Selangor Business Review

Vol. 8, No. 1, p. XXX
14 July 2023
(ISSN 2716-5876)

INVESTIGATING RISK FACTORS AND SATISFACTION ON THE INTENTION OF TOURISTS TO RECOMMEND FOR HALAL TOURISM IN MALAYSIA

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Abstract: Tourism identifies the rising interest in halal perspectives hence, many Muslim and non-Muslim countries are set to capture the tourists' market by providing tourism products and services to cater to their needs. Besides, the achievement of emerging and marketing halal tourism destinations among tourists must be guided by adopting Islamic principles and beliefs in all aspects of halal tourism activities. Therefore, the present study investigates the risk factors that affect tourists' satisfaction with halal tourism in Malaysia. Data were collected from 463 tourists by distributing questionnaires using a quantitative and simple random sampling technique. A robust structural model was developed, and a two-step analytical approach was used to test the construct measurement and the proposed structural models. Statistical Package for Social Science (SPSS) software and Partial Least Square Structural Equation Modelling (PLS-SEM) was used to analyse the data. The findings reveal that risk factors have a significant relationship with tourists' satisfaction and their intention to recommend Malaysia for tourism. Concerning Islamic tourism, the study contributes to a better understanding of tourist satisfaction in Malaysia and the reasons the country become their recommended Islamic tourism destination. Attention given to the availability of halal products and services in the countries is then considered, which can be a tool in tourism promotion to Malaysia.

Keywords: Halal Tourism, Muslim Destination, Islamic Attraction, Hospitality, COVID-19

1. Introduction

Tourism contributes significantly to the economy of Malaysia while, before the COVID-19 pandemic, it accounts for roughly 15.9 per cent of the gross domestic product (GDP) in 2019 and amounting to RMRM240.2 billion (Department of Statistics Malaysia, 2019). The country introduced the Malaysian Tourism Promotion in 2019, to position Malaysia as a top tourism destination on the international stage. For example, it has launched the "Visit Truly Asia Malaysia 2020" campaign to achieve 30 million visitors and 100 billion Malaysian Ringgit in tourism earnings by 2020. However, the world is surprised by the COVID-19 outbreak that first infected people in Wuhan, China, at the end of 2019. The government's implementation of the Movement Control Order (MCO) to disrupt the COVID-19 chain in Malaysia has had an impact on the Malaysian economy. Every business, especially those in the tourism industry, strives to remain viable. Figure 1 shows that Malaysia has reported a total of 10.07 million tourist arrivals and RM28.2 billion (AED23.5 billion) in tourist receipts in 2022, above its initial

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(ISSN 2716-5876)

target of 9.2 million foreign visitor visits, since its full reopening of international borders (Malaysia, Ministry of Tourism, Art, and Culture, [MOTAC], 2023).

Figure 1. Tourist Arrivals and Receipts to Malaysia (MOTAC, 2023)

In addition, Malaysia has been named the world's top Muslim tourism destination for three years in a row, according to recent surveys performed by Singapore's Crescent Rating and the United States Dinar Standard. This is hardly surprising given that Malaysia possesses all of the required characteristics for a great Islamic tourism destination. Malaysia ideally caters to the demands of Muslim vacationers, with a plethora of halal food, prayer facilities, and Islamic attractions. The country's rich Islamic history and traditions create layers of exciting experiences that are just waiting to be discovered. Malaysia offers a wide range of halal products and services, from halal cuisine to Islamic finance and it offers end-to-end halal items with worldwide appeal. These elements combined with a favourable environment and government-backed regulations and efforts, strengthen Malaysia's position as the worldwide halal industry's nucleus. As a predominantly Muslim country, Malaysia is well-positioned to offer Muslim tourists appealing places without requiring them to compromise their religious beliefs or traditions. Moreover, recognising its economic potential, the government has constantly provided support and incentives to the local tourism industry. With this objective, halal tourism is an area where it offers a compelling value to Muslim travellers from all over the world, as well as a choice for those who want to travel without fear of violating the Sharia law.

Halal means “permissible” and “lawful” in Arabic while every Muslim is obligated to eat only halal foods and abstain from eating non-halal items. Probably the common label and information relating to the matter is that Muslims are not allowed to consume pork and alcohol. However, halal is also associated with the Islamic faith, which refers to more than just food since it also refers to a wide range of products and services available to Muslims. Halal tourism is a new phenomenon that has emerged as a result of the growth in the halal industry. Halal tourism is a type of religious tourism that promotes adherence to Islamic teachings by promoting places that offer halal products and services to Muslim tourists. It

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(ISSN 2716-5876)

offers Muslim tourists an alternative by assuring them that they would address difficulties and concerns about Sharia law compliance. In contrast to traditional tourism, where Muslim visitors must actively seek out halal-based items and services or avoid specific things to comply with halal regulations, this gives them peace of mind while travelling. As halal topics advance in the tourism business, many Muslim and non-Muslim countries are preparing to grab the Muslim tourist market by providing tourism products, amenities, and infrastructures to meet their needs. Despite the increased demand for and interest in this so-called halal notion, theoretical papers and research in this field remain scarce.

