

The Influence Of CHSE Implementation And Religiosity On The Sustainability Of Muslim-Friendly Tourist Destinations With Memorable Tourist Experiences As A Moderating Variable

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Abstract

The halal tourism industry is experiencing rapid growth in line with the increasing number of Muslim tourists worldwide. When selecting travel destinations, Muslim tourists consider the availability of facilities and services that align with Islamic principles. Factors such as religiosity and memorable tourism experiences are crucial in attracting Muslim tourists and supporting the sustainability of halal tourism. Indonesia, as the country with the largest Muslim population globally, possesses great potential in developing sustainable halal tourism by balancing economic, social, and environmental aspects. This research aims to investigate and analyze the impact of CHSE implementation and religiosity on the sustainability of Muslim-friendly tourist destinations, with memorable tourist experiences as a moderating variable (A Study in Lampung Province). The study employs a quantitative approach with an associative type. The research population includes managers and visitors at three tourist locations in Lampung Province: Puncak Mas in Bandar Lampung City, Sari Ringgung Beach in Pesawaran Regency, and Liwa Botanical Garden in West Lampung. Sample size determination uses the Lameshow formula, resulting in 384 samples. The sampling technique utilizes accidental sampling. Data collection is conducted through a questionnaire distributed via Google Form. Data analysis is performed using SmartPLS (Partial Least Squares). The findings indicate that CHSE implementation and religiosity influence the sustainability of Muslim-friendly tourist destinations. Furthermore, the moderation effect test reveals that memorable tourist experiences significantly moderate the impact of CHSE implementation on the sustainability of Muslim-friendly tourist destinations. However, memorable tourist experiences do not significantly moderate the relationship between religiosity and the sustainability of Muslim-friendly tourist destinations in Lampung Province. It is anticipated that these research findings will provide valuable input for local governments in formulating policies and regulations related to Muslim-friendly tourism.

Keywords: CHSE, Religiosity, Memorable Tourist Experience, Sustainability, Muslim-Friendly Tourism.

A. INTRODUCTION

The tourism industry is a significant economic sector with great potential for economic growth, particularly halal tourism, which is experiencing rapid development (Madnasir & Binar Cahyani, 2024; Samori et al., 2016). The growth of the halal industry shows an increase along with the rising awareness among Muslim communities towards a halal lifestyle, not only in food and beverage products but also in the tourism sector (El-Gohary, 2016; Marnita, 2024). Muslim-friendly tourism (halal tourism) is defined as the provision of tourism products and services that meet the needs of Muslim tourists in accordance with Islamic teachings (Hakim & Adeni, 2022; Henderson, 2016).

The development of Muslim-friendly tourism destinations needs to consider sustainability aspects, one of which is implementing the CHSE (Cleanliness, Health, Safety, Environment) protocol. The CHSE program aims to ensure tourism destinations provide a clean, safe, healthy, and environmentally friendly environment for tourists (Batubara & Suci, 2022; Zainab, 2022). The religiosity aspect of Muslim tourists is also important to consider. Research by Cupian et al., (2023) shows that the level of religiosity positively influences Muslim tourists' visit intention.

Based on the Global Muslim Travel Index (GMTI) data in 2023, Indonesia ranks first among OIC countries as a halal tourism destination (Global Muslim Travel Index, 2023). Lampung, as one of 13 halal tourism destination provinces in Indonesia, has 116 tourist destinations, accommodations, and restaurants that have received CHSE certification. Data from the Lampung Province Tourism Office shows a significant increase in tourist visits in 2022, with an increase of 1,660,139 domestic tourists and 5,257 international tourists compared to the previous year (Kementerian Pariwisata, 2023; Noviarita et al., 2021).

Three leading tourist destinations in Lampung - Sari Ringgung Beach, Puncak Mas, and Liwa Botanical Garden - were selected as research locations due to their popularity and high number of tourist visits. Henderson (2016) states that positive and satisfying tourist experiences will encourage tourists to revisit destinations and recommend them to others. Therefore, this research aims to analyze the influence of CHSE implementation and religiosity on the sustainability of Muslim-friendly tourism destinations with memorable tourist experiences as a moderating variable.

B. RESEARCH METHOD

The method used is quantitative and associative. It aims to examine causal relationships between variables such as CHSE implementation and religiosity and the potential growth of the halal tourism economy, with visit intention as the moderating variable. The research population includes domestic tourists in 2022, totaling 4,597,534 individuals, with a minimum sample of 384 participants determined using Lameshow's formula. The sampling technique employed is accidental sampling, involving tourists who happened to be at the tourist sites Puncak Mas, Sari Ringgung Beach, and Liwa Botanical Garden during the research period.

