



## THE ROLE OF DESTINATION IMAGE IN BUILDING LOYALTY OF HALAL TOURISM DESTINATIONS: SATISFACTION AS MEDIATING VARIABLE

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### Abstract (Book Antiqua Bold 11pt)

*The purpose of this study was to determine the effect of cultural image, environmental image and socio-economic image on the satisfaction of tourists visiting the destination area in the city of Padang. The population in this study are tourists who visit tourist destinations in the city of Padang. Sampling in this study used a convenience sampling technique, namely any tourist who happened to meet the researcher, while each sampling was done randomly. The number of samples in this study were 150 respondents. The data analysis technique used in testing the hypothesis of this research is the use of the Partial Least Square (PLS) program. The results of the study found that cultural, environmental and socio-economic images had a significant effect on the satisfaction of tourists visiting tourist destinations in the city of Padang. The satisfaction has a significant effect on destination loyalty. Tourist satisfaction is influenced by cultural image, environmental image and socio-economic image by 63.5%. The higher the R-square value, the greater the ability of the independent variable to explain the dependent variable so that the structural equation is better.*

Keywords: Cultural Image, Environmental Image, Socioeconomic Image, Destination Satisfaction, Destination Loyalty.

### 1. INTRODUCTION

Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local government. The development of a place that is used as a tourism area is expected to become a reliable source and potential of economic activity that is able to develop economic activities, including other sector activities so that employment, community income, regional income and state income, as well as foreign exchange earnings increase through development and development efforts. various tourism potentials while maintaining national identity and the preservation of environmental functions and quality.

The United Nations (UN) developed the 2030 Agenda for Sustainable Development in 2015 with 17 Sustainable Development Goals, which have been adopted by more than 150 countries (United Nations Development Program, 2015), including Indonesia which aims to pursue sustainable global development .

Balanced development in the economic, social, environmental and cultural dimensions of a system or region is sustainable development. Sustainable development is necessary to meet the needs of the present as well as future generations (World Commission on Environment and Development, 1987). Sustainable tourism, a subset of sustainable development, is "tourism that takes full account of its current and future economic, social and environmental impacts, meeting the needs of visitors, industry, environment and host communities" (United Nations Environment Program & United Nations Environment Program & United Nations Environment Program & United Nations World Tourism Organization, 2012, p. 12). Sustainable development includes three important pillars, namely economic, social and environmental which must be carried out in an integrated manner. An understanding of sustainable development is not defined narrowly as environmental protection but an understanding of the interrelationships between the economic, social and natural environment. The emergence of problems with the availability of food, water, land and energy is the result of human actions that over-exploit. Through the concept of sustainable development, the management of natural resources must be carried out carefully so that future generations can still enjoy this natural wealth. An understanding of sustainable development is not defined narrowly as environmental protection but an understanding of the interrelationships between the economic, social and natural environment. The emergence of problems with the availability of food, water, land and energy is the result of human actions that over-exploit. Through the concept of sustainable development, the management of natural resources must be carried out carefully so that future generations can still enjoy this natural wealth. An understanding of sustainable development is not defined narrowly as environmental protection but an understanding of the interrelationships between the economic, social and natural environment. The emergence of problems with the availability of food, water, land and energy is the result of human actions that over-exploit. Through the concept of sustainable development, the management of natural resources must be carried out carefully so that future generations can still enjoy this natural wealth.

There has been a growth in research on sustainable tourism (Hall, 2011). Guzeller and elSAYAKER (2018) analyzed more than 4400 research papers published between 2007 and 2016

in the top five tourism journals, and found that tourism and sustainable destinations were the two most popular topics studied. Many sustainable tourism studies have investigated the perspectives of destination residents (Andereck & Nyaupane, 2011; Boley, McGehee, & Hammett, 2017; Chen, 2000; Choi & Murray, 2010; Fong, Lo, Songan, & Nair, 2017; Gursoy, Jurowski, & Uysal, 2002; Yoon, Gursoy, & Chen, 2001). Existing sustainable tourism research examining tourists mostly assesses their pro-environmental attitudes or behavior (Ballantyne, Packer, & Hughes, 2009; Juvan & Dolnicar, 2016; Miller, Merrilees, & Coghlan, 2015; Puczko & Rätz, 2000); none focused on destination image, satisfaction and loyalty (Lee, SW, & Xue, K. (2020).