2. Research Problem

Since more Muslims are found to travel around the world, Muslim countries such as Malaysia have already advanced halal tourism by providing broad Islamic services to meet the needs of Muslim tourists. According to MasterCard-Crescent Rating Global Muslim Travel Index (GMTI) 2022, Malaysia has maintained its position as the preferred destination for Muslim travellers while Singapore ranks first among non-Islamic country destinations. As a commitment, Singapore established The Majlis Ugama Islam Singapore (MUIS) as their Islamic Religious Council in 1968 which runs a Halal Quality Management System (HaIMQ) and gives the halal certification (MUIS, 2023). To cater to the emerging niche market, Japan has opened its halal-friendly tourism business to attract Muslim tourists and provide their basic needs throughout their stay in the country. For Muslim customers, halal is a lifestyle, whereas, for non-Muslim customers, it is associated with product quality (Samori et al., 2016). In terms of halal certification, Australia, as a representative of Oceania, follows Japan's lead. Halal certificates can be obtained through NGOs or associations such as Halal Australia Inc., the Australian Halal Authority and Advisers, and the Supreme Islamic Council of New Halal Meat in Australia. The halal certification can assist Muslim tourists in reducing halal risks and increasing Islamic values while visiting non-Islamic nations (Aji et al., 2020).

The halal sector has evolved into a brand-new paradigm, if not a whole new way of life. Many international destinations have benefited from the rapid expansion of halal tourism and hospitality by implementing innovative marketing methods aimed at luring visitors from this lucrative market sector. Foods and products that are halal can be consumed by both Muslim and non-Muslim customers due to the high level of care for health, the environment, and product quality (Aji et al., 2020). Halal products are seen as healthier by customers, who are more motivated to increase their awareness and knowledge of the topic. Despite this, businesses and service providers require a deeper understanding of the attitudes and behaviours of halal consumers. Concerning Halal clients, their trust, contentment, and loyalty are vital for businesses and services to grasp. To design a targeted marketing strategy, marketers must have a fundamental understanding of the behaviours of halal customers across demographic factors (Al-Ansi et al., 2019). According to Al-Ansi et al. (2019), there appears to be a dearth of research into the purchasing habits of halal customers, which has a significant impact on the growth of the market.

Online buying, for example, exposes users to multiple sorts of risks. Regarding buying halal food items, many complicated religious, cultural, and societal considerations must be made. According to Tieman (2011), the provision of halal products is a complicated issue

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because of the wide range of Islamic schools of thought, Islamic cultures, local customs, and local fatwas that consumers may encounter. Malaysia, for example, is a cosmopolitan country with a diverse population of religions and races. As a result, people may believe that purchasing and consuming halal products in Muslim-majority countries is safe (Olya & Al-ansi, 2018).

According to Olya and Al-ansi (2018), the link between perceived risk, attitude, and customer behaviour has been found in tourist research. Research shows that customers are more likely to be satisfied, trust an organisation, and remain loyal if the company can manage the risks of utilising its product or service (Al-Ansi et al., 2019). Due to the complexities of the halal phenomenon, it is important to weigh the risk of purchasing and consuming halal products. Hence, this empirical study investigates the perceived risk factors, tourists' satisfaction, and their intention to recommend halal food and services based on perceived general risks and demographic characteristics of customers who consume halal food. Therefore, it is the goal of this empirical study to create and test a structural model that investigates the effects of general risk factors on tourists' satisfaction and their intention to recommend halal food and services among tourists visiting Malaysia.

3. Literature Review

3.1 Halal Products and Services

In Islam, halal refers to behaviours that are permissible or legal. *Halal* has a basic connotation and establishes a level of acceptability based on *Shariah* obligations (Department of Standards Malaysia, 2010 MS2400:2010). Furthermore, the word is associated with the word 'Toyyibaan,' which signifies 'good' for humans. It can refer to the assurance that halal foods and products can be consumed without fear of compromising their quality, loyalty, or *Shariah* conformity. This philosophy inspires both Muslim and non-Muslim customers to make the best decisions possible when acquiring any goods or service. As a result, all halal components of the halal industry, including the halal travel sector, supply consumers with good quality products and services. This study addresses the impact of risk factors on tourists' satisfaction, intention to recommend, and continued intention to use halal items. Halal tourism, also known as Islamic tourism or Muslim-friendly tourism, is a relatively new idea in the tourism sector that offers fresh and exciting potential for economic development (Battour & Ismail, 2016). In every aspect of human life, Islam has its set of principles and halal tourism can be justified from an Islamic perspective by incorporating and accepting the definition of 'halal' discussed earlier.

