Analysis of the effect of facilities, accessibility, promotion, and price on tourist trust and satisfaction through tourist loyalty as a mediation variable on halal tourism in surakarta city

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Abstract: This study examines the influence of accessibility, facilities, pricing, and promotion on tourist trust and satisfaction, with loyalty as a mediating factor in halal tourism in Surakarta City. Employing a quantitative approach, data were collected from 200 respondents through online questionnaires using a Likert scale. Purposive sampling was utilized to select participants meeting specific criteria. PLS-SEM was applied for data analysis due to its suitability for complex models. Findings reveal that competitive pricing, adequate facilities, seamless accessibility, and effective promotions significantly enhance satisfaction and loyalty, which, in turn, strengthen trust. Loyalty plays a crucial role in mediating these relationships. Destination managers should focus on infrastructure improvements, digital marketing, and service optimization based on periodic visitor evaluations. Future studies should explore the impact of cultural influences, environmental sustainability, and social media on tourist perceptions.

Keywords: Accessibility; Facilities; Loyalty; Pricing; Promotion.

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1. Introduction

The tourism sector has evolved into a highly lucrative industry, serving as a primary pillar of the global economy. According to the United Nations World Tourism Organization (UNWTO), in 2019, the tourism industry contributed USD 1.839 trillion to the global GDP, equivalent to IDR 26,850 trillion (Adli, 2021). In Indonesia, tourism plays a pivotal role in generating foreign exchange earnings and fostering employment opportunities. Additionally, this sector serves as a catalyst for economic growth at local, national, and international levels. In 2018, tourism emerged as the fastest-growing economic sector, ranking as the second-largest foreign exchange contributor after the palm oil industry, with revenues amounting to USD 16.426 billion (Isa & Indrayati, 2023). The Indonesian tourism industry extends beyond economic benefits, attracting investments and supporting small businesses while adhering to regulatory frameworks outlined in Law No. 10 of 2009 on Tourism (Isa, Farid Wajdi, et al., 2023).

As tourism continues to diversify, novel concepts have emerged, such as culinary tourism, religious tourism, nature-based tourism, and educational tourism. Among these, halal tourism has gained traction as a strategic niche market. Halal tourism encompasses travel experiences that align with Islamic principles, ensuring that accommodations, transportation, dining, recreational activities, and entertainment conform to halal standards (Isa, Mangifera, et al., 2023). The Global Muslim Travel Index (GMTI) 2019 ranked top halal tourism destinations, encompassing both Organization of Islamic Cooperation (OIC) and non-OIC member countries. This sector holds immense potential due to the growing global Muslim population. Pew Research Center's report, "The Future of World Religions: Population Growth Projections 2010-2050," estimates that the global Muslim population will expand by 70% by 2060 (Alifa & Zahidi, 2024). Notably, halal tourism is not exclusively for Muslim travelers but is designed to appeal univer-

sally while maintaining adherence to Islamic guidelines. The increasing demand for halal tourism underscores its significance within the global travel industry (Arvianto et al., 2021).

One of Indonesia's key halal tourism hubs is Central Java, particularly the city of Surakarta. According to the 2024 BPS report, Surakarta has been recognized as a leading halal tourism destination, supported by its substantial Muslim population of 528,044 residents. The city offers diverse tourism attractions, ranging from religious and natural sites to educational and cultural experiences. These attributes make Surakarta a preferred destination for both domestic and international travelers. The integration of halal tourism within Surakarta's economic framework presents a sustainable avenue for long-term tourism development, aligning with international halal travel standards (Agus Dwi Cahya et al., 2021). Halal tourism is structured based on the GMTI framework, which categorizes essential services into three tiers: "Need to Have," including halal food, prayer facilities, and Islamophobia-free environments; "Good to Have," featuring Ramadan tourism packages and cultural experiences reflecting local Muslim traditions; and "Nice to Have," emphasizing privacy-oriented services and segregated non-halal amenities. This approach ensures that halal tourism destinations cater to both Muslim and non-Muslim visitors while maintaining compliance with Islamic principles(Biswas et al., 2020).

Tourist loyalty is a fundamental factor in sustaining tourism destinations. Loyalty signifies a traveler's commitment to revisiting a destination and recommending it to others, thereby reinforcing the financial stability and longevity of tourism enterprises (Che et al., 2021). Multiple determinants influence tourist loyalty, including memorable travel experiences facilitated by high-quality infrastructure (Confetto et al., 2023). Additionally, the 4A framework—Attraction, Accessibility, Amenity, and Ancillary services—plays a crucial role in enhancing tourist retention (Fahmi et al., 2022). Trust is another critical component influencing tourist loyalty. A well-managed tourism destination fosters visitor confidence, leading to heightened satisfaction and an increased likelihood of return visits (Hermanto et al., 2022). Trust in tourism is shaped by previous travel experiences, service quality, and overall customer satisfaction (Kurniawati, 2021). Tourists who place high trust in a destination are more likely to experience positive sentiments and revisit the location, further amplifying the tourism sector's economic contributions.

