



The influence of Halal experience, attraction experience, perceived value on tourist loyalty and tourist satisfaction as mediation in destination-based analysis.

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ABSTRAK

Penelitian ini bertujuan untuk memberikan jawaban atas pertanyaan-pertanyaan yang diajukan dalam studi pariwisata halal sebelumnya, khususnya bagaimana para pelancong Muslim Milenial membangun kesetiaan ketika mereka bepergian ke tempat-tempat domestik atau luar negeri. 432 Muslim Milenial Indonesia yang bersedia mengikuti survei memberikan datanya. Studi ini menunjukkan bagaimana pengalaman Halal dan pengalaman atraksi mempengaruhi nilai yang dirasakan, kepuasan, dan loyalitas wisatawan Muslim Milenial dengan menggunakan pemodelan persamaan struktural kuadrat terkecil parsial. Pengalaman halal dianggap sebagai komponen signifikan dalam mempengaruhi kesenangan Muslim Milenial saat bepergian ke lokasi domestik, tetapi tidak signifikan saat bepergian ke luar negeri. Selain itu, saat bepergian ke lokasi lokal atau asing, pengalaman dengan atraksi wisata berdampak lebih besar pada nilai yang dirasakan, kepuasan, dan loyalitas daripada pengalaman dengan Halal.

ABSTRACT

This study aims to provide a response to the questions put out in earlier Halal tourism studies, specifically how Millennial Muslim travelers establish allegiance when they travel to domestic or foreign places. 432 Indonesian Muslim Millennials who were willing to participate in the survey provided the data. This study demonstrates how the Halal experience and attraction experience affect the perceived value, satisfaction, and loyalty of Muslim Millennial tourists by using partial least squares structural equation modeling. Halal experience is regarded as a significant component in influencing Millennial Muslim pleasure while traveling to domestic locations, but it is not as significant when traveling to foreign locations. Additionally, while traveling to local or foreign locations, the experience with tourism attractions has a greater impact on perceived value, contentment, and loyalty than the experience with Halal.

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INTRODUCTION

As buyers in the worldwide travel tourist market, of course they have their own characteristics and needs when exploring various regions, especially in the West Sumatra region. Accessibility to halal food such as data accessibility, and various supporting facilities that are Muslim-friendly are absolute prerequisites to reach and obtain this market, as a feature of the hospitality of Millennial tourists to the Halal Experience. Creating and maintaining customer loyalty is an important goal in marketing because having loyal customers is synonymous with business success (Liu et al., 2020).

By realizing accessibility, services, facilities, and friendly tourist activities as a form of service to consumer demand and this is what is then called Halal Tourism, Halal tourism actually expands the tourism market segment because it provides more and more product choices for millennial tourists, millennial tourists, in on the other hand, halal tourists are just a marketing approach to attract millennial tourists, meaning that tourist locations can remember halal experiences that provide prayer rooms, clean ablution facilities, Qibla directions at hotels, clean lodging options, and healthy and halal food. also found that Millennial Tourists choose destinations that are adventurous, entertaining, and offer relaxation, and they are even willing to spend more to ensure they can unwind and experience authentic local activities (Redman, 2017) because they want convenience (Sheivachman , 2017) and great service and value for money (Redman, 2017). The opportunity for the Pagaruyung Palace tourist attraction is that the Government cooperates with all parties who can raise or convey it to everyone so that this tourist attraction can develop even better through tour agents, elements with West Sumatra tourism organizations, social media, international events and tours de singkarak so that tourists can get to know the historical heritage of Minangkabau.

The Pagaruyung Basa Palace is a duplicate of the residence of the Minangkabau Royal family which was also the center of the Minangkabau Kingdom during the reign of Adityawarman. There are 11 functions of Istano Basa Pagaruyung, namely as a symbol of pride and greatness of Minangkabau customs, as an information center for Minangkabau Customary and Natural Culture, as one of the main tourism destinations for West Sumatra, as an open-air museum, as a symbol of Minangkabau identity, as a center for information and documentation, as education and recreation, as storage of historical and ancient objects, as an income source for local revenue, as a means of unifying the nation and as a place for ceremonies and ceremonial traditions at regional, national and international levels (Team of Instructors, op.cit., p. 6- 7).