Realising the importance and emergence of the halal industry in the long run, Vargas-Sánchez and Moral-Moral (2018) believed that the creation of an international halal tourism certification system that incorporates a scale with different levels of sharia compliance to allow the classification of halal tourism products and services following the demands of Muslims from various parts of the world should be a top priority. As a result, food preparation and certification through the label "halal food" are critical for tourists' confidence and satisfaction with hotel and restaurant operations.

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Battour et al. (2018) indicate that the perception of halal tourism products and services positively influences trip quality and trip value, respectively. Halal tourism in Malaysia encompasses all tourism products and services that have been produced in line with Islamic principles and made available to both Muslim and non-Muslim customers. Due to its Muslim-dominated country, Malaysia can provide a broad spectrum of halal services ranging from food manufacturing and processing to halal product traceability. As a result, halal tourism is responsible for providing vacation packages, and other products and services that meet the needs of tourists, particularly Muslim consumers. Halal vacation packages also guarantee the provision of halal foods and beverages, which are healthful and of high quality according to the halal standard (Azam et al., 2019).

3.2 Intention to Recommend

A study on tourist intention to recommend halal tourism by Wardi et al. (2018) revealed that it has a significant effect on tourist satisfaction and loyalty. It was discovered that the perceived halalness had a large indirect effect on loyalty via tourist satisfaction as a mediator. Muslim tourists will be satisfied with the total services of the tourism site if they believe the tourism site provides halal products and services. According to this, if customers are delighted with the services, they are likely to spread positive word of mouth about the site and suggest it to others. Though halal is not a direct antecedent to tourists' recommendation of products and services, corporations must pay greater attention to it to indirectly impact the action. In this regard, it is proposed that business owners or managers develop a better halal tourism programme.

Isa et al. (2018) confirm whether Malaysian or foreign Muslim visitors that focus on the halal products and services offered at the sites, also pay attention to the environment and culture of the destination. A positive image of a destination will boost tourist satisfaction and motivate them to recommend the destination to others and revisit it. In addition, favourable tourist satisfaction has a positive effect on the economy. This is because satisfied tourists are more likely to return and recommend the place to others, but unsatisfied tourists are less likely to do so, resulting in negative effects. It has been shown that word of mouth is a significant element of recommendation in influencing tourists to visit a particular destination (Isa et al., 2018; Mohseni et al., 2018).

3.3 Risk Factors

According to Hao et al. (2020), risk is a concept of uncertainty that is negatively related to predicted customer responses. Olya and Al-ansi (2018) discovered that various sorts of risks might have a detrimental or positive impact on customer satisfaction and willingness to suggest halal items. As Olya and Altinay (2016) recommended, the risk may play both opposite roles positive and negative in predicting the loyalty of customers, while the role of risk depends on the features of other predictors in the casual model. Decision-makers, stakeholders, and business managers should consider the general risk associated with halal foods as a factor in determining customer satisfaction and trust. They are advised to raise business providers' awareness of the hazards associated with the manufacturing and

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consumption of halal food, which will aid them in understanding the fundamentals of halal customers' wants and preferences.

In the case of consuming halal food, there is a positive relationship between risk and behavioural reactions, as customers may feel they will be satisfied if they assume the risk of eating halal food because it is lawful according to the Sharia law, which would result in desirable behavioural effects (i.e., patience, morals). In other words, halal customers aim to take risks (e.g., time and financial risk) that will satisfy them, and then trust and recommend halal foods to others because of their religious convictions (Al-Ansi et al., 2019). Managers can also make the process of supplying halal meals easier by hiring Muslim experts and labourers in key positions. One reason for this could be that halal customers are more likely to trust Muslim firms because they must adhere to halal standards themselves. Furthermore, because Muslim firms have higher expertise and awareness of halal products and services than non-Muslim businesses, halal clients may believe their expectations and needs will be met if they buy from them. This would encourage the tourist to recommend the products and relevant services to others.

According to Al-Ansi and Han (2019), several complex indicators influence Muslim travellers' overall image and decision-making process when it comes to halal tourism. They assessed the possible risk antecedents perceived by Muslim tourists, and they found that environment, quality, social, and health aspects all play a role in influencing the tourists' satisfaction and behaviours. The link between Muslim tourists' opinions and satisfaction was significant, as one would expect from such a favourable and robust relationship. It suggests that tourist satisfaction is more likely to influence their good sentiments about halal tourism destinations. This means that the more concerned Muslim tourists are with halal brand knowledge and image, the more positive attitudes and satisfaction they have toward halal tourism destinations (Rahman et al., 2019). Based on these arguments, the hypotheses below are being tested:

H1a: Risk factors have a significant influence on the intention to recommend halal products and services
H1b: Risk factors have a significant influence on tourists' satisfaction with halal products and services.