2. Materials and Methods

2.1 Empirical Literature Review

Facilities refer to the physical resources that must be in place before a service can be provided to consumers. In the service sector, their significance is undeniable, as aspects such as facility condition, architectural design, and cleanliness influence customer experience. Tourism facilities encompass infrastructure designed to accommodate visitor needs, ensuring their comfort and engagement in various activities. Key indicators assessing facility quality include completeness, ensuring all necessities are available; functionality, guaranteeing optimal performance; accessibility, allowing effortless usage; and cleanliness, maintaining order and aesthetic appeal (Nurdiana & Santoso, 2023).

Accessibility pertains to the ease with which tourists can reach a destination via transportation networks. It encompasses multiple factors that enhance convenience, security, and time efficiency in travel. Good accessibility minimizes mobility constraints, including both physical barriers like road infrastructure and public utilities, as well as non-physical barriers such as access to employment, education, and legal services. Regardless of a destination's appeal, its growth remains stunted without adequate transport connectivity. Transportation and communication are thus pivotal in tourism operations, as seamless accessibility is essential for the development and intersectoral integration of tourist destinations (Juansya et al., 2022).

Promotion is the strategic dissemination of information aimed at attracting potential consumers to purchase products or services, ultimately driving sales growth. In tourism, promotional efforts stimulate interest and influence travel decisions through various

channels, including advertisements, films, brochures, guidebooks, and posters. Effective marketing communication is vital in shaping destination attractiveness. Thus, continuous and consistent promotional activities are necessary to sustain tourist interest. The promotional mix consists of several components: advertising, sales promotion, direct marketing, public relations, personal selling, and digital marketing, all of which contribute to enhancing tourism appeal (Katerina et al., 2021).

Price represents the monetary value exchanged by consumers to acquire a product or service. It significantly impacts business sustainability and the appeal of a tourist destination. Pricing strategies are categorized into three main methods: cost-based pricing, competitor-based pricing, and demand-based pricing. Determining an optimal price is crucial for profitability and brand positioning. According to Tjiptono, pricing objectives include profit orientation, volume-based pricing, image positioning, and price stability, all of which influence market competitiveness (Leiras & Eusébio, 2024).

Trust is a conscious reliance on a service provider, acknowledging potential risks while expecting reliability. In tourism, trust signifies a visitor's confidence in a destination, shaped by service quality and facilities. To foster trust, tourism operators must ensure that the expectations they set align with actual experiences, as discrepancies can lead to dissatisfaction. Satisfied tourists who trust a destination are more likely to return and recommend it to others, thus strengthening long-term relationships between travelers and tourism providers (Listyawati & Wulandari, 2022).

Loyalty in tourism refers to a visitor's inclination to revisit a destination and recommend it to others. A highly loyal tourist exhibits behaviors such as repeat visits, prolonged stays, and positive word-of-mouth promotion. Loyalty measurement includes three key indicators: continued patronage, increased spending, and willingness to endorse the destination. Understanding what drives tourist loyalty is essential for sustaining long-term industry success (Mahardika, 2020; Meidina et al., 2022; Ningtiyas & Alvianna, 2021).

Satisfaction is the outcome of comparing pre-purchase expectations with actual experiences. It determines whether a product or service meets, exceeds, or falls short of consumer expectations. In tourism, visitor satisfaction manifests in three aspects: expectation alignment, intention to revisit, and willingness to recommend. A satisfied tourist is more likely to return and share their positive experience, reinforcing the reputation of a destination (Novitasari et al., 2022).

2.2 Method

This study employs a quantitative research approach aimed at testing theories, establishing facts, identifying variable relationships, providing statistical explanations, and predicting outcomes. The sample consists of 200 visitors to halal tourism destinations in Surakarta. The population includes all residents who have visited such destinations, with sampling conducted using purposive sampling, selecting individuals based on predefined criteria. The independent variables include facilities, accessibility, promotion, and pricing, while tourist satisfaction acts as the dependent variable, with loyalty serving as a mediating variable. Facilities encompass physical resources essential for tourism services, accessibility pertains to ease of reaching destinations, promotion involves various marketing strategies, and pricing influences consumer purchasing decisions. Tourist trust and satisfaction determine visitor experience, impacting loyalty, which manifests through repeat visits, recommendations, and resistance to competitors. Primary data is collected via questionnaires distributed online using a Likert scale, while secondary data is sourced from literature and documentation. Data analysis employs descriptive statistics and PLS-SEM, chosen for its predictive capabilities, suitability for complex models, and ability to handle small samples. Validity and reliability are assessed using outer loading, Cronbach's Alpha, and composite reliability. Structural model evaluation examines the relationships among variables using R-square values and bootstrapping, while measurement model assessment ensures convergent and discriminant validity. Hypothesis testing determines the significance of relationships, with acceptance or rejection based on statistical thresholds.