In cases like Pagaruyung Palace, this should be another breath for travel facilities in West Sumatra. This is a nice open door and is on top of the style of developing travel facilities desired by the social framework and the perceived value of tourist loyalty in Minangkabau, which has been eagerly awaited by local communities, research on tourist loyalty in creative tourism and its function in the development of tourist loyalty is still scarce (Chang et al., 2014).

Table 1: Visit data results

Tahun	Terhitung	Jumlah Kunjungan		Total
		Mancanegara	Nusantara	
2018	Januari - Desember	12.493	430.354	442.847
2019	Januari - Desember	16.605	379.193	395.798
2020	Januari - Desember	4.525	117.847	122.372
2021	Januari - Desember	4.988	119.769	124.757
2022	Januari - Oktober	2.840	68.049	70.889

Source: Engineering Management Unit (UPT) Istano Basa Pagaruyung 2022

From table 1 above it can be seen that the most visitors to the Istano Basa Pagaruyung tourist attraction occurred in 2018, namely 442,847 visitors. From 2018 to 2019 there was a decrease of 47,049 visitors. From 2019 to 2020 it has decreased due to Covid-19 of 273,426 visitors. from 2020 to 2021 there has been a sizable increase of 2,385 visitors. And in 2021 to 2022 it has decreased by 53,868 visitors.

The pressure on the social effects of Pagaruyung Palace on the travel industry will gradually begin to disappear, halal experiences in the form of food and drinks that are not yet known by tourists to tourist satisfaction and events that have not been developed because this can increase the income of the surrounding community, then by developing halal experiences, the experience of attraction, the value felt to encourage the loyalty of halal tourists during the trip and West Sumatra also has a very beautiful natural tourism experience, very extraordinary culture, very delicious culinary riches, authentic culinary tourism riches, very interesting Islamic tourism with various researchers' notes, tourist loyalty and various other benefits, tourism and recreation literature identifies several determinants of Tourist Loyalty to an attraction, including among others the quality of experience, perceived value, tourist satisfaction (Dodds & Jolliffe, 2016; Han & Hyun, 2018; Hung et al. , 2016). This study examines the influence of Halal experience, attraction experience, perceived value on tourist loyalty and tourist satisfaction as mediation in destination-based analysis. There are 5 dimensions that become variables in halal tourism, the first is Halal experience, attraction experience, perceived value, tourist satisfaction, and tourist loyalty.

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Halal Experience

According to Golnaz, Zainalabidin, Nasir, & Chiew, (2010), Halal Experience/knowledge can be explained as a series of abilities acquired by individuals based on an understanding of the theory and practice of halal objects according to sharia principles. Halal knowledge is an important factor influencing the assessment and purchasing decision of a product.

Indicator:

1. Awareness.
2. Understanding.
3. Attitude.

Attraction Experience

According to Mason (1999: 223) specifically uses the attractiveness of the product category as an explanation for customer purchases. By showing how a product entry can result in total consumption in the category. Mason also added that if a category is believed by the customer, then if we bear the consumption represented by the belief it will be influenced by the attribute category.

Indicator:

1. Product price
2. Product excellence
3. Availability of supporting products.

Perceived Value

According to research conducted by two marketing experts from the University of Western Australia, Sweeny and Soutar (2001) in Tjiptono, (2014) are trying to develop a measure of Perceived Value. The scale, called perval (Perceived Value), is intended to assess customer perceptions of the value of consumer durable goods at the brand level.

Indicator:

1. Emotional Value, namely the utility that comes from positive feelings or affective/emotions arising from consuming the product.

2. Social Value, namely the utility obtained from the product's ability to enhance consumers' social self-concept.
3. Quality/Performance, namely the utility obtained from the perception of quality and expected performance.
4. Price/Value for Money, namely the utility of the product due to the reduction of short-term costs and long-term costs. Social media accounts are constantly updated with the latest information.

Tourist Satisfaction

According to Hosseini (2015: 5), tourist satisfaction can be determined by comparisons of tourists about their expectations of a destination.