3.4 Satisfaction of Tourists

Satisfaction is defined as a psychological state that represents a tourist's joy or satisfaction in response to tourism products and services. The aim and benefits of utilising and consuming halal products and services are known as halal brand awareness. Olya and Al-ansi's (2018) study on customer satisfaction, especially among those who visited Malaysia, confirmed that the intention to recommend and continued intention to use halal items among them were significantly influenced by perceptions of health, psychological, environmental, and financial risks. To ingrain the satisfaction of halal consumers and their intention to promote and subsequently continue to use such products and services, health and environmental dangers were two crucial elements that they need to concentrate on. The quality of risk was also linked to a higher likelihood of continuing to purchase halal products.

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Managers must be cautious in managing the perceived quality of risk if they wish to achieve all three objectives. To minimise the risk involved, the authors feel that the understanding of both supply and demand is a good method for halal risk management to be expanded. Businesses interested in entering the halal market must first establish a common understanding with customers about the dangers associated with purchasing and consuming halal products. Governments and businesses might both provide advice on the hazards associated with halal products. Businesses and service providers should hold courses for their workers to learn how to properly communicate with clients who are worried about halal products.

Bin et al. (2016) created a theoretical framework and tested components that are likely to influence tourists' satisfaction, which influences tourists' inclinations to return to a location and their loyalty. The study about car travellers in China confirms the findings of tourists' satisfaction, which operates as a mediator between destination image and loyalty. In conclusion, the data show that the image of a place, perceived value, and satisfaction are all relevant predictors of destination loyalty. Furthermore, the findings reveal that tourists' satisfaction and perceived value moderate the relationship between destination image and loyalty. Tourists' satisfaction is usually believed to have a significant impact on their loyalty and future behaviour intentions (Abror et al., 2019; Battour et al., 2017). Satisfied tourists, for example, may provide favourable feedback about the place, suggest it to family and friends, and return to the same location in the future. On the other hand, dissatisfied tourists may not suggest the place to others and may not return. Furthermore, unsatisfied tourists may tarnish a destination's brand image, harming its market.

Figure 2 shows the conceptual framework of the study. Five elements contribute to the risk factors: health risk, environmental risk, social risk, quality risk, and financial risk. The association between risk variables and intention to recommend is mediated by tourist satisfaction. The relationship is being enhanced by tourist satisfaction, which influences the likelihood of halal items and services being recommended. The proposed hypotheses are as follows:

H2a: Tourists' satisfaction has a significant influence on the intention to recommend halal products and services.
H2b: Tourist satisfaction mediates the relationship between risk factors and intention to recommend halal products and services.

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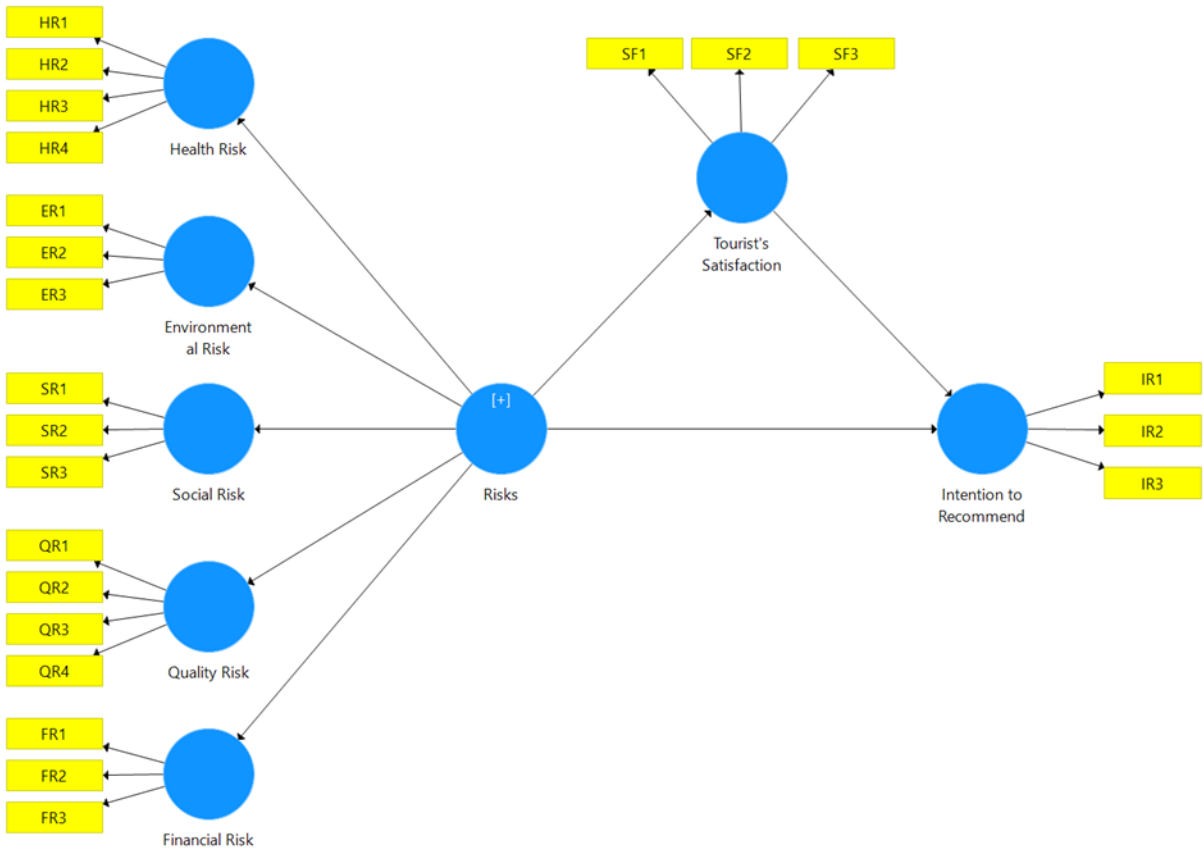

