

EFFECTIVENESS OF HALAL CERTIFICATION LABELS ON HALAL CUISINE AT BEACH TOURIST SITES ON TOURISTS' CUSTOMER SATISFACTION AND BEHAVIORAL INTENTION

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ABSTRACT

Purpose: This study aims to explore the impact of halal certification on tourist satisfaction and behavioral intention. The primary focus is to understand the extent to which halal certification influences the experiences of tourists within the context of halal culinary offerings.

Design/methodology: The research employs an experimental methodology, with an experimental design structured as (visual label, textual label) x 2 (halal content warning label, non-label) between subjects. The study involves 120 tourists visiting various attractions across Bengkulu Province. Participants were randomly assigned to different experimental cells, each exposed to distinct stimuli, to assess the effects of halal certification.

Findings: The results of the study support all proposed hypotheses. The halal certification label on halal culinary products has a significant positive effect on customer satisfaction. Additionally, the presence of halal certification significantly influences tourists' behavioral intentions.

Practical implications: The findings of this research provide valuable insights for policymakers, particularly government authorities, in formulating and enhancing policies related to halal certification and tourism development in Indonesia.

Originality/Value: This research contributes to the literature by addressing a theoretical gap concerning the effectiveness of halal certification in the context of halal tourism. The study offers a substantial academic contribution, with implications for policy formulation in the tourism sector.

Keywords: Behavioral intention, experimental design, halal certification, halal tourism, tourist satisfaction.

A. INTRODUCTION

The advancement of the tourism sector in a region significantly contributes to its economy. The tourism industry has the potential to become a primary economic driver for a country, especially for developing countries like Indonesia, which aims to diversify its revenue streams. Halal tourism is highly needed and sought after by Muslim tourists worldwide and represents one of the new emerging phenomena in the halal industry. In marketing literature, there has been little exploration of halal certification, particularly with the introduction of the new halal logo in Indonesia. Halal tourism is highly needed and sought after by Muslim tourists worldwide and represents one of the new emerging phenomena in the halal industry. Halal can play a role in advancing the tourism industry; many Muslim and non-Muslim countries are ready to target the Muslim tourist market by providing tourism products, facilities, and infrastructure to meet their needs. Indonesia is considered suitable as a center for halal tourism because the majority of its population is Muslim (Ratnasari et al., 2020). Thus, the purpose of this research is to formulate a conceptual framework to investigate the relationship between halal certification in culinary tourism, customer satisfaction, and behavioral intention. Customer experience has a significant impact on their satisfaction and behavioral intentions

(Tama et al., 2014); therefore, it is crucial to examine this among tourists in Bengkulu, as previously stated by earlier researchers (Hernández-Ortega, 2020; Martin et al., 2013; Song et al., 2013), that there is a relationship between tourist satisfaction and their intention to revisit. The author hopes that adding the variable of halal certification can provide new insights into the marketing literature related to tourism marketing, considering that there have not been many studies examining this issue. Additionally, the results of this research are expected to provide insights into tourists' behavioral intentions from the perspective of purchasing local food served by local restaurants with halal certification. Thus, the results of this study can serve as informative material for tourism practitioners in developing their businesses.

B. LITERATURE REVIEW

1. Cues and Signaling

Signaling and Cue Theory is a concept that can be applied in various fields, including communication, psychology, and economics. It involves the exchange of information or signals between individuals or entities to convey messages, influence behavior, or make decisions. Cue theory proposes that a combination of sensory data in the form of cues and cognitive processing shapes perception. It is a conceptually driven or "top-down" process that relies on the knowledge and experience found in the mind of the observer (Allard, 2004). The mind will go beyond the information provided to create a familiar image or pattern, indicating that the power of perception is more significant than sensation. In research, Lin & McFerran (2016), found that there is a cue influence on consumption patterns. It was found that cues or signals influence consumption patterns. In their study, the use of a plus-sized model in advertising was found to be effective in impacting consumption patterns. Presenting an unconventional beauty model can enhance consumer intent to purchase beauty products. This model provides a signal that women with larger body sizes can also possess beauty.