Tourist destinations in Indonesia, especially the city of Padang, West Sumatra, have almost all types of tourism, natural attractions such as seas, beaches, lakes, mountains and canyons. Besides that, West Sumatra tourism also sells a lot of cultural tourism, such as tabuik festivals, culinary tours such as the rendang festival. In this area various international festivals and events are often held, such as cycling competitions (Tour de Singkarak), paragliding events, fly for fun events in Lake Maninjau, as well as the Mentawai International Pro Surf Competition. This is a driving force for the arrival of tourists to West Sumatra. For natural attractions such as Padang Beach, Air Manis Beach, Pasir Jambak Beach, Bung Hatta Forest Park, Lubuk Minturun Baths and Lubuk Paraku Baths.

According to data from the Central Statistics Agency (BPS), it is known that there has been a decrease in the number of visits by foreign tourists and domestic tourists. The number of foreign tourist visits decreased from 88,351 people in 2019 to 21,660 people in 2020. This means that there has been a decrease in the rate of foreign tourist visits by 75.48%. The same thing happened to the indicator for the number of foreign tourist visits, performance achievements decreased from 5,384,236 people in 2019 to 2,562,966 people in 2020 (a decrease of 52.39%) included in the failed category.

This decline occurred due to the Covid 19 pandemic which hit not only in Indonesia, especially the city of Padang, but almost all countries were hit by Covid 19. This has caused tourism stakeholders in Padang City to improve themselves in this new normal period so that the number of tourist visits, both foreign and foreign local mapun can increase again.

The aim of this study to find out how the influence of cultural image, environmental image and socioeconomic image on destination loyalty through tourist satisfaction in halal tourist destinations in the city of Padang.

## **Halal Tourism Destination**

Halal tourism is any object or action that is permitted to use or be involved in the tourism industry, according to Islamic teachings. Therefore, the successful development and marketing of halal tourism destinations must be guided by the adoption of Islamic teachings and principles in all aspects of tourism activities.(Battour, 2016). It was recently noted that there is a challenge to identify the right terminology as well as the proper explanation of the concept of Halal tourism. Currently the most used terms are 'halal tourism' and 'Islamic tourism'. Due to the subject matter's multidisciplinary scope, there is confusion regarding the two terms. According to(Zamani-Farahani, H., & Henderson, 2010)considers that Islamic tourism and Halal tourism are the same concept and defines Islamic tourism simply as tourism primarily by Muslims who prefer to live within their culture. This definition highlights the fact that Islamic tourism is for Muslims and the location of its activities in an Islamic country. However, this definition ignores the requirements of Islamic law in tourism activities. According to(Zamani-Farahani, H., & Henderson, 2010)in the same study reported that Islamic tourism could be expanded to target non-Muslims as opposed to their definition of Islamic tourism.

WTM (2007) describes halal tourism as a type of religious tourism that is in accordance with Islamic teachings regarding behaviorism, clothing, behavior and diet. On the other hand, it is claimed that Islamic tourism attracts many travelers who are fully attracted by the so-called 'Islamic culture' (Henderson, 2009; Javed, 2007). Shakiry (2006) also claims that 'The concept of Islamic tourism is not limited to religious tourism, but extends to all forms of tourism except those that go against Islamic values'. Hence, both concepts are nebulous and have ambiguous definitions in terms of Islamic law, target customers (i.e. Muslim or non-Muslim), location of activities (i.e. objective attributes), products and services offered (i.e. food, facilities), and travel purpose.

## **Consumer Satisfaction**

In general, when customer expectations have been exceeded, met or not met, we can estimate the level of customer satisfaction (customer satisfaction). Satisfaction is the consumer's purchase perception of the difference between the expected and received transaction value. Zeithaml and Bitner (2000) define customer satisfaction as a customer's evaluation of a product/service in terms of whether the product/service meets their needs and expectations. The post-purchase evaluation by the customer and the response of the entire

product or service implies satisfaction. In the service context Asuncion, (2004) concluded that customer satisfaction is a key factor influencing service loyalty. Zairi, M (2000) found that a satisfied customer might share their experience with five or six people while a dissatisfied client might inform another ten.