Figure 2. Conceptual Framework of Risk Factors and Customers' Satisfaction on Tourist's Intention to recommend

4. Methodology

Risk Factors (RF), Tourist Satisfaction (SF), and Intention to Recommend (IR) are the three key components investigated in this study. This study utilises both exploratory and descriptive designs. Exploratory Data Analysis (EDA) discovers errors, locates relevant data, verifies assumptions, and determines the relationship between explanatory factors (Indrakumari et al., 2020). The exploratory methodology was chosen due to the unclear nature of the research problem and the scarcity of evidence necessary to generate empirically tested hypotheses about the influence of the RF, SF, and IR on the tourism industry. Meanwhile, the descriptive approach enables researchers to address how RF may affect tourist happiness, recommendation, and continuous desire to use halal commodities in the Malaysian tourism industry. According to Siedlecki (2020), the descriptive survey design is used to describe the incidence, prevalence, or amount of a population's characteristics. These could be demographic, health, or other indicators. Moreover, descriptive research designs effectively express the desired characteristics of the sample being studied, such as a typical presentation in a case series of cases with the same disease (Omair, 2015).

The primary data were gathered through a self-administered questionnaire. A structured questionnaire was developed to collect data, including six demographic variables, health risk, psychological risk, environmental risk, social risk, quality risk, financial risk, time risk, satisfaction and intention to recommend, and tourists' feelings about the trip. The questionnaires were distributed to various locations throughout the Klang Valley, including

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tourist attractions and hotels. A random process was used to choose the potential respondents. The questionnaire was filled out by the tourists, who then turned it into the researcher. With 600 dispersed and 444 were returned and useable with a response rate of 74%.

5. Findings

Smart PLS 3.0 was used to analyse the data collected from tourists in Klang Valley who participated in the study. Using Hair et al.'s (2017a) recommendations, the Partial Least Square Structural Equation Modeling (PLS-SEM) was employed to evaluate the data, and the results were reported. According to Hair et al. (2019), the enhanced statistical power of PLS-SEM makes it an excellent tool for exploratory research examining new or developing theories. Besides that, researchers benefit from the higher statistical power of PLS-SEM over covariance-based structural equation modelling (CB-SEM) when employing it. Furthermore, a higher level of statistical power means that when relationships exist in the population, PLS-SEM will be more likely to identify them as significant (Sarstedt & Mooi, 2019).

5.1 Measurement Model Analysis

Based on the generated measurement model, validity and reliability tests were carried out. Consistency is defined by the degree to which two measurements correlate well with one another, as defined by Hair et al. (2017a). It was recommended that factor loadings, composite reliability (CR), and average extracted variance (AVE) were used by Hair et al. (2017a) to test for convergent validity. For optimal loading, Hair et al. (2017a) recommend a cut-off value larger than 0.5 and a coefficient of determination (CR) greater than 0.7.

5.1.1 Convergent Validity

Table 1 shows that all items' loadings are greater than the number indicated by Hair et al. (2017a), ranging from 0.883 to 0.973. For example, in Table 1, the CR values range from 0.893 to 0.970, which is greater than the 0.7 value indicated by Hair et al. (2017a). Hair et al. (2017a) also recommended setting the AVE threshold at 0.5. This shows that the model exhibits convergent validity, as shown in Table 1, with all loading, CR, and AVE values exceeding the recommended limits for confirmation.