To enhance the examination of long-term effects, future research can adopt a longitudinal approach to track tourist loyalty over time, assessing how sustained marketing efforts influence repeat visits and advocacy. Additionally, this study utilized a structured questionnaire consisting of 30 questions, each designed to measure specific indicators related to facilities, accessibility, promotion, pricing, trust, satisfaction, and loyalty. The indicators were adapted from previous studies and refined to fit the halal tourism context. Before full deployment, a pilot test was conducted on 30 respondents to evaluate clarity, reliability, and validity, ensuring that the questions were well understood and provided consistent results. Necessary modifications were made based on respondent feedback to enhance the instrument's effectiveness.

3. Results and Discussion

3.1 Respondent Data Description

Table 1. Respondents' Characteristics

No	Characteristic	Category	Frequency	Percentage (%)
1	Age	< 20 years	21	10.5%
		21-29 years	144	72%
		> 30 years	35	17.5%
2	Gender	Male	97	48.5%
		Female	103	51.5%
3	Education Level	Primary/Secondary School	37	17.5%
		Diploma (D1, D2, D3)	15	7.5%
		Bachelor's Degree (S1)	126	63%
		Master's Degree (S2)	7	3.5%
		Doctorate (S3)	1	0.5%
4	Occupation	Student	91	45.5%
		Private Employee	28	14%
		Entrepreneur	21	10.5%
		Freelancer	12	6%
		Civil Servant/Military/Police	10	5%
		Healthcare Worker	7	3.5%
		Educator	6	3%
		Housewife	2	1%
		Unemployed	1	0.5%
		Others	1	0.5%
5	Domicile	Central Java	100	50%
		Jakarta	24	12%
		West Java	22	11%
		East Java	16	8%
		Yogyakarta	10	5%
		Banten	8	4%
		North Sumatra	2	1%
		South Kalimantan	1	0.5%
6	Income	< IDR 1,000,000	64	32%
		IDR 1,000,001 – 3,000,000	58	29%
		IDR 3,000,001 – 5,000,000	47	23.5%
		> IDR 5,000,000	31	15.5%
7	Halal Tourism Experience	Yes	200	100%
8	Visit Frequency	1-3 times	88	44%
		4-6 times	66	33%
		7-9 times	28	14%
		> 10 times	18	9%
9	Factors Influencing Visits	Facilities	38	19%
		Accessibility	12	6%
		Promotion	52	26%
		Price	42	21%
		Tourist Trust	28	14%
		Tourist Satisfaction	22	11%
		Tourist Loyalty	6	3%

Source: Processed data, 2025

The respondent demographics indicate that the majority (72%) fall within the productive age group of 21-29 years. Gender distribution is relatively balanced, with 51.5%

female and 48.5% male respondents. Most respondents (63%) hold a bachelor's degree, while students (45.5%) dominate the occupational category. Central Java is the most represented domicile (50%). In terms of income, 32% earn below IDR 1,000,000 per month, while only 15.5% earn above IDR 5,000,000. All respondents have visited halal tourism destinations in Surakarta, with 44% having visited 1-3 times. Promotion (26%) and price (21%) are the primary factors influencing visits, highlighting the importance of marketing strategies and affordability in attracting tourists.

3.2 Data analysis
a. Descriptive Statistics of Research Variables

Table 2. Descriptive Statistics Results of Research Variables

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)
Facilities (X1) → Tourist Trust (Y1)	0.215	0.220	0.093
Facilities (X1) → Tourist Satisfaction (Y2)	0.198	0.203	0.090
Facilities (X1) → Tourist Loyalty (M)	0.225	0.230	0.092
Accessibility (X2) → Tourist Trust (Y1)	0.228	0.232	0.091
Accessibility (X2) → Tourist Satisfaction (Y2)	0.190	0.194	0.090
Accessibility (X2) → Tourist Loyalty (M)	0.220	0.225	0.091
Promotion (X3) → Tourist Trust (Y1)	0.345	0.350	0.092
Promotion (X3) → Tourist Satisfaction (Y2)	0.275	0.280	0.094
Promotion (X3) → Tourist Loyalty (M)	0.210	0.215	0.090
Price (X4) → Tourist Trust (Y1)	0.260	0.265	0.091
Price (X4) → Tourist Satisfaction (Y2)	0.195	0.200	0.089
Price (X4) → Tourist Loyalty (M)	0.208	0.212	0.090
Tourist Loyalty (M) × Facilities (X1) → Tourist Trust (Y1)	0.275	0.280	0.090
Tourist Loyalty (M) × Facilities (X1) → Tourist Satisfaction (Y2)	0.205	0.210	0.091
Tourist Loyalty (M) × Accessibility (X2) → Tourist Trust (Y1)	0.180	0.185	0.086
Tourist Loyalty (M) × Accessibility (X2) → Tourist Satisfaction (Y2)	0.225	0.230	0.090
Tourist Loyalty (M) × Promotion (X3) → Tourist Trust (Y1)	0.190	0.195	0.088
Tourist Loyalty (M) × Promotion (X3) → Tourist Satisfaction (Y2)	0.215	0.220	0.092
Tourist Loyalty (M) × Price (X4) → Tourist Trust (Y1)	0.178	0.182	0.085
Tourist Loyalty (M) × Price (X4) → Tourist Satisfaction (Y2)	0.210	0.215	0.091

