Sars k, 2019). Many tourist destinations offer visitors little mosques and prayer spaces. Many tourist destinations provide alcohol as well as non-halal meals including pork and dogs (Khan and Callanan, 2017).

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2.2 Tourism Governance

A global phenomena in both social and economic terms, tourism is rapidly expanding. The governance of destinations becomes a significant topic in light of this growth setting. The World Tourism Organization (UNWTO) noted in 2011 that the governance of tourism locations is a subject that mer¹¹ special attention. The UNWTO recommended the following definition tw¹¹ years later, in 2013. In order to effectively direct the tourism sectors at the various⁵⁴ vels of government, governance is a practice of government that can be measured. It aims to do this through e¹¹fficient, transparent, and accountable forms of coordination, collaboration, and/or cooperation that help networks of actors involved in the sector achieve goals of shared interest, with the goal of creating opportunities and solutions through agreements based on the recognized principles (Duran (2013). According to studies, tourism governance has been examined from a variety of angles (d'Ange³¹ et al., 2010). Hall (2004) wrote a book titled Tourism and Transition that discussed governance in the tourism industry. From the perspectives of alliances, clusters, and innovation systems, Svensson et al. (2005) examined destination governance. Zeppel (2012) evaluates cooperative governance in the tourism industry using six essential governance characteristics, including accountab¹¹ity, openness, involvement, structure, effectiveness, and power. In their research of t⁶⁷urism governance in recent years, Amore and Hall (2016) included the idea of meta-government. The New Public Management approach to tourism destination governance was recently the subject of research by Paddison and Walmsley (2018). According to these various approaches to tourism governance, "multiple stakeholders" should actively participate if they want to have an impact on local development initiatives (Jamal and Watt, 2011).

Governance as it relates to tourist destinations entails establishing and creating norms and methods for policies and commercial plans by involving all institutions and people (Beritelli et al., 2007). In a democratic context, it is also acknowledged that governance is a process or a means that calls for the involvement of various state, commercial, and civil society actors (Kalaoum & Trigo, 2021). The development of tourism governance strategies leads to the creation of competitive tourism destinations (John et al., 2021). Based on accurate information regarding the competitiveness of the destination, tourism governance can carry out its actions with the goal of acquiring a competitive advantage (Bono & Clavé, 2020; Paunovic et al., 2020). According to Pulido-Fernández & Pulido-Fernández (2018), the benefits of effective tourism governance extend beyond inter-actor collaboration, as it can enhance a destination's productivity and increase its competitiveness in the marketplace of halal tourism industry.

Various perspectives have been employed to explore the concept of governance and its implementation ¹²the tourism industry (Dreher & Salini, 2010; Hall, 2011; Lockwood, 2010). In spite of the diverse uses of governance in the literature, some studies have attempted to define governance (Bento, 2003; Hall, 2011); others have focused on the idea of good governance (Lockwood, 2010); still others have examined the benefits and drawbacks of governance methodologies. Beaumont and Dredge (2010). According to the views of the public and private sector players, Bono and Clavé's (2020) study aimed to identify the characteristics and models of governance in Catalonia. The seven dimensions—participation, coherence, responsibility, effectiveness, know-how /quality, openness, and simplification—that were validated through semantic analysis led the authors to create five models of governance approaches. Conversely, a panel of experts validated a set of indicators that Pulido-Fernández and Pulido-Fernández (2018) developed using nine dimensions to measure the implementation of good governance. As a result, Pulido-Fernández and Pulido-Fernández (2018) and Bono and Clavé (2020) and Oliveira et al. (2023) studies have been modified to incorporate the tourism governance. Previous research has stated ⁴⁴hat governance affects consumer satisfaction (Nie, L., & Wang, H., 2022; Gregg G. Van Ryzin, 2007). In the context of tourism, governance is considered important in providing satisfaction to tourists. Therefore we hypothesize:

H1 : Tourism Governance influence tourism satisfaction

2.3 Halal Tourism Branding

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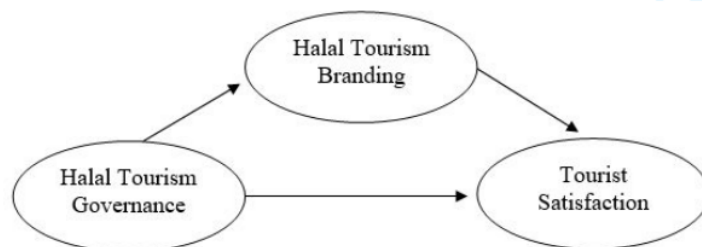
The labeling and certification of products contribute to the ongoing growth of halal's relevance (Rahman et al., 2019). It mentions how this enables the notion to migrate and be tested inside the tourism sector. According to Mohsin et al. (2016), halal tourism refers to the supply of travel-related goods and services that uphold Islamic principles. Islamic and halal tourism were terms that were frequently used interchangeably until recently (Khan and Callanan, 2017). Scholars have distinguished between these two ideas, defining halal tourism as "travel undertaken for recreational, leisure, and social purposes," and Islamic tourism as "trips for religious and pilgrimage purposes associated with the acts of faith" (Vargas-Sanchez and Moral-Moral, 2019). There is a desire to act in a way that is regarded acceptable, or halal, in line with Islamic principles, even though travel objectives aren't always spiritual (Vargas-Sanchez and Moral-Moral, 2019). The demand for halal goods and services from Muslim travelers has grown significantly in recent years (Battour and Ismail, 2016). This has compelled some non-Islamic nations, including Ghana and Japan (Battour and Ismail, 2016), to build prayer rooms in their airports and to sell halal goods to Muslim tourists. To sum up, this study adopts the Islamic model of consumption to conceive halal tourism as a value chain process that incorporates all services and goods from the point of origin to the point of destination and back again. Choosing to provide prayer spaces, separate restrooms, halal cuisine, and motels for Muslim visitors are some of these services.

To explain Muslim tourists in Madura, this study draws on the consumer-based brand equity theory of Aaker (1991) and Keller (1993). According to Keller (1993), brand equity is frequently described as "the differential effect that brand knowledge has on consumer response to the marketing of that brand." Prior to this, Aaker's philosophy was described as producing value for both organizations and consumers (Aaker, 1991). The theory was used to conduct destination research in the context of halal tourism as Islamic brand equity. It was evaluated based on how Muslim visitors viewed tourist destinations (Battour et al., 2019). Islam's broad halal norms are considered the norm in Islamic brand theory, with haram being the exception (Wilson and Liu, 2011). Existing research (Shafaei and Mohamed, 2015) examined tourists' brand equity using five primary dominant brand equity dimensions: awareness, value, image, loyalty, and perceived quality. For instance, Battour et al. (2019) found that trip quality, trip value, and trip loyalty were key factors in determining how satisfied non-Muslims in Malaysia were with halal tourism products and services. This study makes the assumption that the goal of halal tourism branding is to establish a positive reputation, level of awareness, and standard that will increase Muslim tourists' contentment with a location.

Along with the growth of the halal tourism industry, governance has come to serve as a catch-all term for a wide range of phenomena, including networks, public management, the coordination of economic sectors, public-private associations, corporate governance, and tourism governance (Pierre and Peters, 2000). Therefore, we hypothesize:

H2 : Tourism governance influences halal tourism branding

H3 : Halal tourism branding influences tourist satisfaction



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Figure 1 : Conceptual Framework

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3. Research Methodology

3.1 Research Approach

This research uses a quantitative survey approach to collect data from muslim tourist in Madura island. Questionnaires were used as the main data collection instrument. The primary data gathering instrument was a questionnaire. The selection of the questionnaire survey approach was motivated by a number of advantages. This strategy provides the ability to gather data from a broader population unit, is cost-effective, and gives respondents the freedom to reply to the questionnaire in their own time (Zikmund et al, 2013)

3.2 Data Collection and Sampling Technique

This research data was acquired using a sample approach with 400 250 of muslim tourists travelling to madura island. offline questionnaire was developed by using a measuring scale modified from previous studies. Respondents were instructed to provide replies on a scale ranging from "strongly disagree to strongly agree," and questionnaires were scored based on these responses. The halal destinations used in the survey were located in Bangkalan, Pamekasan and Sumenep. The halal tourism destination of this study are Islamic tombs of former religious figures who are venerated and sacred as wali allah by the community, Namely shaikhona kholil tombs, batu ampar tombs and asta tinggi tombs. These destination are managed and governed by halal service which can accomodates the needs of muslim tourists The demographic information of respondents shows that 47.2 % were male and 52.8% female. In total, 58 % of participants were government employee, 22.5 % private employee, 16.5 % entrepreneur and 13.0 % student university.