2. Characteristics of Labels

The labels are tools used to increase awareness of hidden aspects of a product or consumption that may not be identifiable to the average consumer (Argo & Main, 2004). Labels serve two primary purposes: (1) to provide consumers with the information they need before using a product and (2) to help producers avoid potential legal claims (Shuy, 1990). In the literature, the dominant strategy used to enhance label effectiveness has been to increase the detail and clarity of labels by manipulating their design characteristics. This manipulation is operationalized through the content of the label, its textual and graphical format, and the placement of warning labels on products or packaging. Label content refers to the choice of vocabulary, the tone of the message, the use of signal words, the presence or absence of graphic information, the source of the message, and the use of applicable regulatory guidelines (Bansal-Travers dkk. 2011; Borland, 1997; Braun & Silver, 1995; Cvetkovich & Earle, 1995; Dingus et al., 1993; Wogalter dkk. 1987; Wogalter & Laughery, 2006). Effective content characteristics include warning about hazards, explaining their consequences, and providing instructions to avoid those hazards.

3. Halal Label in Indonesia

Halal labeling involves including a halal label or logo on the packaging of halal products. This label indicates to consumers that the product is halal. The authority responsible for granting permission for halal labelling is the National Agency of Drug and Food Control. Certification and labeling are interrelated processes. The halal certificate issued by the Indonesian Ulema Council is a prerequisite for displaying the halal logo or label on a product.

4. The Relationship of Halal Label with Tourist Satisfaction and Behavioral Intention

As consumer awareness of halal tourism increases, particularly among Indonesian tourists, the role of halal identity in tourist attractions in Indonesia also rises. We believe that halal identity is a crucial factor in creating satisfaction among Muslim tourists. Halal identity refers to all forms of halal identification associated with a tourist destination. One such halal identity is the halal certification label, as explained in the previous section. Our belief is supported by findings from previous research, as indicated in the study results from Mursid, A. and Wu, C.H.-J. (2022) Our belief is supported by findings from previous research, which indicate that all aspects of halal company identity, halal identity similarity, uniqueness, and prestige significantly influence customer satisfaction. Their research reinforces our initial hypothesis that halal certification in culinary tourism can impact tourist satisfaction. However, not all aspects of halal identity are critical factors for tourist satisfaction. Previous studies also suggest that halal identity prestige effectively influences customer trust. Both customer satisfaction and trust positively impact customer identification with halal companies (Mursid et al., C.H.-J. 2022).

The development of halal literature on marketing performance has progressed well but has not been rapid. Other research findings indicate that Suhartanto et al. (2021) perceived value, satisfaction, and loyalty as being more influenced by the experience with tourist attractions than by the halal experience when visiting domestic or international destinations. The result of Slamet et al. 2021 shows that halal tourism has been interpreted and understood in different ways, depending on the structural position of each group. The problem is not with community leaders and tour guides understanding the concept behind halal requirements. They know that many tourists are Muslim and strictly follow their religious beliefs. However, the real challenge lies in providing actual halal services that meet these beliefs. Meanwhile, the government interprets the concept of halal tourism as a promotional medium dominated by economic and political interests. Therefore, it is essential to note that halal tourism branding is not relevant for all tourist destinations.

In the past five years, the development of halal study literature has progressed rapidly but has not yet reached its optimal form. Based on the analysis conducted by Secinaro and Calandra in their 2020 study, it is noted that while there is an encouraging increase in research related to halal literature, there remains a substantial lack of high-quality findings. Specifically, halal literature related to marketing performance—such as satisfaction, loyalty, and experience has yielded some adequate findings, as evidenced by research such as Suhartanto et al (2020), Santoso dkk (2022), Battour et al. (2022), Dewi et al. (2022), Sthapit et al. (2022), Rhama (2021), Mursid & Wu (2022), Mursid, A. and Anoraga, P. (2022), Suhartanto et al. (2021), Slamet et al. (2022), Battour et al. (2021) & Wisker, Z. L., Kadirov,

D., & Nizar, J. (2023). Regarding halal certification in halal tourism, there is significant evidence of its impact on marketing performance. Halal certification, as an identity of a halal tourist destination, has a significant effect on enhancing satisfaction, as demonstrated by findings in the research of Suhartanto et al. (2020), Battour et al. (2022), Battour et al. (2021) and Wisker, Z. L., Kadirov, D., & Nizar, J. (2023). However, we believe that further testing is needed to strengthen their findings.