Source: Processed data, 2025

Based on the table, the Original Sample (O) represents the direct relationship coefficient between variables, while the Sample Mean (M) reflects the average value obtained through bootstrapping. The Standard Deviation (STDEV) signifies data dispersion relative to the mean. Findings indicate that promotion (X3) exerts the most substantial influence on tourist trust (Y1), with an O value of 0.345 and an M of 0.350. Conversely, the weakest impact stems from the interaction between tourist loyalty and pricing (X4) on trust (Y1), marked by an O value of 0.178 and an STDEV of 0.085. Overall, these results underscore that elements such as amenities, accessibility, promotion, and pricing contribute to shaping tourist trust, satisfaction, and loyalty, both directly and through the moderating effect of loyalty.

3.3 Data Quality Test (SmartPLS 4 Output)
a. Outer Loading

Table 3. Outer Loading Results

	Outer loadings
A1 <- Accessibility (X2)	0.707
A2 <- Accessibility (X2)	0.840
A3 <- Accessibility (X2)	0.799
A4 <- Accessibility (X2)	0.869
A5 <- Accessibility (X2)	0.872
F1 <- Facility (X1)	0.850
F2 <- Facility (X1)	0.879
F3 <- Facility (X1)	0.793
F4 <- Facility (X1)	0.829

H1 <- Price (X4)	0.786
H2 <- Price (X4)	0.834
H3 <- Price (X4)	0.903
Kew1 <- Tourist Satisfaction (Y2)	0.916
Kew2 <- Tourist Satisfaction (Y2)	0.911
Kew3 <- Tourist Satisfaction (Y2)	0.888
Kw1 <- Tourist Confidence (Y1)	0.789
Kw2 <- Tourist Confidence (Y1)	0.871
Kw3 <- Tourist Confidence (Y1)	0.857
Kw4 <- Tourist Confidence (Y1)	0.827
Kw5 <- Tourist Confidence (Y1)	0.846
Lw1 <- Tourist Loyalty (M)	0.751
Lw2 <- Tourist Loyalty (M)	0.781
Lw3 <- Tourist Loyalty (M)	0.846
Lw4 <- Tourist Loyalty (M)	0.764
Lw5 <- Tourist Loyalty (M)	0.834
P1 <- Promotion (X3)	0.831
P2 <- Promotion (X3)	0.887
P3 <- Promotion (X3)	0.846
P4 <- Promotion (X3)	0.790
P5 <- Promotion (X3)	0.811

Source: Processed data, 2025

The SmartPLS 4 analysis indicates that most indicators in this study exhibit Outer Loading values that meet validity requirements, ranging from 0.707 to 0.916. The Accessibility variable (X2) has Outer Loading values between 0.707 and 0.872, with the lowest indicator (A1) at 0.707, which is still within the minimum validity threshold. The Facility variable (X1) ranges from 0.793 to 0.879, while the Price variable (X4) falls between 0.786 and 0.903. Tourist Satisfaction (Y2) demonstrates the highest validity, with values spanning from 0.888 to 0.916, indicating strong representation of its construct. Meanwhile, Tourist Trust (Y1) scores between 0.789 and 0.871, and Tourist Loyalty (M) ranges from 0.751 to 0.846. Lastly, the Promotion variable (X3) shows strong Outer Loading values between 0.790 and 0.887. These findings confirm that all indicators satisfy the recommended validity criteria, although A1 in Accessibility is at the threshold of 0.707. However, since it exceeds the required benchmark, it remains valid for further analysis. Thus, the Outer Loading validity test affirms that this research instrument is robust and suitable for use.

b.   Average Variance Extracted (AVE)

Table 4. Results of Average Variance Extracted

	Average variance extracted (AVE)
Accessibility (X2)	0.672
Facilities (X1)	0.703
Price (X4)	0.710
Tourist Confidence (Y1)	0.703
Tourist Satisfaction (Y2)	0.819
Tourist Loyalty (M)	0.634
Promotion (X3)	0.695

Source: Processed data, 2025

All variables in this study exhibit an Average Variance Extracted (AVE) exceeding the recommended threshold of 0.50, confirming strong convergent validity across constructs. The highest AVE is observed in Tourist Satisfaction (Y2) at 0.819, indicating that its indicators effectively represent the construct. The Price variable (X4) records an AVE of 0.710, followed by Tourist Trust (Y1) and Facilities (X1) at 0.703 each. Meanwhile, Promotion (X3) has an AVE of 0.695, Accessibility (X2) scores 0.672, and Tourist Loyalty (M) reports the lowest at 0.634. These findings substantiate that all constructs demonstrate robust convergent validity, ensuring their suitability for further analysis.

c.   Cross Loading

The cross-loading analysis confirms that all indicators exhibit the highest loading values on their respective variables, ensuring discriminant validity. Facilities (X1) indicators range from 0.793 to 0.879, with the highest correlation within their construct. Accessibility (X2) indicators also demonstrate strong validity, with values between 0.707 and 0.872. Promotion (X3) indicators maintain the highest loadings within their construct, with values spanning from 0.79 to 0.887. Price (X4) indicators range from 0.786 to 0.903, confirming their distinct contribution. Tourist Satisfaction (Y2) indicators, with values between 0.888 and 0.916, are well-defined within their construct. Tourist Trust (Y1) indicators range from 0.789 to 0.871, demonstrating strong differentiation. Lastly, Tourist Loyalty (M) indicators show values between 0.751 and 0.846, reinforcing their discriminant validity. The findings affirm that each construct is distinct, with indicators measuring only their intended variable, fulfilling the criteria for discriminant validity in this study.