Indicator:

1. Shopping.
2. Lodging.
3. Accessibility.
4. Attractions.
5. Environment.
6. Dining

Tourist Loyalty

Interest is a sign of their devotion Reichheld, (2003). Although the attitude technique has been challenged due to its inability to anticipate actual behavior, it allows researchers to determine the strength of tourist loyalty. Consequently, the attitudinal approach used in this study to conceptualize and measure dedication to unique tourist attractions is appropriate.

According to Kotler and Keller (2007:23), in creative tourism, three significant Tourist Loyalty factors are discussed in the following subsections: quality of experience, perceived value, and Tourist satisfaction.

Indicator:

1. Repurchase.
2. Resistance to negative influences (Retention).
3. Recommend to others (Referalls).

Conceptual Framework

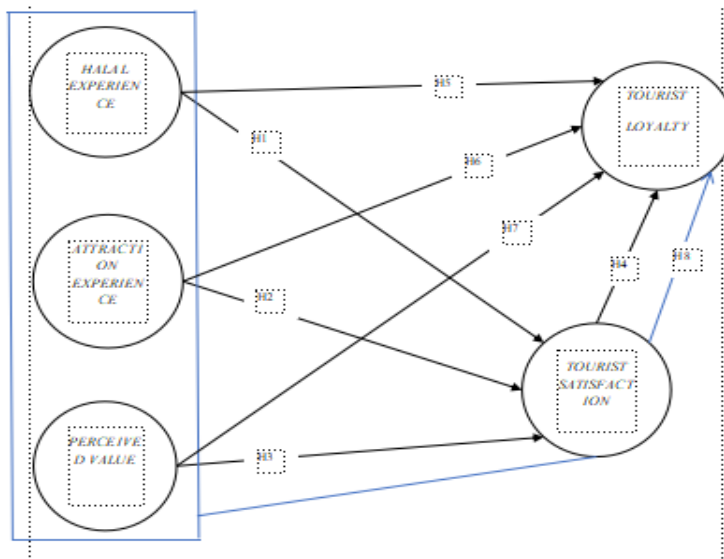


Figure 1. Conceptual Framework

Hypothesis

- H1: Halal Experience has a significant effect on Tourist Satisfaction at the Pagaruyung Palace tourist attraction.
- H2: Attraction Experience has a significant effect on Tourist Satisfaction at the Pagaruyung Palace tourist attraction.
- H3: Perceived Value has a significant effect on Tourist Satisfaction as a tourist attraction at Pagaruyung Palace.
- H4: *Halal Experience* berpengaruh signifikan terhadap *Tourist Loyalty* di objek wisata Istana Pagaruyung.
- H5: *Attraction Experience* berpengaruh signifikan terhadap *Tourist Loyalty* di objek wisata Istana Pagaruyung.
- H6: *Perceived Value* berpengaruh signifikan terhadap *Tourist Loyalty* sebagai di objek wisata Istana Pagaruyung.
- H7: *Tourist Satisfaction* berpengaruh signifikan terhadap *Tourist Loyalty* di objek wisata Istana Pagaruyung.
- H8: Tourist Satisfaction berperan sebagai pemediasi pengaruh *Halal Experience*, *Attraction Experience* dan *Perceived Value* terhadap *Tourist Loyalty* di objek wisata Istana Pagaruyung.

RESEARCH METHOD

This research strategy uses quantitative methods. In this quantitative research, researchers formulate new problems by identifying answers through hypotheses when creating research problems. Methods of Investigation Quantitative research is a research method used to conduct research on a particular population or sample. The sampling technique is generally carried out randomly, data collection is carried out using research instruments, data analysis is quantitative/statistical in nature with the aim of testing the hypotheses that have been set by Sugiyono (2014). This research method explains the relationship between exogenous variables, namely Halal Experience, Attraction Experience, Perceived Value and the endogenous variable, namely Tourist Loyalty, with a mediating variable, namely Tourist Satisfaction. In this study there were 210 question items, so the required sample size was at least $210 \times 10 = 210$ samples.

