

## The Influence of Perceived Value and Quality on Tourist Loyalty in Sharia Tourism with Satisfaction Mediation”

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### Abstract

**Introduction to The Problem:** The Torang Sari Bulan sharia tourism destination is facing a decline in tourist visits due to suboptimal perceptions of value, quality, and satisfaction. Therefore, this study is important to examine the influence of perceived value and perceived quality on tourist loyalty through satisfaction.

**Purpose/Objective Study:** This study aims to analyze the effect of perceived value and perceived quality on tourist loyalty, with tourist satisfaction as a mediating variable, at the Torang Sari Bulan sharia tourism destination in Lima Puluh Kota Regency.

**Design/Methodology/Approach:** This study uses a quantitative approach with a survey method on 385 respondents who are tourists in Torang Sari Bulan. Data analysis techniques were performed using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) through SmartPLS software. **Findings:** The results of the study indicate that perceived value and perceived quality have a significant effect on tourist satisfaction, and tourist satisfaction has a positive effect on tourist loyalty. In addition, tourist satisfaction has been proven to be a significant mediator between perceived value and perceived quality on tourist loyalty. These findings reinforce the theoretical model which states that perceived value and quality will encourage tourist loyalty when accompanied by a high level of satisfaction. Therefore, managers of sharia tourism destinations are advised to continue to improve the perceived value and quality of services, as well as pay attention to aspects of tourist satisfaction in every line of service.

**Paper Type:** Research Article

**Keywords:** Perceived Value, Perceived Quality, Tourist Satisfaction, Tourist Loyalty, Sharia Tourism.

### Introduction

The tourism industry is one of the most important sectors in economic development, especially for developing countries such as Indonesia. With its cultural diversity, natural wealth, and local wisdom values, Indonesian tourism has great potential for sustainable growth. In recent years, the concept of sharia tourism has gained attention, especially among Muslim tourists who want a travel experience that is in accordance with Islamic teachings. Sharia tourism not only emphasizes recreation, but also integrates spirituality, morality, and compliance with sharia principles in the services and facilities provided. In Islam, travel is also interpreted as a means to reflect on the greatness of Allah SWT's creation, so that sharia tourism does not only focus on recreation but also spirituality. (Unggul Priyadi 2016) As Allah SWT says in the Quran:

قُلْ سِيرُوا فِي الْأَرْضِ فَانظُرُوا كَيْفَ بَدَأَ الْخَلْقَ ثُمَّ اللَّهُ يُنشِئُ النَّشْأَةَ الْآخِرَةَ إِنَّ اللَّهَ عَلَى كُلِّ شَيْءٍ قَدِيرٌ ۝

20. Say: Travel in the earth and see how He makes the first creation, then Allah creates the latter creation; surely Allah has power over all things.

This verse implies that one of the purposes of tourism is for reflection and contemplation. It also instructs Muslims to travel throughout the world to contemplate the creations of Allah SWT. Sharia tourism is not merely religious tourism, but tourism that takes into account Islamic principles in its services and facilities (Bambang Irawan and Sudinta 2024). To increase tourist interest, destination managers need to develop strong marketing strategies and provide memorable travel experiences. Positive experiences related to service, products, and destination resources play an important role in shaping tourist loyalty (Setiawan et al. 2023).

The Torang Sari Bulan sharia tourism destination, located in Lima Puluh Kota Regency, West Sumatra Province, is one example of a destination that strictly implements sharia principles. Rules such as separate spaces for men and women, a ban on smoking and dating, and the requirement to dress modestly have become the main identity of this destination. However, this destination faces a number of challenges, including a decline in tourist visits, negative perceptions of Sharia rules that are considered too strict, and limitations in service innovation and destination promotion.

Previous studies show that perceived value has a positive effect on tourist satisfaction, which in turn encourages tourist loyalty. However, perceived quality does not always have a direct impact on satisfaction, depending on the context and characteristics of the destination. In the context of sharia tourism, it is important to understand the dynamics of this relationship more deeply. The influence of perceived value and perceived quality on loyalty is often indirect and mediated by tourist satisfaction, as explained in Expectation-Confirmation Theory (Richard L. Oliver Reviewed 1980) and supported by the American Customer Satisfaction Index model (Morgeson et al. 2023), Tourist satisfaction is formed after confirmation between initial expectations and actual experiences, which then influences loyalty behavior. The higher the perceived value and quality of a destination, the higher the level of tourist satisfaction, ultimately increasing their loyalty to that destination.