Table 1. Results of the Measurement Model

Model Constructs	Measurement Item	Loading	CA	CR	AVE
Intention to Recommend	IR1	0.958	0.960	0.974	0.925
	IR2	0.967			
	IR3	0.960			
Tourist's satisfaction	SF1	0.924	0.943	0.963	0.898
	SF2	0.970			
	SF3	0.947			
Health risk	HR1	0.946	0.959	0.970	0.890
	HR2	0.940			
	HR3	0.949			
	HR4	0.937			

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Environmental risk	ER1	0.937	0.940	0.962	0.894
	ER2	0.965			
	ER3	0.934			
Social risk	SR1	0.910	0.923	0.951	0.867
	SR2	0.948			
	SR3	0.935			
Quality risk	QR1	0.893	0.937	0.955	0.842
	QR2	0.932			
	QR3	0.925			
	QR4	0.919			
Financial risk	FR1	0.894	0.905	0.941	0.841
	FR2	0.951			
	FR3	0.906			
Notes: CA = Cronbach's Alpha; CR = Composite Reliability; AVE = Average Variance Extracted					

4.1.2 Discriminant Validity

Validity was determined by applying the Fornell and Larcker (1981) criterion and the Heterotrait-Monotrait ratio of correlations (HTMT) to examine the discriminant validity of the data once convergent validity had been determined. Discriminant validity measures how well items can distinguish between different perceptions of the world. The correlations between measurements of potentially overlapping constructs can be examined to find out (Fornell & Larcker, 1981). The weight of the model's components should be increased. For example, the square correlations for each component are less than the AVE, as shown in Table 2, which indicates that discriminant validity is acceptable in this case.

Table 2. Fornell-Larcker Criterion

Model Constructs	ER	FR	HR	IR	QR	SR	SF
Environmental Risk (ER)	0.945						
Financial Risk (FR)	0.372	0.917					
Health Risk (HR)	0.569	0.364	0.943				
Intention to Recommend (IR)	0.527	0.314	0.653	0.962			
Quality Risk (QR)	0.682	0.555	0.623	0.521	0.918		
Social Risk (SR)	0.363	0.601	0.360	0.253	0.487	0.931	
Tourist's Satisfaction (SF)	0.479	0.324	0.620	0.838	0.486	0.231	0.947
Note: The diagonal represents the square root of the AVE, and the off-diagonals represent the correlations							

It was proposed by Henseler et al. (2015) to investigate the discriminant validity by utilising a heterotrait-to-monotrait correlation (HTMT). An HTMT result that is significantly lower than 1 or lower than 0.85 can illustrate the discriminant validity of a pair of constructs (Henseler, 2017). Henseler et al. (2015) recommend HTMT cut-off values of 0.90 or 0.85, but Voorhees et al. (2016) found that a 0.75 HTMT cut-off value was more effective. Since neither

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method mistakenly argues that discriminant validity difficulties exist at the level of inter-construct correlations, the majority of researchers would interpret this as suggesting the existence of discriminant validity problems. However, when HTMT values are high, there are validity issues with discriminant comparisons (Hair et al., 2019). Based on the results in Table 3, it can be seen that the HTMT discriminant validity assessment found that all HTMT values were significantly lower than 0.90 (Henseler et al., 2015). Therefore, it was determined that all constructs had equal discriminant validity by using a cautious cut-off criterion.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Model Constructs	ER	FR	HR	IR	QR	SR	SF
Environmental Risk (ER)							
Financial Risk (FR)	0.403						
Health Risk (HR)	0.599	0.390					
Intention to Recommend (IR)	0.555	0.336	0.681				
Quality Risk (QR)	0.727	0.604	0.656	0.549			
Social Risk (SR)	0.391	0.657	0.383	0.270	0.524		
Tourist's Satisfaction (SF)	0.506	0.350	0.651	0.879	0.515	0.247	
Note: HTMT < 0.90							

4.2 Structural Model Analysis

A model's coefficient of determination (R^2) measures how accurate it is in predicting future outcomes by looking at the squared correlation between actual and anticipated values for an endogenous component. The cumulative effects of the endogenous latent factors on the endogenous latent variables are represented by this term. When it comes to R^2 values, there is no particular rule of thumb. The values of 0.75, 0.50, and 0.25 denote various levels of predicted accuracy, ranging from highly accurate to only moderately accurate (Hair et al., 2019). Chin (2010), on the other hand, believes that values around 0.35 are substantial, values around 0.333 are moderate, and values around 0.190 are marginal. Figure 3 shows that the three variables explained 72.1% of the variance. The path estimates and t-statistics for the predicted associations were obtained using a bootstrapping technique and a resampling of 5000.