The data in this study researchers used primary data collection methods. Primary data is data collected and processed by researchers directly from respondents obtained through a survey method, namely a questionnaire. In this study the researcher chose a non-random sampling technique or non-random sampling/non-probability sampling, namely Accidental Sampling. A questionnaire is a set of written questions that have been designed beforehand and will be answered by respondents, usually in the form of clearly defined alternatives, Sekaran, (2013): 147). Data collection techniques using questionnaires to 210 respondents. The process of distributing questionnaires was carried out online. Distribute the questionnaire online using the "google docs" application, which then links the questionnaire to be distributed through social media accounts to respondents who match the sample criteria determined by the author.

The data analysis technique in this study was measured using the SmartPLS SEM (Partial Least Square–Structural Equation Modeling) program. PLS is able to explain the relationship between variables and run multiple analyzes in one test. The purpose of PLS is to assist researchers in confirming theories and explaining whether latent variables are related or not. Because this is a latent variable that can be described using indicators, the authors analyze it with straightforward and precise calculations based on Partial Least Squares.

RESULT AND DISCUSSION

Based on a questionnaire distributed online using Google Forms, then the results obtained 210 respondents according to the needs of the number of samples with details as follows:

Confirmatory Factor Analysis

a. Description of Respondent Characteristics

Based on the research that has been done by the author, the results of this study are in the form of descriptions of the respondents and descriptions of the research variables.

Uraian	Frekuensi	Persentase
Jenis kelamin:		
Laki-laki	110	52.4%
Perempuan	100	47.6%
Total	210	100%
Usia:		
>20 tahun	81	38.57%
21-30 tahun	91	43.33%
31-40 tahun	28	13.33%
<41 tahun	10	4.77%
Total	210	100%
Tingkat Pendidikan		
SLTP/SMP	0	0%
SLTA/SMA	9	4.3%
Diploma	80	38.1%
S1	99	47.1%
S2	15	7.2%
S3	7	3.3%
Total	210	100%
Pekerjaan		
Pelajar	9	4.2%
Mahasiswa	106	50.4%
PNS	56	27%
Wiraswasta	27	12.8%
Ibu Rumah Tangga	12	5.6%
Yang lain	0	0%
Total	210	100%
Penghasilan		
< Rp. 1.000.000	79	37.6%
Rp. 1.000.001 – Rp. 2.500.000	50	23.8%
Rp. 2.500.001 – Rp. 3.500.000	40	18.8%
Rp. 3.500.001 – Rp. 5000. 000	32	15%
> Rp. 5.000.001	9	4.8%
Total	210	100%

Figure 1. Description of Respondent Characteristic

Table 1 shows an overview of gender, age, education level, occupation and income. When viewed from the gender of male respondents more than female, namely 110 men (52.40%). In terms of age, the majority of respondents were aged 21-30 years, the majority of which were 91 people (43.33%). From the level of education, the majority of respondents graduated from S1, namely as many as 99 people (47.10%). From the level of education, the majority of respondents graduated from S1, namely as many as 99 people (47.10%). In terms of work, the majority of respondents have the majority of student jobs, namely as many as 106 people (50.40%). In terms of income, most of the respondents have income < Rp. 1,000,000, namely 79 people (37.60%).

b. Validity and Reliability test

1. Validity Test

There are two methods of measuring the validity of this study, namely convergent validity and discriminant validity

a. Convergent Validity

Convergent Validity is intended to understand the relationship between indicators and their potential components or variables. Convergence validity is represented by the mean extract variance (AVE). This value indicates convergence validity. That is, the average latent variable can explain more than half of the variance of the indicator (Ghozali, 2016). Validity can be recognized if it has an outer loading value above 0.60. Following are the results of processing the test data obtained as follows:

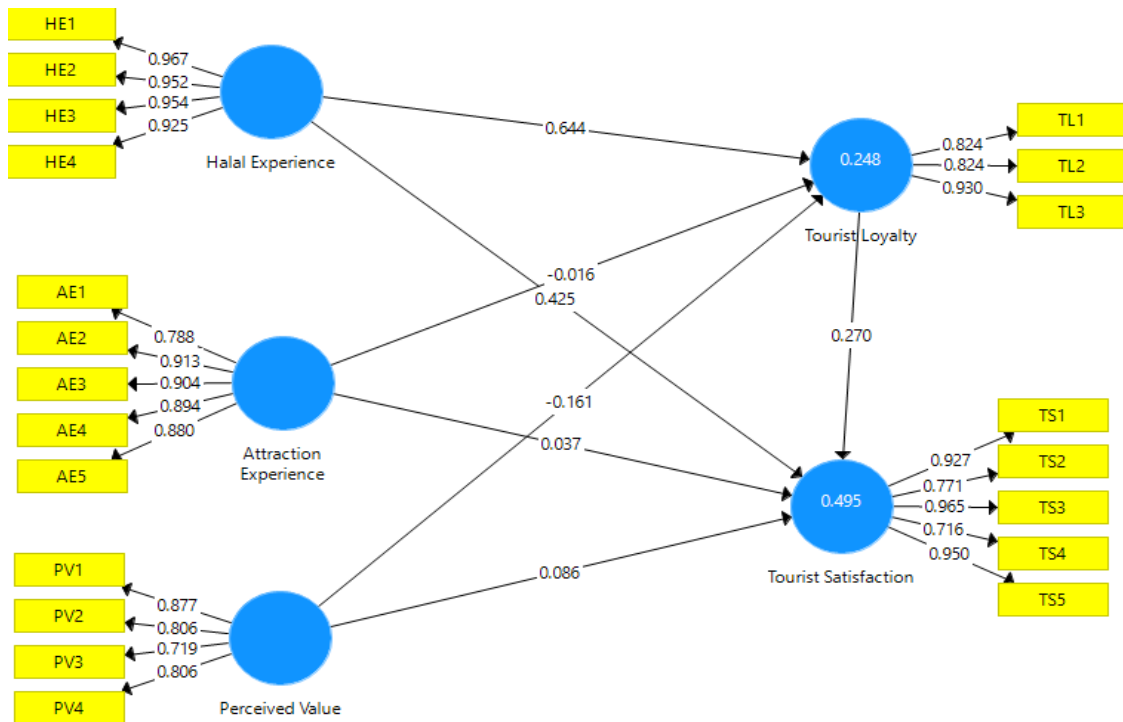


Figure 2. PLS Algorithm

Based on the results of the outer model, it shows that each statement item that has been fulfilled for each variable in the study has achieved an Outer Loading Value, which has reached 0.7, making it possible to continue data. processing to the next step. The following is the outer loading table:

Outer Loadings

	Attraction Exp...	Halal Experience	Perceived Value	Tourist Loyalty	Tourist Satisfac...
AE1	0.788				
AE2	0.913				
AE3	0.904				
AE4	0.894				
AE5	0.880				
HE1		0.967			
HE2		0.952			
HE3		0.954			
HE4		0.925			
PV1			0.877		
PV2			0.806		
PV3			0.719		
PV4			0.806		

Outer Loadings

	Attraction Exp...	Halal Experience	Perceived Value	Tourist Loyalty	Tourist Satisfac...
PV1			0.877		
PV2			0.806		
PV3			0.719		
PV4			0.806		
TL1				0.824	
TL2				0.824	
TL3				0.930	
TS1					0.927
TS2					0.771
TS3					0.965
TS4					0.716
TS5					0.950

Figure 3. PIs Algoritma

Cronbach alpha and Composite reliability are used to compare the dependence of each indicator on the components tested. Cronbach's Alpha values and composition results are both favorable if at or above 0.70, but values between 0.5 and 0.6 are also acceptable. In particular, the good multiple reliability scores and Cronbach's Alpha results indicate that the validity of the discrimination has been well exercised. The results of the reliability test and Cronbach's alpha coefficient all have values above 0.60 which indicates that the validity of discrimination has been achieved. Therefore, each final generation variable has now reached a reliable level.