In research by (Setiawan et al. 2023) shows a linear relationship between perceived value and tourist loyalty, as well as between tourist satisfaction and loyalty. Meanwhile (Lesmana and Hasbiyah 2019) In his research, he found that tourist satisfaction has a positive effect on loyalty, where general satisfaction and destination attributes increase tourists' intention to return and recommend the destination to others. By understanding the factors that influence tourist loyalty, destination managers such as Torang Sari Bulan implement more effective strategies to attract and retain tourists. Ultimately, this will increase visitation rates, support local economic growth, and strengthen the development of sustainable sharia tourism.

The phenomenon shows that the perception of value and quality in sharia tourism is influenced by many factors, such as declining quality, the gap between expectations and reality, differences in tourist perceptions based on background, and limitations in facilities and infrastructure. This issue emphasizes the importance for destination managers to maintain value and quality in understanding visitor characteristics in order to improve tourist perceptions of the destination. Tourist satisfaction acts as a mediating variable linking perceived value and perceived quality with tourist loyalty. Understanding and improving tourist satisfaction is key to improving destination perceptions and encouraging repeat visits. The following is the development of tourist visitation numbers at Torang Sari Bulan:

**Table 1**  
**Development of Tourist Visits to Torang Sari Bulan 2019-2023**

No	Year	Number of Visits	Percentage Decrease
1.	2019	10.600	0,00%
2.	2020	9.400	-11,32%
3.	2021	8.200	-12,76%
4.	2022	9.800	19,51%
5.	2023	12.000	22,45%

*Source: Interview with the owner of Torang Sari Bulan*

Based on the data above, it shows that the number of tourist visits to Torang Sari Bulan has decreased and increased from year to year. In 2019, 10,600 people visited the Torang Sari Bulan tourist attraction, which decreased in 2020 and 2021 to 9,400 and 8,200 people, with percentages of 11.32% and 12.76%. In 2022 and 2023, there was an increase of 9,800 and 12,000 people, respectively, with an increase of 19.51% and 22.45%. Understanding the factors that drive tourist loyalty is very important for the sustainability of sharia tourist destinations. Perceived value and perceived quality play a role in shaping tourist satisfaction, which in turn affects loyalty. Loyal tourists not only have the potential to make repeat visits, but also recommend the destination to others.

This research is important considering the limited studies that examine sharia tourism destinations, especially the Torang Sari Bulan tourist attraction. Previous studies have focused more on variables such as religiosity, service quality, and destination image related to tourist satisfaction and loyalty. However, the influence of perceived value and perceived quality on tourist loyalty in the context of sharia tourism has not received much attention. Therefore, this study aims to fill this gap by exploring in more depth how perceived value and quality influence tourist loyalty through the mediation of satisfaction, particularly at the Torang Sari Bulan sharia tourist destination.

Based on the above background description, the author is interested in conducting further research and presenting it in the form of a thesis entitled “The Influence of Perceived Value and Perceived Quality on Tourist Loyalty with Tourist Satisfaction as a Mediating Variable in Sharia Tourism Destinations (Case Study: Torang Sari Bulan in Lima Puluh Kota Regency)”.

## Methodology

This study uses a quantitative approach with a descriptive and explanatory design to analyze the relationship between perceived value, perceived quality, tourist satisfaction, and tourist loyalty among tourists at the Torang Sari Bulan sharia tourism destination in Harau, West Sumatra. Data were collected from May 14 to June 14, 2025, from 385 respondents using a 5-point Likert scale questionnaire. This study used purposive sampling in selecting respondents. Data analysis was conducted using a Partial Least Square (PLS)-based Structural Equation Modeling (SEM) approach with the help of SmartPLS 4 software, including outer model testing, inner model testing, and hypothesis testing with t-statistics ( $>1.96$ ) and p-values ( $<0.05$ ). The mediating effect was analyzed through specific indirect effects to examine the role of tourist satisfaction as a mediator.

## Results and Discussion

This study examines the influence of perceived value and perceived quality on tourist loyalty, with tourist satisfaction as a mediating variable for tourists visiting the Torang Sari Bulan sharia- compliant tourism destination. Data analysis was conducted using the SEM-PLS approach using SmartPLS 4 software.

### 1. Measurement Model Test (Outer Model)

Convergent validity testing showed that all indicators had loading factor values above 0.70 and Average Variance Extracted (AVE) values above 0.50, indicating statistical validity of the instrument. Cronbach's Alpha and Composite Reliability for all constructs were also >0.70, indicating high reliability of the research instrument.