Tabel 1. Distribution of respondents according to demography

Demografy	Category	(%)
Gender	Male	47.2
	Female	52.8
Age	< 20 Years	07.1
	21-30 Years	63.6
	31-40 Years	20.3
	41-50	13.0
	>50 Years	08.0
Type of Work	Government Employee	58.0
	Private Employee	22.5
	Entrepreneur	16.5
	Student University	13.0

3.3 Survei Instrumens

The research questionnaire consisted of two sections. The first section includes demographic and biographical information about the respondents. The second section had Tourism governance, halal tourism branding and tourist satisfaction. The instruments to measure tourism governance were adapted from Pulido-Fernández and Pulido-Fernández (2018) and Bono and Clavé (2020) and Oliveira et al. (2023). Beside, the instruments to measure halal tourism branding were adapted from Battour et al. (2019). Then, The instruments to measure tourist satisfaction were adapted from Chen et al. (2016)

Partial least squares structural equation modeling (PLS-SEM)

The stages in testing and analyzing data in PLS-SEM are divided into two, the first stage by testing the outer model (measurement model) and the second stage by testing the inner model (structural model).

First, Testing The Measurement Model

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The measuring model was evaluated based on the outcomes of tests for convergent validity, discriminant validity, consistency, and reliability. Convergent validity is determined using factor loading and average variance extracted (AVE) values, whereas discriminant validity is measured using the Hetero-trait Mono-trait (HTMT) ratio. In addition, reliability testing using Cronbach's alpha and composite reliability values was undertaken (Hair et al, 2017).

All factor loading values (Table 2) yielded values between 0.729 and 0.893, above the minimum threshold of 0.70. All AVE values (Table 2) produce between 0.614 and 0.710, exceeding the minimum criterion of 0.5. Furthermore, the findings of the Hetero-trait Mono-trait ratio are less than 0.90 (Table 3). The model achieves both convergent and discriminant validity as a result. All Cronbach's alpha and composite reliability values are larger than 0.70, ensuring dependability (Table 2).

The Second Stage, Testing The Structural Model

Assessment of a structural model consists of the SRMR value to determine model fit, the R square value to determine how much the endogenous construct can be explained by the exogenous construct, and measurement of the path coefficient and its significance. The SRMR value of 0.064 satisfies the condition that the SRMR value must be less than 0.08 in order to meet the model fit requirements. In addition, the rule of thumb provisions for R Square are 0.25, 0.50, and 0.75, with weak, moderate, and strong model categories (Table 4). The calculated R square value is between 0.50 and 0.75, indicating that the model's predictive ability is modest. The path coefficient test accepted two hypotheses and rejected one (Table 5)

Table 2. Factor Loadings, Cronbach's alpha, Composite Reliability and Average Variance Extracted

Constructs	Loading Factor	AVE	Cronbach's alpha	Composite reliability
Tourism Governance		0.614	0.895	0.917
TG1	0.732			
TG2	0.791			
TG3	0.799			
TG4	0.836			
TG5	0.783			
TG6	0.804			
TG7	0.733			
Halal Tourism Branding		0.710	0.897	0.924
HTB1	0.823			
HTB2	0.897			
HTB3	0.848			
HTB4	0.874			
HTB5	0.763			
Tourist Satisfaction		0.649	0.817	0.880
TS1	0.729			
TS2	0.715			
TS3	0.870			
TS4	0.893			

Table 3 : Discriminate validity (Hetero-trait Mono-trait ratio)