3.4 Reliability Test (Cronbach's Alpha and Composite Reliability)

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability (CR)	Remark
Accessibility (X2)	0.877	0.911	Valid
Facilities (X1)	0.858	0.904	Valid
Price (X4)	0.796	0.880	Valid
Tourist Trust (Y1)	0.894	0.922	Valid
Tourist Satisfaction (Y2)	0.890	0.931	Valid
Tourist Loyalty (M)	0.855	0.896	Valid
Promotion (X3)	0.890	0.919	Valid

Source: Processed data, 2025

All variables exhibit Cronbach's Alpha and Composite Reliability values exceeding 0.70, signifying strong internal coherence and dependable measurement of each construct. This confirms that the research instrument adheres to reliability standards, ensuring the credibility of data analysis outcomes for informed decision-making.

3.5 Structural Model Evaluation (Inner Model)
a. R-Square Test (R^2)

Table 6. R-Square Test Results

	R-square	R-square adjusted
Tourist Trust (Y1)	0.861	0.847
Tourist Satisfaction (Y2)	0.837	0.820
Tourist Loyalty (M)	0.752	0.741

Source: Processed data, 2025

The model employed in this study demonstrates strong predictive capability, as indicated by the R-Square results. The R^2 value of 0.861 for Tourist Trust (Y1) implies that 86.1% of its variability is accounted for by the independent variables, while the remainder is influenced by external factors. Similarly, Tourist Satisfaction (Y2) exhibits an R^2 of 0.837, signifying that 83.7% of its fluctuations are elucidated by the model. Furthermore, Tourist Loyalty (M) holds an R^2 of 0.752, indicating that 75.2% of its variance is attributable to the model. The consistently high R^2 values affirm the robustness of the research framework in capturing the interrelationships among the studied variables.

b. F-Square (f^2) Test for Effect Influence

Table 7. F-Square Test Results

Relationship	f^2 (Revised)	Description
Accessibility (X2) → Tourist Trust (Y1)	0.021	Valid
Accessibility (X2) → Tourist Satisfaction (Y2)	0.025	Valid
Accessibility (X2) → Tourist Loyalty (M)	0.038	Valid
Facilities (X1) → Tourist Trust (Y1)	0.236	Valid
Facilities (X1) → Tourist Satisfaction (Y2)	0.022	Valid

Facilities (X1) → Tourist Loyalty (M)	0.061	Valid
Price (X4) → Tourist Trust (Y1)	0.052	Valid
Price (X4) → Tourist Satisfaction (Y2)	0.024	Valid
Price (X4) → Tourist Loyalty (M)	0.063	Valid
Tourist Loyalty (M) → Tourist Trust (Y1)	0.128	Valid
Tourist Loyalty (M) → Tourist Satisfaction (Y2)	0.150	Valid
Promotion (X3) → Tourist Trust (Y1)	0.068	Valid
Promotion (X3) → Tourist Satisfaction (Y2)	0.123	Valid
Promotion (X3) → Tourist Loyalty (M)	0.056	Valid
Tourist Loyalty (M) × Facilities (X1) → Tourist Trust (Y1)	0.020	Valid
Tourist Loyalty (M) × Facilities (X1) → Tourist Satisfaction (Y2)	0.068	Valid
Tourist Loyalty (M) × Accessibility (X2) → Tourist Trust (Y1)	0.021	Valid
Tourist Loyalty (M) × Accessibility (X2) → Tourist Satisfaction (Y2)	0.020	Valid
Tourist Loyalty (M) × Promotion (X3) → Tourist Trust (Y1)	0.022	Valid
Tourist Loyalty (M) × Promotion (X3) → Tourist Satisfaction (Y2)	0.020	Valid
Tourist Loyalty (M) × Price (X4) → Tourist Trust (Y1)	0.021	Valid
Tourist Loyalty (M) × Price (X4) → Tourist Satisfaction (Y2)	0.030	Valid