#### a. Convergent Validity

Convergent validity in a measurement model can be evaluated through the correlation between each indicator's score and the score of the construct it measures, as reflected in its loading factor value. An indicator is considered valid if its loading factor value is greater than 0.70 and its significance value (p-value) is less than 0.05. This indicates that the indicator is able to represent the construct strongly and significantly.

**Table 2.** Outer Loading

Indicator	Cross-Loading	Criteria	Information
PV1	0.822	>0.70	Valid
PV2	0.828	>0.70	Valid
PV3	0.738	>0.70	Valid
PV4	0.780	>0.70	Valid
PV5	0.824	>0.70	Valid
PV6	0.804	>0.70	Valid
PQ1	0.744	>0.70	Valid
PQ2	0.715	>0.70	Valid
PQ3	0.816	>0.70	Valid
PQ4	0.770	>0.70	Valid
PQ5	0.897	>0.70	Valid
PQ6	0.885	>0.70	Valid
PQ7	0.790	>0.70	Valid
TL1	0.846	>0.70	Valid
TL2	0.825	>0.70	Valid
TL3	0.849	>0.70	Valid
TL4	0.848	>0.70	Valid
TL5	0.821	>0.70	Valid
TS1	0.846	>0.70	Valid
TS2	0.849	>0.70	Valid
TS3	0.838	>0.70	Valid
TS4	0.835	>0.70	Valid
TS5	0.799	>0.70	Valid
TS6	0.820	>0.70	Valid

Based on the validity test results presented in the table above, all constructs have p- values less than 0.05. Furthermore, the outer loading values obtained show adequate results, thus concluding that all constructs meet the convergent validity criteria.

b. Discriminant Validity

Discriminant validity aims to measure the extent to which a model construct differentiates itself from other constructs. Good discriminant validity indicates that a variable's indicators only represent that variable and do not share high similarities with indicators of other variables. According to this criterion, a construct is said to have good discriminant validity if the square root of the Average Variance Extracted (AVE) is higher than the correlation value between the construct and other constructs. This indicates that the construct is able to clearly differentiate itself from other constructs in the model.

**Table 3.** Correlations among I.vs with sq.rts of AVEs

Variables	Perceived Value	Perceived Quality	Tourist Loyalty	Tourist Satisfaction
Perceived Value	<b>(0.800)</b>	0.770	0.738	0.656
Perceived Quality	0.770	<b>(0.805)</b>	0.704	0.714
Tourist Loyalty	0.738	0.704	<b>(0.838)</b>	0.611
Tourist Satisfaction	0.656	0.714	0.611	<b>(0.831)</b>

Source: Processed SmartPLS 4.0 output, 2025

The table shows that the square root of average variance extracted (AVE) values are 0.800, 0.805, 0.838, and 0.831. These values are greater than the correlation between the variables, thus indicating good discriminant validity.

c. Composite Reliability

The assessment criteria for composite reliability are based on the output of the latent variable coefficients. According to Ghozali and Latan, a construct is said to meet internal consistency reliability if its composite reliability value exceeds 0.70.

**Table 4.** Composite Reliability on Latent Variable Coefficients

Variables	Composite Reliability	Criteria	Information
Perceived Value	0.892	> 0.70	Meeting Reliability
Perceived Quality	0.915	> 0.70	Meeting Reliability
Tourist Loyalty	0.896	> 0.70	Meeting Reliability
Tourist Satisfaction	0.930	> 0.70	Meeting Reliability

Source: Processed SmartPLS 4.0 output, 2025

Cronbach's Alpha used to measure construct reliability, although it tends to produce lower values than Composite Reliability. Both Cronbach's Alpha and Composite Reliability take into account the contribution of each indicator based on its loading value. A construct is declared reliable if the Cronbach's Alpha value is greater than 0.60. The results of the reliability test are shown in the following table:

**Table 5.** Cronbach Alpha on Latent Variable Coefficients

Variables	Cronbach Alpha	Criteria	Information
Perceived Value	0.887	> 0.60	Meeting Reliability
Perceived Quality	0.908	> 0.60	Meeting Reliability
Tourist Loyalty	0.894	> 0.60	Meeting Reliability
Tourist Satisfaction	0.913	> 0.60	Meeting Reliability

Source: Processed SmartPLS 4.0 output, 2025

d. Structural Model Test (Inner Model)

The R-square value for tourist satisfaction was 0.501, and for tourist loyalty it was 0.663. This means that approximately 50.1% of the variability in satisfaction and 66.3% of the variability in loyalty can be explained by the model. Furthermore, the Q-square value of 0.475 indicates that the model has moderately relevant predictive power.