	Halal Tourism	Tourism	Tourist
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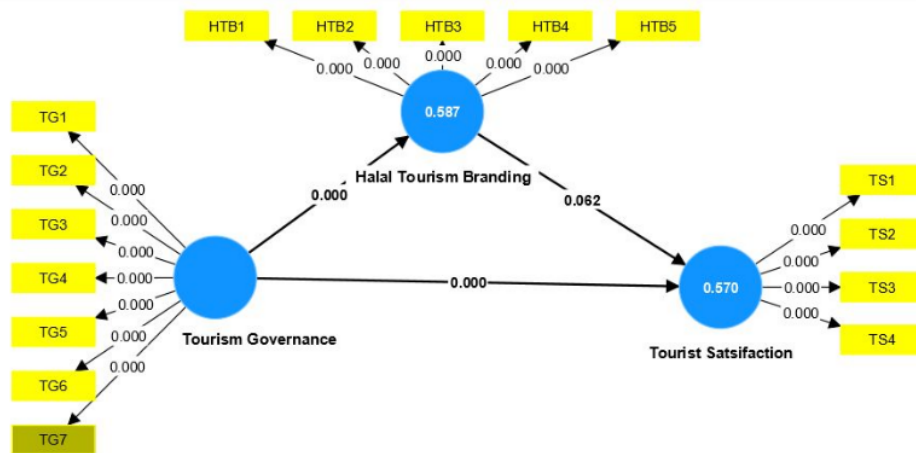
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	Branding	Governance	Satsification
Halal Tourism Branding	0.843		
Tourism Governance	0.766	0.783	
Tourist Satsification	0.656	0.743	0.806

Table 4 : SRMR and R Square

	Result
SRMR	0.064
R2 Halal Tourism Branding	0.583
R2 Tourist Satsification	0.561



77 Figure 2 : Path Analysis

Table 5 : Path analysis – PLS-SEM results

	P values
Tourism Governance > Tourist Satisfaction	0.000
Tourism Governance > Halal Tourism Branding	0.000
Halal Tourism Branding > Tourist Satisfaction	0.062

4. Discussion

Visiting tourists to sharia tourism in Madura is actually more motivated by the demands of psychological and spiritualistic aspects. Psychological factors are related to the problems faced, and believe that the solution is in this sharia tourism. Spiritual factors are also related to the relationship of spiritual factors between tourism and sharia tourism objects. Therefore, tourists visit halal tourism in Madura in order to think, pray and worship Allah. For this reason, the availability of worship facilities in halal tourism is a must in halal tourism governance, management. The form of providing worship facilities in the management governance of halal tourism in Madura is in the form of the availability of places of purification, places of dhikr, places of recitation and places of prayer. All sharia tourism in Madura which is the object of this study

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provides these facilities. In addition, some also provide tour guides and prayer leaders (imams) for tourists who need these services. Based on the results of the above research can be emphasised that the management governance of halal tourism is a must. This is in line with Oliveira et al's (2023) studies that tourism governance is a need to accommodate tourist expectation on halal tourism facilities. This form of halal tourism management governance must be adjusted to the orientation and needs of tourists visiting the halal tourism. And of course the governance management remains in the provisions of halal, namely based on Islamic values and can also be in accordance with traditions that do not violate Sharia values. Halal tourism management governance that is tailored to the orientation and needs of tourists.

Halal values and traditions will have a positive impact on tourist satisfaction. In addition to having a positive effect on tourist satisfaction, the management governance of halal tourism in Madura also has a positive effect on sharia tourism branding in Madura. The resulting tourist satisfaction will give a positive impression and positive image of halal tourism in Madura. A positive image of governance management will brand halal tourism in Madura. The governance management of halal tourism in Madura that adapts to the orientation of tourists visiting and their needs gives the impression of satisfaction for tourists. This strategy is actually in accordance with the values embraced by the people of Madura, namely "honouring guests". Tourists, as visitors to sharia tourism in Madura, are positioned as guests, therefore they must be honoured. Glorified in this case is by facilitating their needs to provide satisfaction. Tourist satisfaction with the governance management of halal tourism in Madura shows that the governance management of halal tourism in Madura is good. This impression is a branding for halal tourism in Madura. Preparedness that requires refreshing for psychological and spiritual needs will come to halal tourism in Madura. This is the branding of halal tourism in Madura for governance management that is oriented towards aspects of worship facilities. Vargas-Sanchez and Moral-Moral (2019) stated that the stated that halal tourism does not always have to be spiritual tourism, as long as the concept of tourism is in accordance with sharia, then it is still accepted, especially spiritual nuances to worship Allah.