2. Reability Test

Reliability is a tool for measuring the strength of a claim, according to Ghozali (2009), and it takes the form of indicators or variable configurations. A measurement that produces reliable data is one that has high reliability. The results of data collection to assess the validity of the questionnaire items on the variables used previously are as follows:

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average V
	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
Attraction Expe...	0.925	0.932	0.943	0.769
Halal Experience	0.964	0.965	0.974	0.902
Perceived Value	0.829	0.924	0.879	0.646
Tourist Loyalty	0.825	0.841	0.895	0.741
Tourist Satisfac...	0.917	0.918	0.940	0.760

Figure 4. Reability test

From the results above, it is known that the Cronbach's alpha values obtained are 0.964 for Halal Experience (X1), 0.925 for Attraction Experience (X2), 0.829 Perceived Value (X3), 0.917 Tourist Saisfaction (m) and 0.925 for Tourist Loyalty (Y). These values are more than equal to (\geq) 0.60. This explains that the instruments used in this study are reliable.

c. **R square**

The structural model has several tests, using the R Square of endogenous construction (Sekaran & Bougie, 2016). The value of R Square is a type of equation that is determined by the construction of endogenous variables. According to Chin (1998), the coefficients determined are 0.67 (strong), 0.33 (moderate), and 0.19. (weak). And the estimated value of the path coefficient is the value of the path coefficient, or the magnitude of the relationship/influence of the potential of these components. The following is the summary results that have been completed based on the following data.

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Tourist Loyalty	0.248	0.237
Tourist Satisfac...	0.495	0.486

Figure 3. R square

Based on these data it can be concluded that the Tourist Loyalty value of Rsquare is 24.8 percent and the remaining 75.2 percent is influenced by other factors outside the model. Tourist Satisfaction on R-square is 49.5 percent and the remaining 51.5 percent is influenced by other factors outside the model.

d. Bootstrapping

CFA is carried out on entertainment variables to know how accurately the variables can explain the existing latent variables. The following is the CFA for entertainment.

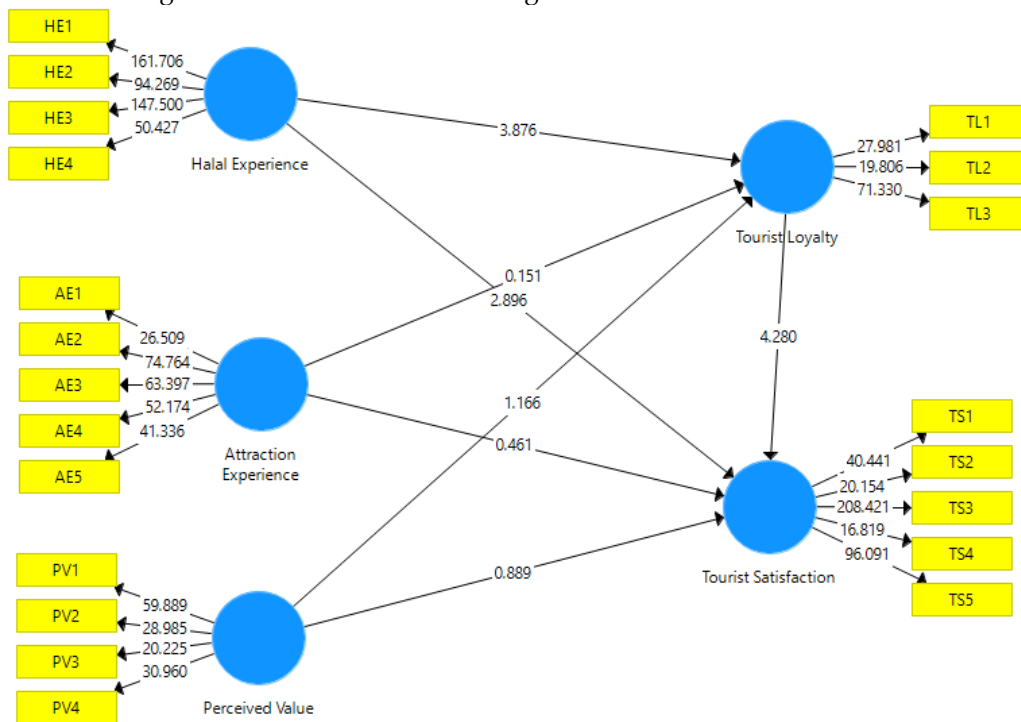


Figure 4. Bootstrapping

The results of this structural model using all PLS algorithm estimation methods show that the path coefficient value with the t-statistic test is (> 1.96) and the p value is (< 0.05) among the constituent variables.