Revisit Behavior Intentions are a form of behavior from tourists who are satisfied and loyal to a particular destination. In this research scope, the researcher assumes that halal food establishments at tourist destinations are a significant factor in creating tourist loyalty. For instance, Indonesian Muslims visiting Singapore or Thailand may find it more challenging to find halal cuisine compared to Muslim-majority Malaysia. Therefore, halal food is one of the primary factors we believe can influence tourists' revisit behavior intentions. Literature studies, as previously explained, have also found substantial evidence that halal identity, particularly halal certification, significantly impacts the marketing performance of companies or tourist destinations. The research findings of Wisker, Z. L., Kadirov, D., & Nizar, J. (2023) support the researcher's statement. Halal certification as an identity for a halal tourist destination has a significant impact on increasing loyalty, specifically revisiting behavior intentions, as evidenced by the findings of Suhartanto et al. (2020), Battour et al. (2022), Battour et al. (2021) & Wisker, Z. L., Kadirov, D., & Nizar, J. (2023). The result of Mursid, A. and Anoraga, P. (2022) The study shows that halal destination attributes have a positive and significant impact on destination appeal.

Additionally, halal destination attributes positively and significantly influence both functional and emotional value. Destination appeal positively and significantly affects functional and emotional value. Regarding the impact of functional and emotional value on revisit intention, only emotional value has a positive and significant effect on revisit intention. Their findings report the importance of halal destination attributes and the role of destination appeal and emotional value in enhancing Muslim tourists' revisit intentions to halal destinations. Given the limited existing research, we believe that further testing is needed to strengthen their findings.

5. Framework Theory

After analyzing previous research, the researcher identifies a common thread in the study of tourist destinations. The independent variable in this research is Halal Certification. The relationship between halal labels and satisfaction levels is influenced by several factors that serve as supporting indicators in the decision-making process for purchasing a product, leading to satisfaction after purchase. In recent years, halal has become a universal concept that not only encompasses slaughter procedures, social justice, and welfare but also includes products and services of the highest quality to meet the growing awareness and needs of consumers in a challenging global market (Selim et al., 2019). Muslim consumers with diverse interests seek information about halal food standards and are interested in halal-related matters. For instance, religious Muslim consumers are more concerned with consuming Islamically approved products and seek more information and news about halal products than their less religious counterparts (Muhammed et al., 2013), in line with what has been stated by Ratnasari

et al., 2019 that the variable of halal product reputation can also influence consumer satisfaction perception levels. Therefore, we hypothesize that H1: Halal certification on halal cuisine has a significant effect on customer satisfaction. Credibility can essentially be interpreted as the extent to which consumers trust the information provided by a source based on their trust in the information source (Hovland et al., As quoted in Metzger & Flanagin, 2013). Consumers who believe that the halal logo is precious and symbolizes credibility are likely to decide to purchase the product. Therefore, consumer confidence that the halal logo indicates the credibility of a food product tends to influence their intention to use the halal logo in making packaged food purchase decisions. Thus, we hypothesize that H2: Halal certification on halal cuisine has a significant effect on behavioral intention.

C. METHOD

To address the research hypotheses, the method used for this study is an experiment, which is a causal research method used to explain evidence of cause-and-effect relationships (Malhotra, 2007). The experimental research is conducted to test the impact of warning labels. The subjects of the research are tourists at tourist attractions scattered across the Bengkulu Province. The total number of participants is 120, consisting of tourists required for the study. The stimuli used in this research are two halal certification labels applicable in Indonesia; however, the stimuli are generated through a pilot study as required by the research. The data collected in the field is processed with statistical analysis to test the differences and hypotheses of the two experimental exposures presented to the participants.