The next research result is that sharia tourism branding has no effect on tourist satisfaction. In many cases it shows that branding has an effect on satisfaction. And likewise in the tourism sector, that tourism branding also affects tourist satisfaction. However, the results of this study are different, that sharia tourism branding in Madura has no effect on tourist satisfaction. This situation is interesting, that usually this branding is the dominant factor affecting satisfaction, but it does not apply to halal tourism in Madura. This is because tourists visiting halal tourism in Madura have never taken into account and worried about the halalness or halal tourism in Madura. Why is this so, this is because the people of Madura are the majority of Muslims, the managers are also Muslims themselves, and more importantly that halal tourism in Madura is a legacy of people who have a high spiritual level, and here is no doubt about its Islamic principles. This is the reason why branding is not the reason why tourists visit halal tourism in Madura. Tourists visit halal tourism in Madura in order to worship Allah. The governance management of halal tourism in Madura is based on the orientation of tourists and their needs, and the reality of halal tourism in Madura is managed according to what is expected by tourists. For this reason, tourists' needs for facilities and services in halal tourism governance are more needed than their branding in influencing their satisfaction.

5. Conclusion

This study developed and tested model to identify the relationship between tourism governance and the tourist satisfaction in the context of halal tourism. The findings of this study conclude that the utility of tourist satisfaction is regarded an important platform, which has been highlighted by both professionals or practitioners and academicians. This is because the usefulness of tourist satisfaction is believed to be a significant platform. Muslim tourist will feel satisfaction when they get more than what they expect when they visit halal tourism destination. Therefore, tourism governance is the key to advance the quality of halal tourism. The benefits of effective tourism governance are more than just collaboration between actors or players to increase the productivity of a destination and increase its competitiveness in order to increase

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tourist satisfaction in the halal tourism industry market. Moreover, more than that, it requires active involvement and a real role from policymakers, in this case, the government, in order to ensure that the political policies that are developed truly support the governance of the halal tourism industry, both at the local, national and even global levels.

In this context, the satisfaction that Muslim tourists feel after visiting tourist attractions in Indonesia is being evaluated as the mismatch that is sensed between previous expectations and the actual performance of the product. In addition to this, they interpret their level of happiness due to the fact that they consider the facilities and services to be in accordance with Islamic rules, regulations. The findings of the studies that have been carried out provide evidence that the governance regulation of halal tourism has an effect a powerful impact on the level of satisfaction experienced by Muslim tourists. Islamic facilities and the availability of prayer rooms are key facilities that need to be provided in order to suit the demands of Muslim tourists. This is because Muslim tourists need a place to worship while they are on vacation, which might be difficult to find. Muslim travelers favor tourism destinations that have Islamic facilities governance. One of the markers of tourist satisfaction is when Islamic facilities in tourism items obey Islamic principles such as mosques, halal restaurant and others.

Theoretical and managerial implications

The findings of this research contribute to the field of science by providing an appropriate and reasonable framework for the operationalization of halal tourism governance and branding in Indonesia, particularly on the island of Madura. Effective tourism governance is crucial for a halal destination to compete in the halal tourism market with other destinations, as demonstrated by the strong and direct relationship between halal tourism governance. The primary theoretical contribution consists of establishing and verifying effects of halal tourism governance on halal tourism branding and tourist satisfaction, which have been confirmed through empirical evidence. The practical knowledge of halal tourism governance is also advanced by this research. Identifying dimensions that measure halal tourism governance and tourist satisfaction, operationalizing analytical tools to assess and track public, private, and civil society players' actions both collectively and individually, and outlining which aspects are more crucial for halal tourism governance by encouraging customization to the unique features of each halal destination are the main practical contributions.