To score high in customer satisfaction, service providers are expected to perform according to customer expectations. Service providers must not sit back and relax and it is true that if you satisfy your customers you will win their loyalty and translate to increased revenue. Increased profitability and growth in business is not only based on customer satisfaction but comes from customer loyalty.

### **Cultural Image**

Cultural features (Cultural image) of a destination can affect tourist satisfaction (Beerli & Martín, 2004; Chi & Qu, 2008; Wu, 2016). Cultural brand assets, such as cultural and historical attractions, festivals, arts, and traditions, are substantial determinants of a destination's brand image (Beerli & Martín, 2004; Kladou & Kehagias, 2014). While tourism activities can have positive impacts on the culture of a destination, such as the preservation of cultural and historical sites, they can also have negative impacts, such as the loss of community character (Choi & Murray, 2010; Fong et al., 2017). Thus, the cultural image of a destination must be preserved for the perpetuation of community identity and values as well as attracting and retaining tourists. For Expo 2015 in Italy, The Shanghai Municipal Information and RTG Consultation Office developed a slogan called "Shanghai. Let's Meet!" to promote Shanghai's international identity into a rich place.

### **Environmental Image**

Environmental aspects (Environmental Image) of a destination also affect tourist satisfaction (Chen & Phou, 2013; Chi & Qu, 2008; Wu, 2016; Yoon & Uysal, 2005). Environmental factors that are often studied as part of destination image include, in general, the travel environment, atmosphere, and natural attractions (Beerli & Martín, 2004; Chen & Phou, 2013; Chi & Qu, 2008; Gartner & Ruzzier, 2011; Qu et al., 2011). Pollution and congestion are examples of environmental problems in a destination (Akis, Peristianis, & Warner, 1996; Puczko & Rätz, 2000). A well-preserved natural environment can be a competitive advantage for a destination due to its authenticity and potential to provide unique recreational experiences for tourists (Cánoves, Villarino, Priestley, & Blanco, 2004; Fong et al., 2017; Fons,

Fierro, & Patio, 2011). Over the years since 1990, green spaces, parks, and roadside trees have increased in Shanghai, and the government has been injecting more investment into environmental protection in the city (SMSB, 2018). Since a positive environmental impact on a place can lead to population support for tourism (Andereck & Nyaupane, 2011; Choi & Murray, 2010), it is assumed that a good environmental image of a city will also generate tourist satisfaction. Nyaupane, 2011; Choi & Murray, 2010), it is assumed that a good environmental image of a city will result in tourist satisfaction as well. Nyaupane, 2011; Choi & Murray, 2010), it is assumed that a good environmental image of a city will result in tourist satisfaction as well.

### **Socioeconomic Image**

The goals of sustainable tourism development in terms of economic and social dimensions are often (Socioeconomic image) interrelated, for example increasing business and employment. opportunities, develop/improve local facilities so that they remain sustainable in the long term. infrastructure, raising people's standards of living, and promoting local products and services. City socio-economic factors, such as public infrastructure, accessibility, tourism supply and facilities, and prices of goods and services, have been found to have an effect on tourist satisfaction and behavior (Chen & Phou, 2013; Qu et al., 2011; Wu, 2016). While the tourism industry contributes to the socio-economic growth of a destination (Andereck & Nyaupane, 2011; Fong et al., 2017; Aula, 2011), there are negative impacts caused by tourism, for example an increase in the price of goods and services (Akis et al., 1996; Cottrell, Van der Duim, Ankersmid, & Kelder, 2004). With the growth of tourism, there are also potential complications of managing sustainable tourism among stakeholders (Hall, 2011; Timur & Getz, 2009). The number of domestic and international tourist arrivals in Shanghai has increased since 2010 (SMSB, 2018). The city's socio-economic image needs to be measured because it has the potential to affect tourist satisfaction.