The research instrument consists of a closed-ended questionnaire using a Likert scale to measure the dependent variable, the sustainability of Muslim-friendly tourist destinations, and the moderating variable, the memorable tourist experience. The independent variables include religiosity and CHSE implementation, each defined according to specific aspects aligned with measurement standards.

Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through SmartPLS 3 software, as SEM allows for the testing of complex variables, including causal and moderating relationships. The measurement model (outer model) is used to validate the relationship between indicators and latent variables through convergent and discriminant validity tests. In contrast, the structural model (inner model) evaluates the relationships between latent variables based on the underlying theory, with the R-square value as the primary indicator to measure how well the independent variables influence the dependent variable (Ghozali, 2018).

C. FINDINGS AND DISCUSSION

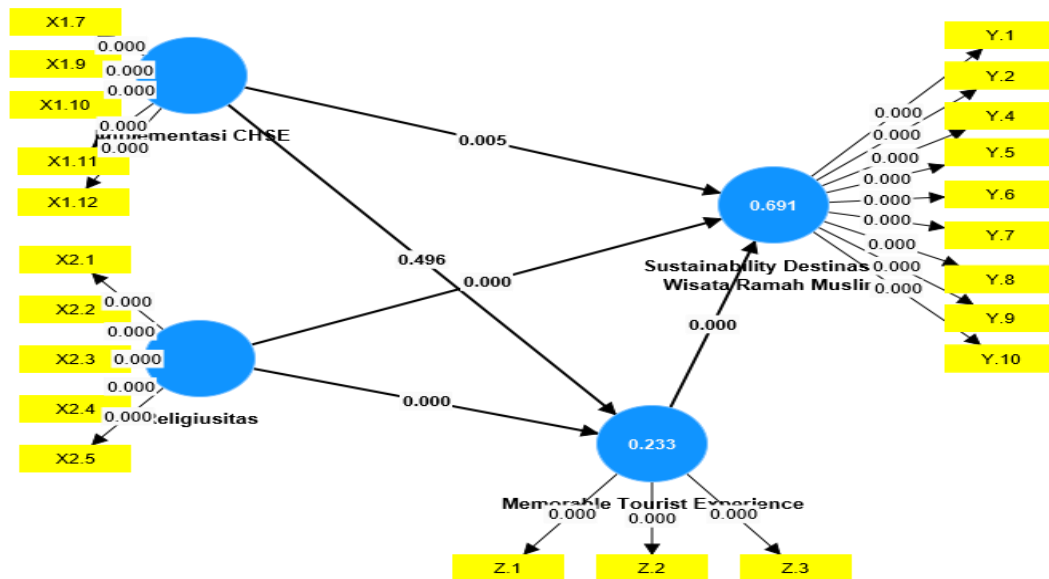


Figure 1. bootstrapping test results

The bootstrapping test results indicate that there is a significant effect of CHSE implementation on the sustainability of Muslim-friendly tourism destinations in Lampung Province, with a p-value of $0.000 < 0.05$ and a t-value of $2.812 > 1.96$. Furthermore, religiosity also significantly influences the sustainability of Muslim-friendly tourism destinations, with a p-value of $0.000 < 0.05$ and a t-value of $10.166 > 1.96$. However, CHSE implementation does not have a significant effect on the memorable tourist experience, as shown by a p-value of $0.496 > 0.05$ and a t-value of $0.680 < 1.96$. Conversely, religiosity shows a significant influence on the memorable tourist experience, with a p-value of $0.005 < 0.05$ and a t-value of $9.859 > 1.96$. Finally, the memorable tourist experience also significantly impacts the sustainability of Muslim-friendly tourism destinations in Lampung Province, with a p-value of 0.000 and a t-value of $13.113 > 1.96$.

The implementation of CHSE has a significant impact on the sustainability of Muslim-friendly tourist destinations in Lampung Province. The research shows that the better the application of cleanliness, health, safety, and environmental sustainability principles, the higher the sustainability potential of these destinations. Facilities such as handwashing stations and the feeling of comfort and safety during travel are important indicators of improving tourist satisfaction (Sandhubaya et al., 2021). Islam emphasizes the importance of preserving nature and cleanliness as part of human responsibility as stewards (Q.S. Al-Baqarah, 2:30). By implementing CHSE, halal tourist destinations in Lampung can enhance their reputation and attract more Muslim tourists, which in turn supports the sustainability of tourism. These findings align with research stating that CHSE helps the tourism industry survive and develop post-pandemic (Candranegara et al., 2021). Additionally, the implementation of CHSE can improve the competitiveness and positive image of destinations, supporting sustainable tourism economically, socially, and environmentally (Kawuryan et al., 2022).