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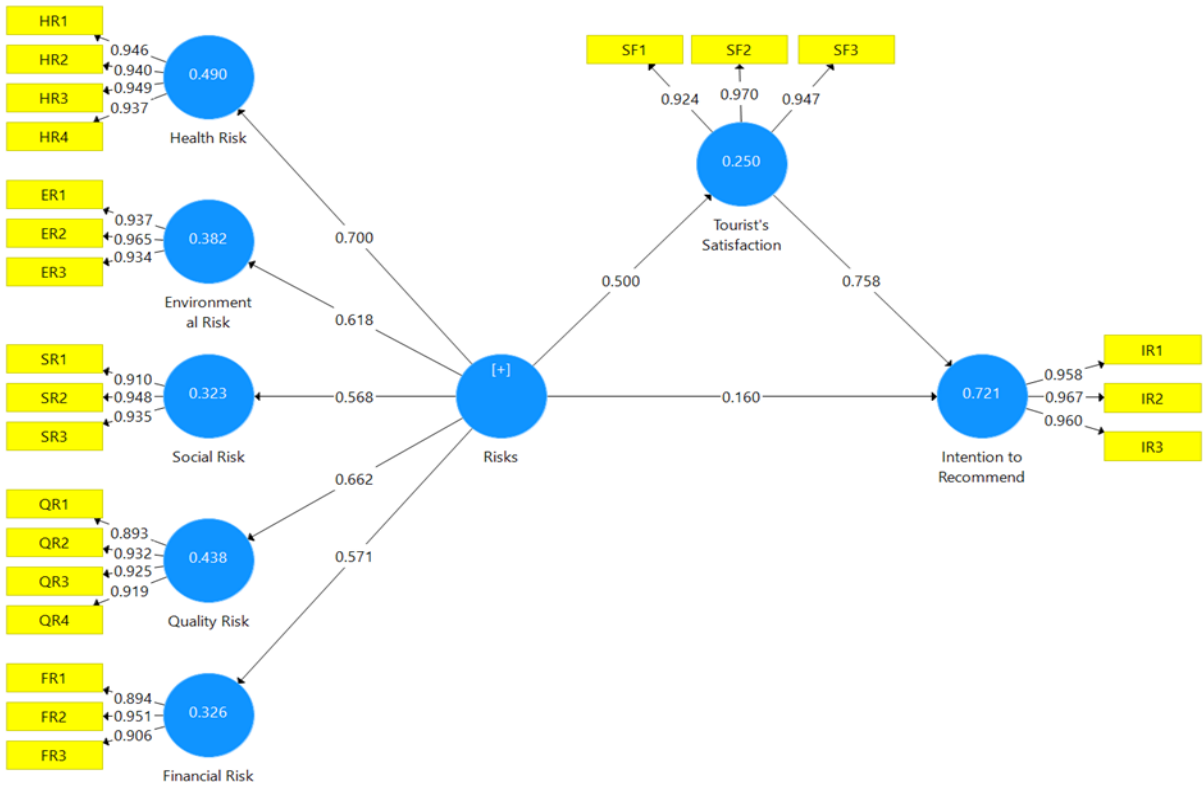

Figure 3. PLS Algorithm Results

As can be seen in Table 5, the structural model analysis demonstrates that H1a, H1b, H2a, and H2b successfully support the hypothesis and is therefore statistically significant ($p > 0.05$). At p 0.05, both the H2 and H3 hypotheses were shown to be valid. Intention to recommend halal products and services was significantly influenced by risk factors including health risk, environmental risk, social risk, quality risk, and financial risk ($\beta = 0.538$, $t = 13.275$, $\alpha = 0.05$). The findings also found that risk factors (health risk, environmental risk, social risk, quality risk, and financial risk) significantly influence tourist satisfaction ($\beta = 0.500$, $t = 11.740$, $\alpha = 0.05$). In addition, tourist satisfaction has a significant influence on the intention to recommend halal products and services ($\beta = 0.758$, $t = 24.721$, $\alpha = 0.05$).

Table 5. Path Coefficient and Hypothesis Testing

Hypothesis	Relationship	Beta	Standard Error	T-Value*	P-Values	Decision
H1a	Risks -> Intention to Recommend	0.538	0.041	13.275	0.000	Supported
H1b	Risks -> Tourist Satisfaction	0.500	0.043	11.740	0.000	Supported
H2a	Tourist Satisfaction -> Intention to Recommend	0.758	0.031	24.721	0.000	Supported
H2b	Risks -> Tourist Satisfaction -> Intention to Recommend	0.379	0.035	10.844	0.000	Supported
Note: *p < 0.05						

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Hypothesis 2b predicted the mediating effect of tourist satisfaction on the relationship between risk factors (health risk, environmental risk, social risk, quality risk, and financial risk) and intention to recommend halal products and services. Accordingly, this study examined the direct and indirect effects of risk factors (health risk, environmental risk, social risk, quality risk, and financial risk) on the intention to recommend halal products and services through tourist satisfaction as a mediator by using Xinshu et al.'s (2010) mediation analysis procedure. The results indicate that the significant indirect effect of risk factors (health risk, environmental risk, social risk, quality risk, and financial risk) on intention to recommend halal products and services ($\beta = 0.379$, $t = 10.844$, $\alpha = 0.05$), indicating there was a mediating effect of tourist's satisfaction.