e. Coefficient of Determination (R<sup>2</sup>)

**Table 6.** R Square (R<sup>2</sup>) Value

Variables	R Square	R-Square Adjusted
Tourist Loyalty	0.597	0.594
Tourist Satisfaction	0.538	0.535

Source: Processed SmartPLS 4.0 output, 2025

The table above shows that the influence model of Perceived Value and Perceived Quality on Tourist Loyalty provides a value of 0.597 (moderate influence), which Thus, it can be interpreted that 59.7% of the variability of the Tourist Loyalty construct can be explained by the variables of Perceived Value and Perceived Quality. This indicates that both constructs have a significant contribution in influencing tourist loyalty.

f. F Square (Effect Size)

Effect Size (F<sup>2</sup>) is used to evaluate how much influence a construct has on other constructs within a structural model. This measurement provides information on the relative contribution of each independent construct to the dependent construct in the model (inner model), F<sup>2</sup> indicates the specific contribution of one independent variable to the dependent variable. Interpretation of the Effect Size (F<sup>2</sup>) value refers to the guidelines put forward by Cohen (1988), where a value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect. This criterion is used to assess the extent to which a latent construct contributes to other latent constructs in the structural model.

**Table 7.** F Square (F<sup>2</sup>) Value

Relationship between variables	F <sup>2</sup> value	Interpretation
Perceived Value → Tourist Loyalty	0.192	Currently Perceived
Quality → Tourist Loyalty	0.060	Small Perceived
Value → Tourist Satisfaction	0.059	Small Perceived
Quality → Tourist Satisfaction	0.234	Currently Tourist
Satisfaction → Tourist Loyalty	0.017	Not Significant

Source: Processed SmartPLS 4.0 output, 2025

*Perceived Value* has a moderate influence on Tourist Loyalty, while on Tourist Satisfaction, the influence is small. *Perceived Quality* has a moderate influence on Tourist Satisfaction, but a small influence on Tourist Loyalty. Tourist Satisfaction has a small influence on Tourist Loyalty directly, most likely the mediation effect in the model needs further attention. It can be concluded that in the context of the Torang Sari Bulan sharia tourism destination, *Perceived Quality* plays a more important role in shaping tourist satisfaction, while *Perceived Value* is stronger in driving tourist loyalty directly.

g. Predictive Relevance Test ( $Q^2$ )

The predictive relevance ( $Q^2$ ) test is used to determine how well a structural model can predict indicators of endogenous constructs. A model is said to have good predictive ability if the  $Q^2$  value is greater than zero ( $Q^2 > 0$ ).

**Table 8.** Q Square ( $Q^2$ ) Value

**$Q^2$ predict Interpretation**

Tourist Loyalty	0.578	Big
Tourist Satisfaction	0.535	Big

Source: Processed SmartPLS 4.0 output, 2025

These results indicate that the two endogenous constructs, namely Tourist Loyalty and Tourist Satisfaction, have very strong predictive ability (large predictive relevance) in the structural model that was built and can be relied upon to explain and predict the loyalty and satisfaction behavior of tourists at the Torang Sari Bulan sharia tourism destination.

h. Goodness of Fit Model (GoF)

GoF is calculated by combining the average value of Average Variance Extracted (AVE) and the coefficient of determination ( $R^2$ ) of the endogenous construct.

**Table 9.** Goodness of Fit (GoF) Index

	AVE	R-square
Perceived Value	0.640	
Perceived Quality	0.648	
Torist Loyalty	0.702	0.597
Tourist Satisfaction	0.691	0.538
Average	0.670	0.567

Source: Processed SmartPLS 4.0 output, 2025

Based on the data processing results, the average AVE was 0.670 and the average  $R^2$  was 0.5675. Therefore, the GoF value is:

$$\begin{aligned} \text{GoF} &= \sqrt{\text{Rata} - \text{Rata AVE} \times \text{Rata} - \text{Rata R Square}} \\ &= \sqrt{0.670 \times 0.5675} = 0.380225 \\ &= 0.617 \end{aligned}$$

With a Goodness of Fit (GoF) value of 0.617, this research model can be categorized as having a high level of fit. This indicates that the model has excellent overall predictive ability and fit in explaining the relationships between the analyzed constructs.