Figure 5. Output of CFA Entertainment

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
Attraction Experience -> Tourist Loyalty	-0.016	-0.015	0.104	0.151	0.881
Attraction Experience -> Tourist Satisfaction	0.037	0.058	0.081	0.461	0.648
Halal Experience -> Tourist Loyalty	0.644	0.624	0.166	3.876	0.001
Halal Experience -> Tourist Satisfaction	0.425	0.418	0.147	2.896	0.007
Perceived Value -> Tourist Loyalty	-0.161	-0.140	0.138	1.166	0.253
Perceived Value -> Tourist Satisfaction	0.086	0.078	0.097	0.889	0.381
Tourist Loyalty -> Tourist Satisfaction	0.270	0.271	0.063	4.280	0.000

Source: SmartPls Data Processing Results

The results of hypothesis testing using a comparison of t-score. That is, for t-statistics > from t-table (1.96) or p-value (<0.05), the results show that h0 is rejected and h1 is accepted. The test is carried out by comparing the T-table and T-statistic values. The hypothesis is accepted if the T-statistic values ≥ T-table. To find the value of T-table = t (a / 2 ; n – k – 1) as follows:

$$T\text{-table} = t (0.05 / 2 ; 100 - 5 - 1)$$

$$= 0.025 ; 204 = 0.000 \text{ (table T)}$$

Information:

a = Significance level

n = Number of samples

k = Number of independent variables.

In conducting simultaneous hypothesis testing, it is done manually by looking for the F-count and F-table values with the following formula:

A. Tourist Loyalty

$$F_{hit} = R^2 (n - k - 1) / (1 - R^2) k$$

$$= 0.248 (210 - 5 - 1) / (1 - 0.248) 3$$

$$= 50.592 / 2.256$$

$$= 22.03$$

$$F_{table} = F_{\alpha} (k ; n - k - 1)$$

$$= F_{0.05} (3 ; 210 - 3 - 1)$$

$$= F_{0.05} (3 ; 207)$$

$$= 0.000 \text{ (table F)}$$

B. Tourist Satisfaction

$$F_{hit} = R^2 (n - k - 1) / (1 - R^2) k$$

$$= 0.495 (210 - 5 - 1) / (1 - 0.495) 3$$

$$= 100.980 / 1.515$$

$$= 66.65$$

$$F_{table} = F_{\alpha} (k ; n - k - 1)$$

$$= F_{0.05} (3 ; 210 - 3 - 1)$$

$$= F_{0.05} (3 ; 207)$$

$$= 0.000 \text{ (table F)}$$

The influence of Tourist Satisfaction acts as a mediation of Halal Experience, Attraction Experience, Perceived Value on Tourist Loyalty with Tourist Loyalty having an F-count of 22.03 greater than the T-table of 0.000. Tourist Satisfaction F-count value of 66.55 is greater than the T-table which is equal to 0.000. This value F-count ≥ F-table → H0 is rejected and H8 is accepted.

e. Discussion of Hypothesis

After carrying out the structural model stage, it is continued hypothesis testing. The hypothesis can be accepted if the C.R value ≥ 1.96 . Another way that can be used to test the hypothesis is by looking at the p-value ≤ 0.05 .

1. The effect of Halal Experience on Tourist Satisfaction with a pass coefficient value of 0.601, a t value of 2.896, and a p value of 0.007. This value meets the requirements for decreasing H1, namely the t-count and p-value is 1.96 and the p-value is <0.05 . From this we can conclude that Halal Experience has a positive and significant effect on Tourist Satisfaction. Therefore, the hypothesis is accepted.

2. The effect of Attraction Experience on Tourist Satisfaction with a pass coefficient value of 0.037 and a t value of 0.461 and a p value of 0.648. This value does not meet the requirements for the H2 drop, namely the t-value and p-value < 1.96 and a p value of <0.05 . From this we can conclude that Attraction Experience to Tourist Satisfaction is positive and not significant. Therefore, the hypothesis can be rejected.

3. The effect of Perceived Value on Tourist Satisfaction with a coefficient value of 0.086, a t value of 0.889 and a p value of 0.381. This value meets the requirements for the H3 drop, namely the t-count value is too large, namely 1.96 and the p value <0.05 . From this we can conclude that Perceived Value has a positive and insignificant effect on Tourist Satisfaction. Therefore, the hypothesis is rejected.