### **Destination Image and Tourist Satisfaction**

Brand image is "consumers' perception of a brand, as reflected in the brand associations that exist in consumers' memories" (Keller, 2013, p. 72). Destination image is the totality of one's point of view, understanding, and impression of a place/destination (Crompton, 1979). Destination image in simple terms can be referred to as people's perception of a destination. "Perception is more important than reality, because perception influences actual consumer

behavior" (Kotler & Keller, 2012, p. 161). Destination image has the power to influence tourist behavior and the success (or failure) of a destination (Tasci & Gartner, 2007).

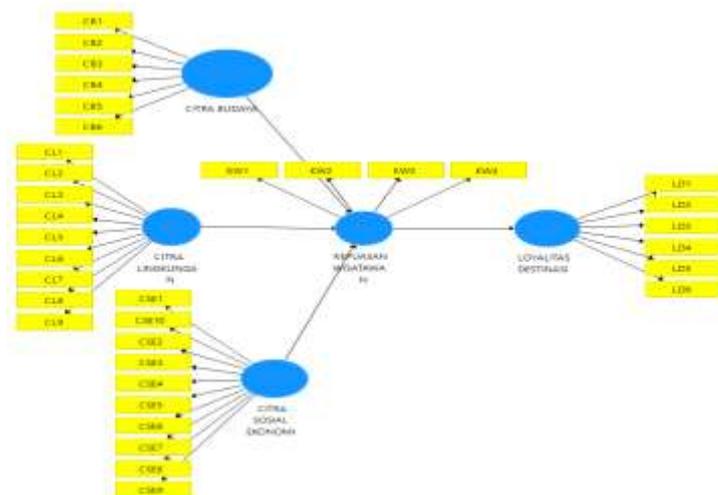
Destination image is a commonly studied concept in tourism research (Beerli & Martín, 2004; Tasci & Gartner, 2007; Zhang, Fu, Cai, & Lu, 2014). It is a broad concept that can be measured in multiple dimensions. A number of studies examine destination image based on manifest aspects of destinations such as natural/environmental attractions, historical and cultural attractions, destination reputation, entertainment and events, outdoor/recreational activities, nightlife, infrastructure, accessibility, accommodation, and ambiance (Chen & Phou, 2013; Chi & Qu, 2008; Gartner & Ruzzier, 2011; Prayag & Ryan, 2011; Wu, 2016). Goal imagery has also been categorized in terms of cognitive and affective imagery (Beerli & Martín, 2004; Qu, Kim, & Im, 2011; Wang & Hsu, 2010). Boo, Busser, and Baloglu (2009) studied destination image as a self-reflection of tourists. However, no one has assessed the destination's image specifically in terms of the pillars of sustainability. A number of studies have established the effect of destination image on tourist satisfaction (Chen & Phou, 2013; Chi & Qu, 2008; Prayag & Ryan, 2011; Wang & Hsu, 2010). Customer satisfaction is the customer's reaction to the evaluation of the difference between previous expectations and the actual performance of a product (Tse & Wilton, 1988). A customer will be satisfied if the performance of a product/service matches or exceeds his expectations, and vice versa (Fornell, Johnson, Anderson, Cha, & Bryant, 1996; Kotler & Keller, 2012). In the context of this research, Tourist satisfaction is a tourist's assessment of a destination compared to their expectations of the destination in terms of environmental, cultural and socio-economic aspects. Cultural image, namely the cultural features of a destination can influence tourist satisfaction (Beerli & Martín, 2004; Chi & Qu, 2008; Wu, 2016). Cultural brand assets, such as cultural and historical attractions, festivals, arts, and traditions, are substantial determinants of a destination's brand image (Beerli & Martín, 2004; Kladou & Kehagias, 2014). While tourism activities can have positive impacts on the culture of a destination, such as the preservation of cultural and historical sites, they can also have negative impacts, such as the loss of community character (Choi & Murray, 2010; Fong et al., 2017). Therefore, the cultural image of a destination must be preserved for the perpetuation of identity and community values as well as attracting and retaining tourists. For Expo 2015 in Italy, the Shanghai Municipal Information Office and RTG Consultation developed a slogan called "Shanghai. Let's Meet!" to promote international identity Shanghai is a place rich in cultural heritage where different cultures and perspectives meet (Chan, 2015). A positive cultural image is

expected to lead to tourist satisfaction. " to promote Shanghai's international identity as a place rich in cultural heritage where different cultures and perspectives meet (Chan, 2015). A positive cultural image is expected to lead to tourist satisfaction. " to promote Shanghai's international identity as a place rich in cultural heritage where different cultures and perspectives meet (Chan, 2015). A positive cultural image is expected to lead to tourist satisfaction.