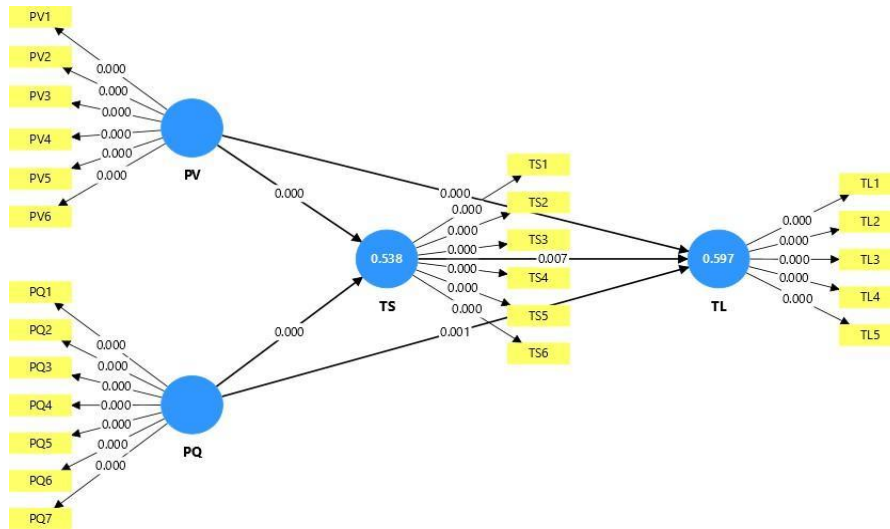
i. Significance Test (Path Coefficient)

To evaluate whether a hypothesis can be accepted or rejected, it is necessary to consider the significance values between constructs using t-statistics and p-values. In this



approach, parameter estimates and standard errors are not dependent on specific distributional assumptions but are based on empirical data through bootstrapping techniques. In the context of this study, the alternative hypothesis ( $H_a$ ) is accepted and the null hypothesis ( $H_o$ ) is rejected if the t-statistic exceeds 1.96 or the p-value is less than 0.05. Conversely, if these criteria are not met, the null hypothesis is accepted.

#### Path Coefficient Data Processing Results



Source: Processed SmartPLS 4.0 output, 2025

a. Direct Effect

Table 10. Path Coefficients

	Original sample	Sample mean	Standard deviation	T statistics	P values
PQ -> TL	0.271	0.275	0.078	3,465	0.001
PQ -> TS	0.515	0.519	0.066	7,812	0.000
PV -> TL	0.449	0.450	0.079	5,680	0.000
PV -> TS	0.259	0.253	0.073	3,534	0.000
TS -> TL	0.123	0.119	0.046	2,694	0.007

Source: Processed SmartPLS 4.0 output, 2025

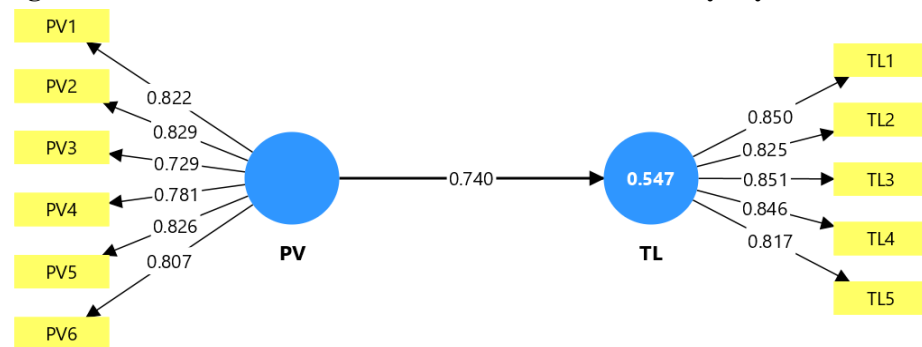
SmartPLS bootstrapping results show that all relationships between variables in the model are statistically significant ( $p < 0.05$ ). Perceived Value has a significant effect on Tourist Loyalty ( $\beta = 0.449$ ;  $p = 0.000$ ) and Tourist Satisfaction ( $\beta = 0.259$ ;  $p = 0.000$ ). Perceived Quality also has a significant effect on Tourist Loyalty ( $\beta = 0.271$ ;  $p = 0.001$ ) and Tourist Satisfaction ( $\beta = 0.515$ ;  $p = 0.000$ ). In addition, Tourist Satisfaction significantly influences Tourist Loyalty ( $\beta = 0.123$ ;  $p = 0.007$ ). These findings confirm that tourists' perceptions of the value and quality of the Torang Sari Bulan destination directly impact their satisfaction and loyalty.

#### Hypothesis 1

$H_0$  = Perceived Value does not have a direct effect on Tourist Loyalty.  $H_1$  = Perceived Value has a direct influence on Tourist Loyalty.