Religiosity also plays an important role in supporting the sustainability of Muslim-friendly tourist destinations in Lampung. The research shows that the level of religiosity among tourists has a positive effect on their interest in visiting destinations that align with Islamic values, such as facilities for worship and halal food. This is consistent with the principle in the Qur'an (Al-An'am,

6:162), which emphasizes that all activities, including tourism, should be conducted in submission to Allah. The higher the religiosity, the greater the interest of tourists in visiting Muslim-friendly destinations, thus strengthening the sustainability of tourism in this region. The Lampung government has great potential to develop halal tourism by considering the religiosity of the community and enhancing facilities that meet the needs of Muslim tourists, such as halal certification, human resource training, and halal tourism promotion. High religiosity can drive the economic growth of the halal tourism sector, create job opportunities, and improve service quality (Habibi, 2018). Therefore, religiosity can be a key factor in the development of sustainable Muslim-friendly tourism in Lampung.

The study reveals that the implementation of CHSE has little impact on memorable tourist experiences. This may be due to CHSE primarily focusing on health, cleanliness, safety, and environmental sustainability, which, although essential, need to be revised to create an emotionally engaging experience for tourists. Managers of tourist destinations may mistakenly believe that more than CHSE is needed to ensure high-quality tourist experiences. In reality, while health protocols and cleanliness are foundational, additional efforts are needed to enhance attractions, uniqueness, and interactions between managers and tourists for a memorable experience. CHSE's focus is more functional, such as providing hand sanitizers, checking temperatures, and cleaning procedures, which, while important, may not touch tourists' emotional sides. Meaningful moments and personalized touches during the visit are necessary to create memorable experiences. The adaptation of the tourism sector to new post-pandemic norms also influences the study's findings. Slow adaptation results in suboptimal CHSE implementation, while faster adaptation leads to positive effects, although not significantly. Further research on the readiness and adaptation of the tourism sector is needed.

Other factors beyond CHSE contribute to memorable tourist experiences. Kim et al, identify factors such as service quality, the value of tourist products, and tourist involvement. Even when CHSE is implemented, tourists still seek quality service, valuable tourism products, and opportunities for engagement to create unforgettable experiences. In Indonesia, CHSE implementation remains inconsistent and often temporary, with some destinations only applying CHSE protocols during the COVID-19 pandemic. Once the pandemic subsides, CHSE practices tend to loosen or be abandoned, negatively impacting the overall tourist experience (Kim, 2014).

Regarding the role of religiosity, the study finds that higher religiosity levels positively affect memorable tourist experiences at Muslim-friendly destinations in Lampung. This finding suggests that as tourists' religiosity increases, their tendency to create memorable experiences at these destinations also rises. Religiosity encompasses ideological beliefs, religious knowledge, ritual practices, religious experiences, and the application of religious teachings. Highly religious individuals are more likely to consider halal aspects in their consumption behavior. As emphasized in the Qur'an (Al-Baqarah: 173), halal consumption is not limited to industry but extends to services like tourism. Therefore, religious beliefs influence Muslims' choices, including halal tourism, where activities align with Islamic values and avoid forbidden practices like alcohol consumption and gambling.

Religiosity can significantly influence consumer behavior in halal tourism. A high level of religiosity may lead tourists to choose halal destinations that align with their religious principles, seeking spiritual security, social support, and meaningful spiritual experiences. By providing Sharia-compliant facilities, destinations can attract tourists with high religiosity, thus enhancing their memorable experiences and encouraging repeat visits. This aligns with Miatun's (2022)

assertion that religiosity shapes consumer decisions in the context of halal tourism. In conclusion, while CHSE is essential, it is the integration of religiosity with tourism experiences that can significantly enhance the memorability of a destination. Providing an environment that supports religious practices offers spiritual security and deeper connections, thus fostering a positive and memorable experience for Muslim tourists.