6. Discussion

Based on the structural model analysis, the intention to recommend halal products and services is influenced by risk factors (health, environmental, social, quality, and financial) and tourist satisfaction. Because attracting tourists to recommend halal products and services necessitates a thorough understanding of tourists' responses, perceived risk factors, and satisfaction, which is to be expected. The study found that the risk factors (health risk, environmental risk, social risk, quality risk, and financial risk) significantly influenced the intention to recommend halal products and services ($\beta = 0.538$, $t = 13.275$, $\alpha = 0.05$). All items of risk factors, including health risk, environmental risk, social risk, quality risk, and financial risk, have significantly influenced the intention to recommend halal products and services. In addition, the risk factors (health risk, environmental risk, social risk, quality risk, and financial risk) significantly influence tourist satisfaction ($\beta = 0.500$, $t = 11.740$, $\alpha = 0.05$). Several reasons explain the significant results of risk factors on the intention to recommend halal products and services. Firstly, the study examined the concepts of halal and haram, which need to be implemented in every part of Muslim life. People must always be able to tell the difference between halal and haram goods and services. Consumers face various risks if they do not choose halal items, including health, environmental, social, quality, and financial risks as halal is permissible in Islam, which involves processes and standards concerning cleanliness, dependability, safety, and quality assurance. This finding is consistent with the previous studies by Olya and Altinay (2016), Olya and Al-ansi (2018) as well as Al-Ansi and Han (2019). The study's findings may assist the tourism industry in better accommodating Muslim and non-Muslim customers who have food sensitivities due to halal products.

The study also found that tourist satisfaction significantly influenced the intention to recommend halal products and services ($\beta = 0.758$, $t = 24.721$, $\alpha = 0.05$). In addition, tourist satisfaction was found to mediate the relationship between risk factors (health risk, environmental risk, social risk, quality risk, and financial risk) and tourist satisfaction ($\beta = 0.379$, $t = 10.844$, $\alpha = 0.05$). The finding provides opportunities to further understand the role of tourist satisfaction in convincing tourists to recommend halal products and services to others. Tourists' satisfaction in this study focused on the halal product issues of the halal tourism industry in serving the needs of Muslim and non-Muslim consumers. This finding has been supported by Abror et al. (2019), Battour et al. (2017), Olya and Al-ansi (2018) as well as Bin et al. (2016) that tourist satisfaction can attract more tourists to the country as their needs are fulfilled. There is a widespread belief that satisfied tourists had a substantial bearing on

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Vol. 8, No. 1, p. XXX
14 July 2023
(ISSN 2716-5876)

their loyalty and future behaviour. However, tourists' desire to return to locations where they have previously travelled increases, but the desire to visit unsafe areas declines due to the perceived dangers therein (Hao et al., 2020). It is an advantage that Malaysia is known as an Islamic country with multi-races and cultures which able to provide halal products and services to tourists. Hence, the government can fulfill the needs and desires of halal products and services to satisfy the tourists. Consequently, tourists' satisfaction is essential for the tourists' intention to recommend halal products and services to others.

7. Conclusion

Studies on risk factors, tourists' satisfaction, and intention to recommend halal products and services are beginning to appear in the literature. However, empirical evidence linking these variables, particularly in the halal study, is still lacking. A significant theoretical contribution is thus made by this study, which examines statistics to determine how well the country provides halal products and services to Muslim and non-Muslim tourists. According to these findings, the integration of risk factors and tourists' satisfaction, as well as the role of mediating effects, in halal products and services can be justified.

Researchers' findings help Malaysia's halal industry develop a proper strategy for ensuring the availability of halal products and services by adopting efficient action in dealing with tourists' needs effectively and efficiently. Besides that, non-Muslim tourists are equally interested in visiting halal tourism locations, as halal tourism is not just for Muslims. Moreover, when looking at non-Muslim visitors' loyalty to halal places, El-Gohary (2020) discovered that their happiness with the services they supplied added to the value of their halal trip. Halal tourism and hospitality are here to stay regardless of the coronavirus and its consequences. Although there may be some instability and turbulence in the sector, it will not go away. After the coronavirus crisis, demand for halal hospitality will reappear and continue to increase until it reaches its full potential. Halal tourism and hospitality will survive the coronavirus outbreak since it is only a stumbling bump on the road to recovery for halal hospitality.

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