**Figure 1 Direct Effects of Perceived Value on Tourist Loyalty**



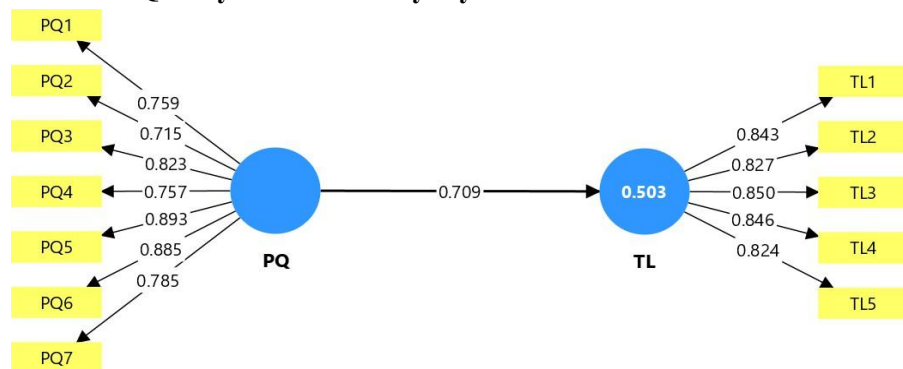
*Source: Processed SmartPLS 4.0 output, 2025*

The PLS-SEM structural model shows that Perceived Value has a significant and strong effect on Tourist Loyalty ( $\beta = 0.740$ ). This means that the higher the perceived value, the greater their tendency to be loyal to the destination. The  $R^2$  value of 0.547 indicates that 54.7% of the variation in loyalty can be explained by Perceived Value, with the remainder influenced by other factors. All Perceived Value and Tourist Loyalty indicators have loading factors  $> 0.70$ , indicating good convergent validity.

#### Hypothesis 2

H0 = Perceived Quality does not have a direct effect on Tourist Loyalty. H2 = Perceived Quality has a direct influence on Tourist Loyalty.

**Figure 2 Direct Effects of Perceived Quality on Tourist Loyalty**



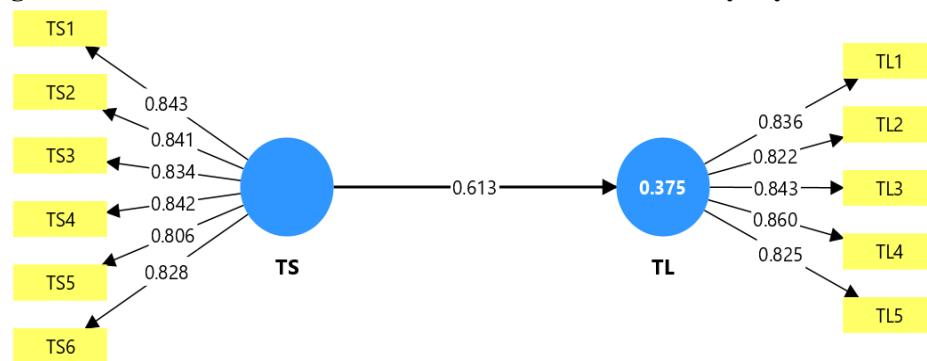
*Source: Processed SmartPLS 4.0 output, 2025*

PLS-SEM results show that Perceived Quality has a significant influence on Tourist Loyalty ( $\beta = 0.709$ ), which means that the higher tourists' perceptions of service and facility quality, the higher their loyalty. The  $R^2$  value of 0.503 indicates that 50.3% of the variation in loyalty can be explained by Perceived Quality, while the remaining 49.7% is influenced by other factors. All indicators in this variable have a loading factor  $> 0.70$ , indicating strong convergent validity.

#### Hypothesis 3

H0 = Tourist Satisfaction does not have a direct effect on Tourist Loyalty. H3 = Tourist Satisfaction has a direct influence on Tourist Loyalty.

**Figure 3** Direct Effects of Tourist Satisfaction on Tourist Loyalty



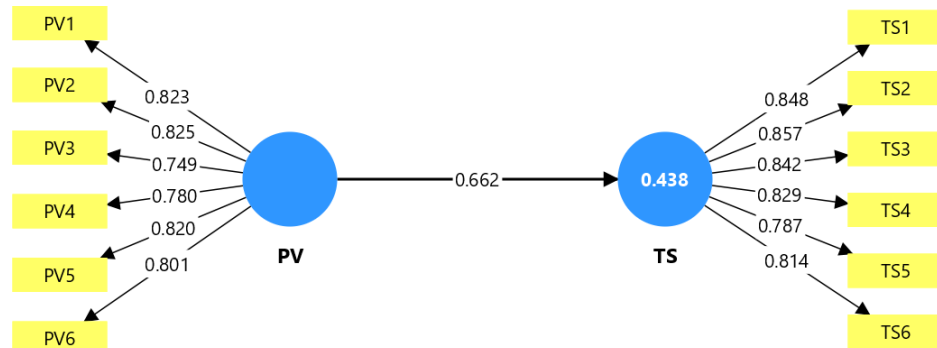
Source: Processed SmartPLS 4.0 output, 2025