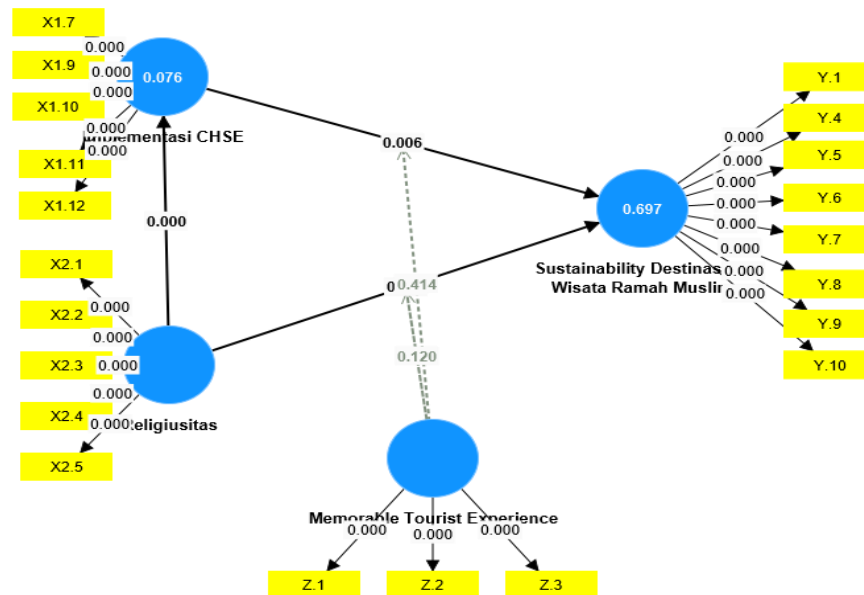


Figure 2. Moderating Effect Result

Based on the results of the moderating effect test shown in the image above, the hypothesis testing the moderating influence of the memorable tourist experience on the sustainability of Muslim-friendly tourism destinations is as follows: (1) With a significance value of $0.014 < 0.05$, it can be concluded that the memorable tourist experience has a significant effect in moderating the relationship between CHSE implementation and the sustainability of Muslim-friendly tourism destinations; (2) With a significance value of $0.120 > 0.05$, it can be concluded that the memorable tourist experience does not have a significant effect in moderating the relationship between religiosity and the sustainability of Muslim-friendly tourism destinations.

Research indicates that memorable tourist experience strengthens the influence of CHSE implementation on the sustainability of Muslim-friendly tourist destinations, where effective CHSE implementation yields greater impact when accompanied by enhanced memorable tourist experiences. In this context, the implementation of stringent CHSE protocols remains a primary priority in the halal tourism industry, irrespective of tourists' revisit intentions (Purnadewi, 2019). This emphasis is crucial as maintaining tourist trust and security represents a fundamental aspect of sustainability for a Muslim-friendly tourism destination.

Meanwhile, research findings regarding the influence of religiosity demonstrate that memorable tourist experiences neither strengthen nor weaken the impact of tourists' religiosity levels on Muslim-friendly tourism destination sustainability. Maharani et al., (2023) indicates that the primary factor driving Muslim-friendly tourism destination sustainability is the tourists' level of religiosity itself, wherein devout Muslim tourists tend to maintain loyalty to halal tourism destinations regardless of whether they experience optimal tourism experiences.

Regarding the direct influence of memorable tourist experiences on sustainability in Muslim-friendly tourism destinations, Dianty et al., (2021) reveals a positive and significant impact on revisit intention. Positive and unforgettable tourism experiences can generate long-term effects on tourists' decision-making processes and destination loyalty. This is reflected in their inclination to revisit tourism destinations, recommend them to others, and their willingness to pay premium prices for superior tourism experiences.

In Lampung Province, memorable tourist experience also facilitates new business opportunities within the halal tourism sector, where numerous SMEs and local communities utilize tourist destinations as vehicles for economic enhancement through various activities such as food vending, souvenir sales, traditional clothing retail, and tourism equipment rental services. The correlation suggests that higher tourist visitation rates correspond to increased economic income potential for communities surrounding tourist destinations.

D. CONCLUSION

The research findings demonstrate several significant relationships in Muslim-friendly tourism destinations in Lampung Province. CHSE implementation and tourists' religiosity levels both positively influence the sustainability of Muslim-friendly tourism destinations. While CHSE implementation does not directly affect memorable tourist experiences, religiosity shows a positive impact on creating memorable experiences. Notably, memorable tourist experiences strengthen the relationship between CHSE implementation and destination sustainability, suggesting that CHSE benefits are optimized when tourists are more likely to revisit. However, memorable tourist experience neither strengthens nor weakens the relationship between religiosity and destination sustainability, indicating that religiosity's impact on sustainability is direct and unmediated. The research also confirms a significant positive relationship between memorable tourist experiences and destination sustainability, where increased memorable experiences lead to higher revisitation rates, ultimately contributing to regional tourism sector growth and economic development in Lampung Province.

To enhance Muslim-friendly tourism in Lampung Province, a dual-focused approach targeting both destination management and government policy is recommended. Destination managers should prioritize comprehensive CHSE implementation through integrated waste management systems, strict health protocols, emergency response training, and environmental conservation programs, including recycling initiatives and environmental education campaigns. Simultaneously, the regional government should develop specific policies supporting Muslim-friendly tourism development, considering Lampung's predominantly Muslim population. This should include promoting halal certification and CHSE standardization through incentive programs for business operators, coupled with aggressive digital marketing strategies to increase tourist interest. These coordinated efforts between destination managers and local government would significantly contribute to the sustainable development of Muslim-friendly tourism destinations while ensuring they meet both religious requirements and modern sustainability standards.

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