Source: Processed data, 2025

Based on the F-Square test results, most inter-variable relationships exhibit a valid impact within this research model. Some variables exert a stronger influence than others. For instance, Facilities (X1) significantly enhance Tourist Trust (Y1) with an f^2 value of 0.236, indicating a notable effect. Likewise, Tourist Loyalty (M) substantially affects Tourist Satisfaction (Y2) with an f^2 value of 0.150, underscoring its considerable role. Conversely, variables like Accessibility (X2), Promotion (X3), and Price (X4) display f^2 values ranging from 0.02 to 0.068, signifying moderate to minor effects. Despite varying influence levels, these factors remain integral to the model. This suggests that refining facilities and promotional strategies holds greater weight in bolstering trust, satisfaction, and loyalty among halal tourists in Surakarta compared to accessibility and pricing adjustments.

c.   *Path Coefficient Test*

Table 8. Path Coefficient Test Results

Variable	T-Statistic	P-Values
Facilities (X1) → Tourist Confidence (Y1)	2.351	0.019
Facilities (X1) → Tourist Satisfaction (Y2)	2.210	0.028
Facilities (X1) → Tourist Loyalty (M)	2.451	0.014
Accessibility (X2) → Tourist Confidence (Y1)	2.512	0.012
Accessibility (X2) → Tourist Satisfaction (Y2)	2.104	0.036
Accessibility (X2) → Tourist Loyalty (M)	2.412	0.016
Promotion (X3) → Tourist Confidence (Y1)	3.765	0.000
Promotion (X3) → Tourist Satisfaction (Y2)	2.987	0.003
Promotion (X3) → Tourist Loyalty (M)	2.401	0.017
Price (X4) → Tourist Confidence (Y1)	2.845	0.005
Price (X4) → Tourist Satisfaction (Y2)	2.201	0.029
Price (X4) → Tourist Loyalty (M)	2.398	0.017
Tourist Loyalty (M) × Facilities (X1) → Tourist Confidence (Y1)	3.102	0.002
Tourist Loyalty (M) × Facilities (X1) → Tourist Satisfaction (Y2)	2.302	0.021
Tourist Loyalty (M) × Accessibility (X2) → Tourist Confidence (Y1)	2.157	0.031
Tourist Loyalty (M) × Accessibility (X2) → Tourist Satisfaction (Y2)	2.512	0.012
Tourist Loyalty (M) × Promotion (X3) → Tourist Confidence (Y1)	2.212	0.027
Tourist Loyalty (M) × Promotion (X3) → Tourist Satisfaction (Y2)	2.334	0.020
Tourist Loyalty (M) × Price (X4) → Tourist Confidence (Y1)	2.105	0.035
Tourist Loyalty (M) × Price (X4) → Tourist Satisfaction (Y2)	2.318	0.021

Source: Processed data, 2025

The analysis results indicate that all variable relationships exhibit a significant effect, as evidenced by t-statistics exceeding 1.96 and p-values below 0.05. This finding signifies that infrastructure quality, ease of access, promotional strategies, and pricing structures substantially influence tourists' trust and satisfaction. Moreover, visitor loyalty serves as a mediating factor that strengthens these relationships. These insights suggest that en-

hancing facilities, optimizing accessibility, implementing more effective marketing approaches, and setting appropriate pricing can bolster tourists' trust and satisfaction, ultimately fostering greater loyalty toward halal tourism in Surakarta.

3.6 Discussion

a.   Facilities Significantly Influence Tourist Trust

The analysis results indicate that facilities have a significant impact on tourist trust, with a T-Statistic of 2.351 and a P-Value of 0.019. Well-established facilities elevate visitor confidence in a destination, as they reflect the quality of services provided. Tourists are more inclined to trust locations that offer comprehensive, comfortable, and well-maintained amenities, aligning with their expectations. This finding aligns with (Nugraha et al., 2024), who emphasize that superior facilities enhance consumer trust by delivering satisfying experiences and reducing uncertainty in decision-making.

b.   Accessibility Significantly Affects Tourist Trust

Empirical findings reveal that accessibility substantially influences tourist trust, with a T-Statistic of 2.512 and a P-Value of 0.012. Convenient access, including well-developed infrastructure, readily available public transport, and clear travel information, enhances tourists' confidence in a destination. When reaching a location is effortless, visitors are more assured of their choice and more likely to recommend it. This is consistent with (Nurina, Bahtiar Efendi, 2024), who highlight that accessibility is a key factor in strengthening consumer trust, as it fosters a sense of security and convenience during travel.

c.   Promotion Plays a Crucial Role in Tourist Trust

Promotional efforts significantly affect tourist trust, as evidenced by a T-Statistic of 3.765 and a P-Value of 0.000. Effective promotional strategies, including compelling advertisements, credible testimonials, and transparent marketing campaigns, build tourist confidence. When information about a destination is clear and trustworthy, travelers are more inclined to visit. Additionally, promotions that accurately reflect on-site experiences further reinforce trust. This supports (Bayu Permadi et al., 2024), who assert that strategic promotions not only attract tourists but also sustain their trust over time.

d.   Pricing Has a Significant Impact on Tourist Trust

Findings indicate that pricing significantly affects tourist trust, with a T-Statistic of 2.845 and a P-Value of 0.005. Competitive and fair pricing fosters trust, as tourists expect costs to align with service quality. When the price reflects the value of the experience provided, visitors feel more confident and are more likely to recommend the destination. Conversely, disproportionate pricing leads to dissatisfaction and diminished trust. This aligns with (Qiao et al., 2022), who posits that transparent and reasonable pricing enhances consumer confidence by creating a perception of fair value.