4. The effect of Halal Experience on Tourist Loyalty with a pass coefficient value of 0.644, a t value of 3.876, and a p value of 0.001. This value meets the requirements for decreasing H4, namely the t-count and p-value is 1.96 and the p-value is <0.05 . From this we can conclude that Halal Experience has a positive and significant effect on Tourist Loyalty. Therefore, the hypothesis is accepted.

5. The effect of Attraction Experience on Tourist Loyalty with a passing coefficient of -0.016 and a t-value of 0.151 and a p-value of 0.881. This value does not meet the requirements for the H5 drop, namely the t-value and p-value < 1.96 and a p value of <0.05 . From this we can conclude that the Attraction Experience on Tourist Loyalty is positive and not significant. Therefore, the hypothesis can be rejected.

6. The effect of Perceived Value on Tourist Loyalty with a coefficient value of -0.161, a t value of 1.156 and a p value of 0.253. This value meets the requirements for the H6 drop, namely the t-count value is too large, namely 1.96 and the p value <0.05 . From this we can conclude that Perceived Value has a positive and insignificant effect on Tourist Loyalty. Therefore, the hypothesis is rejected.

7. The effect of Tourist Satisfaction on Tourist Loyalty with a coefficient value of 0.270, a t value of 4.280 and a p value of 0.000. This value meets the requirements for fulfilling H7, namely the t-count exceeds the number of 1.96 and the p-value is <0.05 . We can conclude that Tourist Satisfaction has a positive effect and has a significant value on Tourist Loyalty. Therefore, the hypothesis is accepted.

8. The influence of Tourist Satisfaction acts as a mediation of Halal Experience, Attraction Experience, Perceived Value on Tourist Loyalty with Tourist Loyalty having an F-count of 22.03 greater than the T-table of 0.000. Tourist Satisfaction F-count value of 66.55 is greater than the T-table which is equal to 0.000. This value $F\text{-count} \geq F\text{-table} \rightarrow H_0$ is rejected and H_8 is accepted. We can conclude that Tourist Satisfaction acts as a mediation for Halal Experience, Attraction Experience, Perceived Value has a positive effect and has a significant value on Tourist Loyalty. Therefore, the hypothesis is accepted.

CONCLUSIONS AND SUGGESTIONS

Based on the results of data analysis and discussion of the influence of Halal Experience, Attraction Experience and Perceived Value on millennial Tourist Loyalty at Pagaruyung Palace in Tanah Datar and Tourist Satisfaction as mediates, the findings of this study can be concluded that Halal Experience has a positive and significant effect on Tourist Satisfaction. This means that Halal Experience is able to recognize the experience of halal which can influence Tourist Satisfaction at Pagaruyung Palace for visitors. Attraction Experience on Tourist Loyalty is positive and not significant. This means that the better the Attraction Experience that can be seen or not seen, it will generate Tourist Loyalty for visitors to Pagaruyung Palace. Perceived Value has a positive and insignificant effect on Tourist Satisfaction. This means that this shows that the Perceived Value of Pagaruyung Palace can provide direct satisfaction to the Tourist Satisfaction of visitors to Pagaruyung Palace. Tourist Satisfaction has a positive effect and has a significant value on Tourist Loyalty. This means that this shows that Tourist Satisfaction can revisit and disseminate information on Tourist Loyalty to visitors to Pagaruyung Palace.

Suggestion

Based on the research results, to increase millennial Tourist Loyalty the authors suggest the following:

1. Enchantments that have been well maintained and carried out should be maintained and improved by managers and the community, so that they will be even better in the future.
2. As a reference for future researchers for a deeper study of the Pagaruyung Palace tourist attraction.
3. It is hoped that the government must involve the local community to jointly manage and develop the Pagaruyung Palace tourist attraction.
4. It is suggested to the local government, especially the Department of Culture and Tourism to focus more on the development of the Pagaruyung Palace tourist attraction.
5. Cleanliness and community participation must be increased again in terms of cleanliness, security and hospitality at the Pagaruyung Palace Tourism Object.

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