The operationalization of this model to measure the governance of halal tourism and the level of satisfaction of tourists to the Indonesian island of Madura will assist both public and private stakeholders in the halal tourism industry in evaluating the efficacy of governance through the measurement of accountability, participation, rule of law, transparency, responsiveness, efficiency, and effectiveness. Managers in the public and commercial sectors will find the tool helpful as it may be applied locally or regionally in addition to nationally, as it is in this instance. Depending on the aspects of the integrated halal tourist destination that they wish to assess, managers have the option of using the entire model or just a portion of its constructs.

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Tabel 1. Distribution of respondents according to demography

Demografy	Category	(%)
Gender	Male	47.2
	Female	52.8
Age	< 20 Years	07.1
	21-30 Years	63.6
	31-40 Years	20.3
	41-50	13.0
	>50 Years	08.0
Type of Work	Government Employee	58.0
	Private Employee	22.5
	Entrepreneur	16.5
	Student University	13.0

Table 2. Factor Loadings, Cronbach's alpha , Composite Reliability and Average Variance Extracted

Constructs	Loading Factor	AVE	Cronbach's alpha	Composite reliability
Tourism Governance		0.614	0.895	0.917
TG1	0.732			
TG2	0.791			
TG3	0.799			
TG4	0.836			
TG5	0.783			
TG6	0.804			
TG7	0.733			
Halal Tourism Branding		0.710	0.897	0.924
HTB1	0.823			
HTB2	0.897			
HTB3	0.848			
HTB4	0.874			
HTB5	0.763			
31 urist Satsifaction		0.649	0.817	0.880
TS1	0.729			
TS2	0.715			
TS3	0.870			
TS4	0.893			



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Table 3 : Discriminate validity (Hetero-trait Mono-trait ratio)

	Halal Tourism Branding	Tourism Governance	Tourist Satsification
Halal Tourism Branding	0.843		
Tourism Governance	0.766	0.783	
Tourist Satsification	0.656	0.743	0.806

Table 4 : SRMR and R Square

	Result
SRMR	0.064
R2 Halal Tourism Branding	0.583
R2 Tourist Satsification	0.561

Table 5 : Path analysis – PLS-SEM results

	P values
Tourism Governance > Tourist Satisfaction	0.000
Tourism Governance > Halal Tourism Branding	0.000
Halal Tourism Branding > Tourist Satisfaction	0.062

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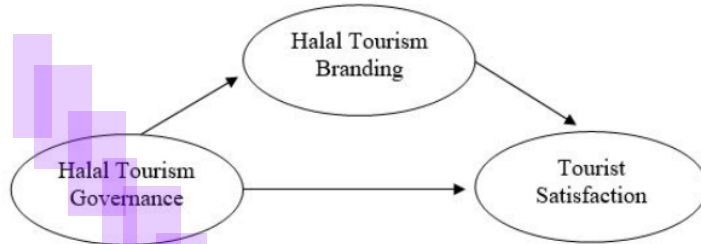


Figure 1 : Conceptual Framework

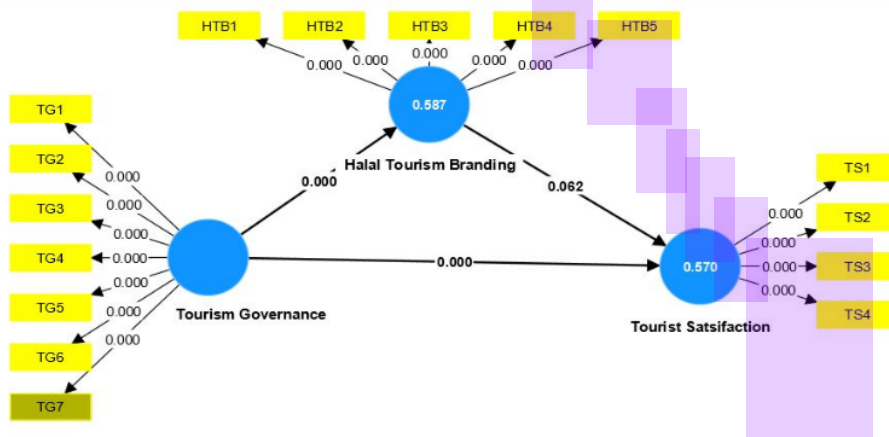


Figure 2 : Path Analysis



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