e.   Facilities Significantly Affect Tourist Satisfaction

The study demonstrates that facilities significantly influence tourist satisfaction, with a T-Statistic of 2.210 and a P-Value of 0.028. Sufficient amenities, such as rest areas, clean restrooms, visitor information centers, and efficient transportation, contribute to an enjoyable travel experience. Facilities that cater to comfort, hygiene, and accessibility enhance visitor satisfaction, increasing their likelihood of return visits and positive reviews. This finding supports (Situmorang & Pane, 2024), who asserts that customer satisfaction is heavily determined by facility quality, as well-equipped destinations meet expectations and elevate overall visitor experience.

f.   Accessibility Significantly Influences Tourist Satisfaction

The analysis confirms that accessibility has a substantial impact on tourist satisfaction, with a T-Statistic of 2.104 and a P-Value of 0.036. Destinations that are easily reachable whether by private vehicles or public transportation—offer a more pleasant experience for travelers. Efficient road networks, available transport options, and clear directional signs minimize travel difficulties, improving visitor convenience. Those who

find the journey smooth and hassle-free report higher satisfaction levels. This corroborates (Taroreh et al., 2021), who emphasize that seamless accessibility enhances consumer satisfaction by ensuring a more effortless and enjoyable trip.

g.   Promotion Significantly Influences Tourist Satisfaction

The analysis reveals that promotion has a substantial impact on tourist satisfaction, with a T-Statistic of 2.987 and a P-Value of 0.003. Effective marketing strategies, including social media campaigns, discount programs, and engaging advertisements, shape tourists' expectations before visiting a destination. When promotional content aligns with the actual experience, tourists develop trust and satisfaction. Conversely, exaggerated promotions can lead to disappointment. Hence, transparent and realistic promotional efforts are essential in fostering tourist satisfaction, aligning with (Daffa & Ratnasari, 2022), who assert that well-crafted promotions not only attract tourists but also enhance satisfaction by setting realistic expectations.

h.   Price Significantly Affects Tourist Satisfaction

Findings indicate that pricing plays a crucial role in determining tourist satisfaction, evidenced by a T-Statistic of 2.201 and a P-Value of 0.029. Reasonable pricing, proportional to service quality, enhances the tourist experience. When tourists perceive value for their expenditure, satisfaction levels increase. Conversely, excessively high prices without commensurate service improvements may trigger dissatisfaction and deter repeat visits. Therefore, a competitive and justifiable pricing strategy is vital in tourism marketing. This supports (Wisnawa, 2024), who emphasizes that fair pricing enhances customer satisfaction by reinforcing the perception of value.

i.   Facilities Significantly Influence Tourist Loyalty

The study demonstrates that facilities significantly affect tourist loyalty, with a T-Statistic of 2.451 and a P-Value of 0.014. Comprehensive and high-quality amenities, such as ample parking, clean restrooms, and comfortable resting areas, enhance the tourist experience. Tourists satisfied with available facilities are more inclined to revisit. This aligns with (Wulandari et al., 2022), who suggests that superior facilities create repeated positive experiences, fostering long-term loyalty.

j.   Accessibility Significantly Influences Tourist Loyalty

Analysis confirms that accessibility considerably impacts tourist loyalty, with a T-Statistic of 2.412 and a P-Value of 0.016. Convenient transportation, well-maintained roads, and clear navigation services enhance travel ease, encouraging return visits. Additionally, seamless accessibility promotes positive word-of-mouth recommendations. These findings support Parasuraman et al. (1988), who highlight that optimal accessibility enhances not only satisfaction but also long-term customer loyalty.

k.   Promotion Significantly Affects Tourist Loyalty

Promotional efforts substantially influence tourist loyalty, as indicated by a T-Statistic of 2.401 and a P-Value of 0.017. Engaging marketing strategies, including discounts and loyalty programs, strengthen tourists' emotional connection to a destination. Consistent, truthful promotions reinforce trust, encouraging repeat visits. This aligns with (Zhang et al., 2022), who argue that effective promotion sustains customer engagement and loyalty by providing added value.

l.   Price Significantly Influences Tourist Loyalty

Data shows that pricing significantly affects tourist loyalty, with a T-Statistic of 2.398 and a P-Value of 0.017. Competitive pricing that aligns with service quality encourages repeat visits. When tourists perceive pricing fairness, they are more likely to return. Conversely, overpricing without enhanced service deters loyalty. (Ahmad, 2022) supports this, stating that well-balanced pricing cultivates long-term customer retention by maintaining satisfaction.

m.   Facilities Affect Tourist Trust Through Loyalty

Research findings indicate that facilities influence tourist trust through loyalty, evidenced by a T-Statistic of 3.102 and a P-Value of 0.002. High-quality amenities foster satisfaction, leading to loyalty, which in turn strengthens trust. When tourists consistently experience well-maintained facilities, their confidence in a destination grows. (Cahyono, 2024) supports this, suggesting that repeat positive experiences establish trust through customer loyalty.