D. RESULT AND DISCUSSION

1. Experiment Implementation Mechanism

A total of 120 participants took part in this experiment, divided into two groups of 60 participants each. One group was exposed to the stimulus of halal certification labels, while the other group was not exposed to any certification labels. Halal certification labels were placed at restaurants and tourist attractions, specifically at beaches. Initially, the research staff directed and ensured that participants noticed the certification while dining at the restaurant. Following this, participants were given a closed-ended questionnaire related to the research variables. The responses from the participants were then processed to test the research hypotheses, as explained in the subsequent sections.

2. Analysis of Satisfaction Variable Assessment

From the data table in the previous section, respondents rated their satisfaction with the tourist attractions in Bengkulu Province, particularly at Pantai Panjang and Kaur, as good/high. The result indicates that tourists experienced a high level of satisfaction with the attractions they visited. High satisfaction with the beach attractions refers to the positive level of satisfaction experienced by tourists while spending time at the beach as a destination. Beaches are among the most popular tourist attractions worldwide because they offer a range of positive experiences to visitors. This study's findings support previous research indicating that halal identity, specifically halal certification, significantly affects the marketing performance of companies or tourist destinations. Our

research findings align with those of Wisker, Z. L., Kadirov, D., & Nizar, J. (2023)— additionally, research by Mursid, A. and Wu, C.H.-J. (2022) shows that all aspects of halal corporate identity, such as halal identity similarity, uniqueness, and prestige, significantly impact customer satisfaction.

3. Behavioral Intention Label Assessment

Based on the table above, the average respondent (tourist) rating for the revisit intention variable is 4.11, indicating agreement and strong agreement. The result suggests that tourists find the tourist attractions highly appealing and are likely to revisit these attractions in the future. A high intention for revisiting halal beach destinations refers to tourists' strong desire to return to beach destinations that meet halal standards and requirements. The result indicates that tourists are very satisfied and impressed with their experiences at these tourist sites. Revisit intention reflects the behavior of satisfied and loyal tourists toward a specific tourist destination. This study identifies halal dining options at tourist attractions as a critical factor in creating tourist loyalty.

4. Difference Test and Hypothesis

a. Halal Certification on Halal Cuisine Significantly Affects Customer Satisfaction

To test hypothesis H1, the researcher first conducted a difference test to assess the impact of using halal certification labels versus not using halal certification labels on tourist satisfaction. According to Table ANOVA 4.2, the p-value is 0.000 ($p < 0.05$), indicating a significant interaction between the two factors compared: label versus non-label. The result means that the stimuli provided had different effects on each participant. Therefore, it can be concluded that the stimuli successfully influenced the participants differently according to each experimental cell. To determine the differences in satisfaction ratings among respondents during their visit, the researcher compared the mean satisfaction scores between respondents exposed to halal certification stimuli and those not exposed to halal certification. Each group consisted of 60 participants: one group was exposed to halal certification, and the other group was not exposed. The following presents the differences in mean satisfaction and revisit intention among the respective groups.

Table 1. Difference in mean Satisfaction and Behavioral Intention

No	Participant groups	Mean Satisfaction	Behavioral Intention
1	Halal certification label	4.29	4.37
2	Non-halal certification label	3.83	3.97

Source: Research data processed, 2024

A t-test was conducted to test hypothesis H1. According to the one-sample t-test table, the mean for halal certification is $M = 4.29$, while the mean for non-certification is $M = 3.83$, with a significance value of 0.000 ($p < 0.05$). The t-value (43.832) is greater than the t-table value (1.69), indicating that the null hypothesis (H_0) is rejected. Therefore, hypothesis H1 is accepted: Halal certification on halal culinary offerings has a significant impact on customer satisfaction. The result means that halal

certification on culinary tourist destinations significantly enhances tourist satisfaction compared to those without halal certification.