*Tourist Satisfaction* has a significant effect on *Tourist Loyalty* ( $\beta = 0.613$ ), indicating that the more satisfied tourists are with the Torang Sari Bulan destination, the higher their loyalty. The  $R^2$  value of 0.375 indicates that 37.5% of the variation in loyalty is explained by satisfaction, while 62.5% is influenced by other factors. Although the influence is not as large as other variables, this relationship is still important for building long-term loyalty. All indicators have loadings  $> 0.80$ , indicating excellent convergent validity.

Hypothesis 4

H0 = Perceived Value does not have a direct effect on Tourist Satisfaction. H4 = Perceived Value has a direct effect on Tourist Satisfaction.

**Figure 4** Direct Effects of Perceived Value on Tourist Satisfaction



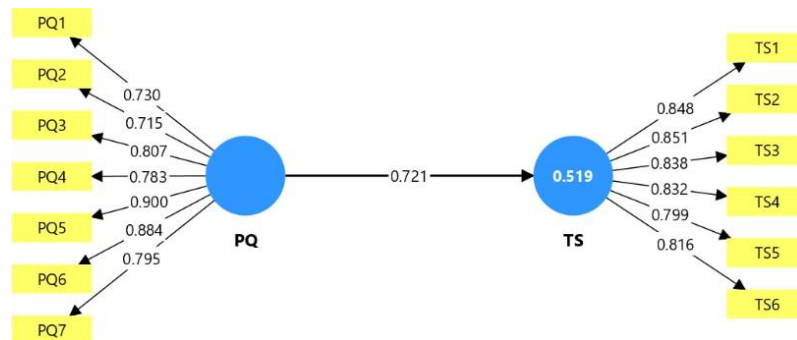
Source: Processed SmartPLS 4.0 output, 2025

*Perceived Value* has a significant effect on *Tourist Satisfaction* ( $\beta = 0.662$ ), meaning that the higher the perceived value of tourists, the greater their satisfaction. The  $R^2$  value of 0.438 indicates that 43.8% of the variation in the Tourist Satisfaction construct can be explained by the Perceived Value variable, while the remaining 56.2% is influenced by other factors outside the model. In addition, all indicators have loading factor values above 0.70, which indicates that each indicator is able to represent the construct validly, so that the convergent validity in this model is classified as very good.

#### Hypothesis 5

H0 = Perceived Quality does not have a direct effect on Tourist Satisfaction. H5 = Perceived Quality has a direct influence on Tourist Satisfaction.

**Figure 5 Direct Effects of Perceived Quality on Tourist Satisfaction**



Source: Processed SmartPLS 4.0 output, 2025

Perceived Quality has a positive and significant effect on Tourist Satisfaction ( $\beta = 0.721$ ). The better the quality of services and facilities perceived by tourists, the higher their level of satisfaction. The  $R^2$  value of 0.519 indicates that 51.9% of the variation in satisfaction is explained by Perceived Quality, while 48.1% is influenced by other factors. All indicators show a loading factor value above 0.70, indicating that each indicator has a strong contribution in reflecting the measured construct, so that the convergent validity in the model can be categorized as very good.

#### b. Indirect Effect

**Table 11.** Total Indirect Effect

Original sample	Sample mean	Standard deviation			T statistics	P values
PV -> TS -> TL	0.032	0.030	0.015	2,169	0.030	
PQ -> TS -> TL	0.063	0.062	0.026	2,466	0.014	