n. Promotion Affects Tourist Trust Through Loyalty

Promotional efforts significantly impact tourist trust via loyalty, with a T-Statistic of 2.212 and a P-Value of 0.027. Transparent marketing strategies, including discount schemes and loyalty programs, enhance tourists' attachment to a destination. Consistency between promotional content and reality fosters long-term trust. This is in line with (Hamid, 2024), who states that brand loyalty directly strengthens customer trust.

o. Accessibility Affects Tourist Trust Through Loyalty

Accessibility is found to significantly affect tourist trust through loyalty, with a T-Statistic of 2.157 and a P-Value of 0.031. Efficient transportation networks, clear navigation systems, and smooth travel experiences contribute to tourist loyalty, ultimately reinforcing trust. (Pratiwi G., 2020) highlight that seamless accessibility fosters long-term confidence in a destination.

p. Price Affects Tourist Trust Through Loyalty

The study finds that pricing significantly impacts tourist trust through loyalty, with a T-Statistic of 2.105 and a P-Value of 0.035. Fair and competitive pricing enhances satisfaction, leading to increased loyalty, which subsequently strengthens trust. When tourists feel their expenditure is justified, they are more likely to revisit. This aligns with (Tamara et al., 2024), who asserts that well-structured pricing promotes sustained trust through customer retention.

q. Facilities Affect Tourist Satisfaction Through Loyalty

The analysis reveals that facilities significantly affect tourist satisfaction through loyalty, with a T-Statistic of 2.302 and a P-Value of 0.021. Satisfied tourists tend to be more loyal, ultimately enhancing their overall satisfaction. Abdurrohman, (2023) emphasize that high-quality facilities not only provide direct satisfaction but also reinforce loyalty, which in turn amplifies the overall tourist experience.

r. Promotion Significantly Influences Tourist Satisfaction Through Loyalty

Research findings indicate that promotion exerts a significant impact on tourist satisfaction via loyalty, with a T-Statistic of 2.334 and a P-Value of 0.020. This implies that a well-structured promotional strategy fosters tourist loyalty, ultimately enhancing their satisfaction with a destination. When promotional efforts align with actual experiences, tourists develop a stronger attachment, leading to greater satisfaction. This outcome aligns with the study by (Arvianto et al., 2021), which emphasizes that credible and consistent promotion cultivates loyalty and indirectly enhances customer satisfaction.

s. Accessibility Significantly Affects Tourist Satisfaction Through Loyalty

Hypothesis testing reveals that accessibility substantially influences tourist satisfaction through loyalty, with a T-Statistic of 2.512 and a P-Value of 0.012. This signifies that seamless access to a destination strengthens tourist commitment, which subsequently boosts their overall satisfaction. Well-developed infrastructure and efficient transportation systems enhance convenience, making tourists more inclined to revisit, thus elevating satisfaction levels. These findings support the research by (Hermanto et al., 2022), which highlights that accessibility plays a pivotal role in shaping positive experiences, ultimately affecting satisfaction and loyalty.

t. Price Significantly Impacts Tourist Satisfaction Through Loyalty

Empirical results demonstrate that price significantly affects tourist satisfaction through loyalty, with a T-Statistic of 2.318 and a P-Value of 0.021. Competitive pricing that aligns with service quality encourages repeat visits, reinforcing loyalty and contrib-

uting to higher satisfaction. When tourists perceive that the cost paid is commensurate with the amenities and services received, they are more likely to return and recommend the destination to others. This conclusion is consistent with (Pratiwi G., 2020), who asserts that price perception influences customer loyalty, ultimately shaping overall satisfaction.

4   Conclusions

This study highlights that pricing, amenities, accessibility, and promotion significantly impact tourist trust, satisfaction, and loyalty. Competitive pricing boosts satisfaction and loyalty, reinforcing trust. Quality facilities and seamless accessibility enhance visitor experience, strengthening commitment to the destination. Effective promotions attract tourists while increasing satisfaction and retention. These factors are interrelated, with satisfaction and loyalty mediating trust. Destination managers should adopt fair pricing, improve infrastructure, ensure accessibility, and leverage digital marketing. Regular satisfaction assessments are essential for service optimization. Future research should explore cultural, environmental, and social media influences on tourist perceptions.

In terms of marketing strategies and infrastructure development, it is crucial to implement an inclusive approach that attracts non-Muslim tourists while maintaining the principles of halal tourism. This can be achieved by offering clear information on halal-certified services without restricting general accessibility, providing diverse accommodation options, and ensuring that promotional efforts emphasize cultural inclusivity. Additionally, infrastructure improvements should focus on universal accessibility, catering to all tourists regardless of religious background. However, this study has limitations, particularly in its scope of analysis, which focuses primarily on economic and service-related factors. Future studies should incorporate broader sociocultural perspectives to better understand how different tourist demographics perceive and engage with halal tourism destinations.

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