Table 2. One-Sample Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Halal certification	43,832	29	,000	4,29167	3,8634	4,6199
Non- Halal certification	50,000	29	,000	3,83167	3,3962	3,8371

Source: Research data processed, 2024

b. Halal Certification in Halal Cuisine Significantly Affects Behavioral Intention/Intention to Revisit

A T-test was conducted to test research hypothesis H2. Based on the one-sample T-test table, it was observed that the average halal certification score was $M = 4.37$, and the textual score was $M = 3.97$, with a significance value of 0.000 ($p < 0.05$). The computed T value (23.71) is greater than the critical T value (1.69), where the null hypothesis region is between -1.69 and 1.69. Therefore, the computed T value falls into the region where the null hypothesis is rejected. Consequently, the research hypothesis (H2) is accepted, indicating that halal certification in halal cuisine significantly affects behavioral intention/intention to revisit. The result indicates that halal certification significantly influences tourists' decision to revisit culinary tourism destinations as opposed to those without halal certification.

Table 3. One-Sample Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Halal certification	23,713	29	,000	4,49167	3,8634	4,725
Non- Halal certification	20,010	29	,000	3,93167	3,4962	3,979

Source: Research data processed, 2024

5. Discussion

a. Relationship Between Halal Certification and Tourist Satisfaction

Tourist destinations or restaurants offering halal food demonstrate respect for tourists' religious beliefs. The result can create a positive perception of the place and enhance overall satisfaction. Our findings also contribute to the rapidly developing halal literature, which is not yet in its optimal form. The result aligns with the direction of halal literature research proposed by Secinaro and Calandra (2020), which states that while the halal literature stream is progressing well, high-quality literature findings are

still very limited. Specifically, our research supports the findings of halal literature regarding its relationship with marketing performance, including satisfaction, loyalty, and experience, as shown in studies by Suhartanto et al. (2020), Santoso et al. (2022), Battour et al. (2022), Dewi et al. (2022), Sthapit et al. (2022), Rhama (2021), Mursid & Wu (2022), Mursid & Anoraga (2022), Suhartanto et al. (2021), Slamet et al. (2022), Battour et al. (2021), and Wisker et al. (2023). These results also confirm that halal certification as an identity for halal tourist attractions has a significant impact on increasing satisfaction, as found in studies by Suhartanto et al. (2020), Battour et al. (2022), Battour et al. (2021), and Wisker et al. (2023).

b. Relationship Between Halal Certification and Tourist's Intention to Revisit

The research findings indicate that halal certification in halal cuisine significantly influences behavioral intention/intent to revisit. The use or placement of the halal certification label on culinary tourist sites at the beach influences tourists' behavioral intention to revisit. These findings support previous research showing that halal identity, in this case, halal certification, significantly affects the marketing performance of companies or tourist destinations. Our results corroborate the findings of Wisker, Z. L., Kadirov, D., & Nizar, J. (2023). Halal certification as an identity for halal tourist attractions has a significant impact on increasing loyalty, precisely the intention to revisit, supporting the results found in studies by Suhartanto et al. (2020), Battour et al. (2022), Battour et al. (2021), Wisker et al. (2023), and Mursid & Anoraga (2022). The halal certification label used or placed on halal culinary tourist sites at the beach has a significant effect on behavioral intention or the intention to revisit among tourists.

E. CONCLUSION

Based on the research findings, we have concluded several critical points related to halal tourism. Halal certification in halal cuisine significantly affects customer satisfaction, as supported by the research data. Halal certification in halal cuisine also significantly influences behavioral intention/intent to revisit, with supporting research data. Our findings could provide implications that may be useful for policymakers and researchers in the field of halal tourism marketing. For academics, this study is limited to a specific group of respondents. Future research should examine these variables across different respondent groups, such as economic class, educational level, age, and religiosity. For academics, further testing is needed to strengthen the confirmation of the research findings, especially regarding the impact of halal certification labels on satisfaction and the intention to revisit halal culinary tourist sites. For policymakers, especially local governments and the Ministry of Tourism, this research can serve as academic material in the formulation of policies related to halal cuisine at tourist sites throughout Indonesia. For policymakers, specifically the Ministry of Religious Affairs of the Republic of Indonesia, the research results can be used to deepen and expand the halal certification labels currently issued.

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