Source: Processed SmartPLS 4.0 output, 2025

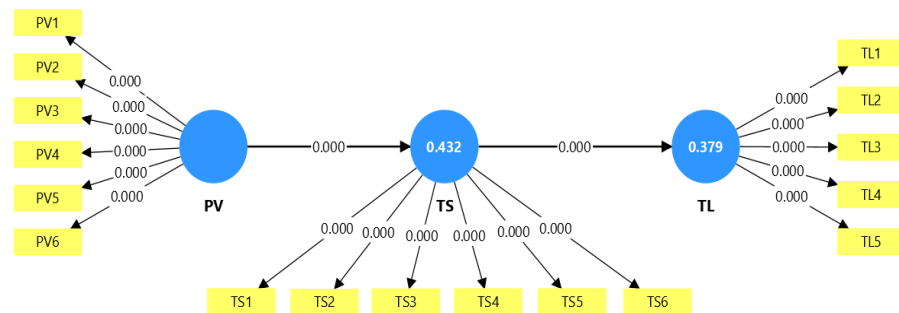
These findings indicate that Tourist Satisfaction plays a significant mediator role in the relationship between Perceived Value and Tourist Loyalty ( $\beta = 0.032$ ;  $T = 2.169$ ;  $p = 0.030$ ), as well as in the relationship between Perceived Quality and Tourist Loyalty ( $\beta = 0.063$ ;  $T = 2.466$ ;  $p = 0.014$ ). This confirms that tourist satisfaction strengthens the influence of perceived value and quality on their loyalty at the Torang Sari Bulan sharia tourism destination.

#### Hypothesis 6

H0 = Tourist Satisfaction cannot mediate the relationship between the influence of Perceived Value on Tourist Loyalty.

H6 = Tourist Satisfaction can mediate the relationship between the influence of perceived Value on Tourist Loyalty.

**Figure 6 Indirect Effects of Tourist Satisfaction on Perceived Value of Tourist Loyalty**



Source: Processed SmartPLS 4.0 output, 2025

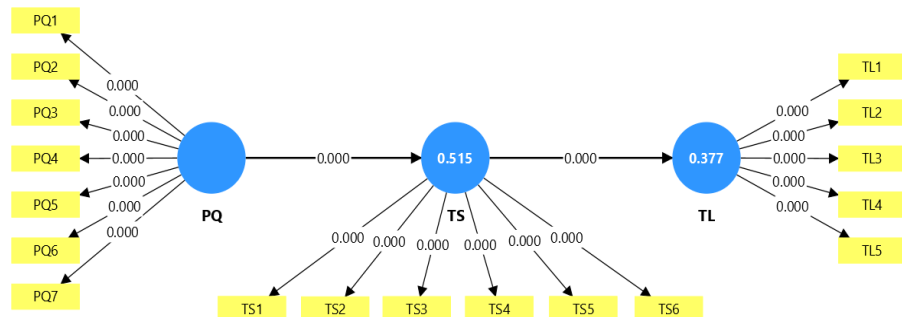
The structural model shows that all relationships between Perceived Value, Tourist Satisfaction, and Tourist Loyalty are significant (p-value = 0.000). Perceived Value has a direct and indirect effect on Tourist Loyalty through Tourist Satisfaction as a mediator. All indicators are also statistically valid, so this model has strong empirical support for improving service and tourist loyalty at Torang Sari Bulan.

Hypothesis 7

H0 = Tourist Satisfaction cannot mediate the relationship between the influence of Perceived Quality on Tourist Loyalty.

H7 = Tourist Satisfaction cannot mediate the relationship between the influence of Perceived Quality on Tourist Loyalty.

**Figure 7 Indirect Effects of Tourist Satisfaction on Perceived Quality of Tourist Loyalty**



Source: Processed SmartPLS 4.0 output, 2025

**Table 12. Indirect Effect Perceived Quality**

	Influence	
	Direct	Indirect
Tourist Loyalty	Perceived Quality 0.001	Perceived Quality 0.014

Source: Processed SmartPLS 4.0 output, 2025

The mediation effect shows that Perceived Quality significantly influences Tourist Loyalty, both directly ( $p = 0.001$ ) and indirectly through Tourist Satisfaction ( $p = 0.014$ ). This means that Tourist Satisfaction mediates the relationship. The better the quality of services and facilities perceived by tourists, the higher their satisfaction, which ultimately strengthens loyalty to the Torang Sari Bulan sharia tourism destination.

## Conclusion

The results of the analysis using the SEM-PLS approach show that Perceived Value and Perceived Quality have a positive and significant effect on Tourist Loyalty, both directly and indirectly through the mediating role of Tourist Satisfaction. These findings underscore the importance of perceived value and quality in shaping tourist loyalty, which is reinforced by the level of satisfaction they feel. The value and quality perceived by tourists increase their satisfaction, which in turn strengthens their loyalty to the destination. Tourist satisfaction has been proven to be an important mediating factor in building loyalty. These findings reinforce the literature on halal tourism and provide practical guidance for sharia destination managers to focus on improving the value, quality, and satisfaction of tourism services.

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