## 2. METHOD

The population in this study were all Muslim and non-Muslim visitors or tourists visiting the city of Padang as one of the halal tourist destinations in West Sumatra, Indonesia. The sample is the object of research or the respondent, namely the easiest to find or coincidentally meet, which is considered to represent consumers who have visited halal tourist destinations in the city of Padang from each age group and from each job, where 150 respondents were taken.

The data analysis technique used in testing the research hypothesis is SEM analysis using the Partial Least Square (PLS) program. Below shows an image of the conceptual model:



Picture. 1. Conceptual Model

To obtain the data needed in this study, questionnaires were distributed to tourists visiting halal tourist destinations in the city of Padang.

## 3. RESULTS AND DISCUSSION

### Respondent Profile

From the results of the questionnaires distributed, there are characteristics of the respondents as follows: that of the 150 tourists who visited the destination city of Padang, there were 58 people (39%) aged from 20 to 29 years, while the respondents who were at least > 50 years old were 9 people (6%) from all respondents. Furthermore, based on gender, it was found that in general, tourists visiting tourist destinations in the city of Padang were dominated by women, 98 people (65%) each and 52 men (35%) of the total respondents. Then, in general, tourists visiting the destination city of Padang have a Bachelor's degree (S1) of 46 people (31%) and those who have at least a Diploma III education are 28 people (19%) of all respondents.

In addition, when viewed from a job perspective, it can be seen that in general, tourists visiting tourist destinations in the city of Padang, on average, are 88 people (59%) working and the least are students, 62 people (41%) from all respondents. Furthermore, based on the frequency of visiting tourist destinations, the city of Padang is dominant > 4x visits as many as 90 people (60%) and the frequency is small with 1x visits as many as 19 people (13%).

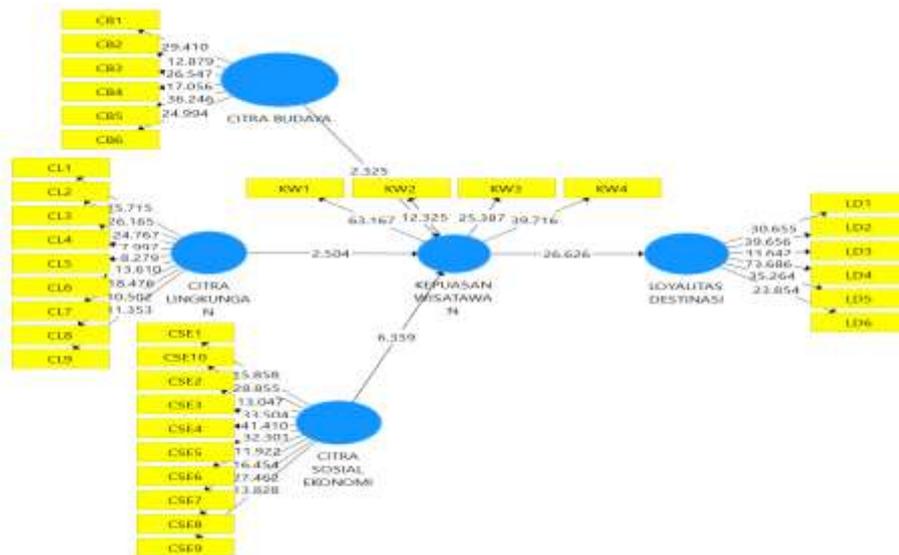
### ***Convergent Validity***

The results of data collection obtained from the questionnaire respondents must be tested for validity and reliability. The research results are said to be valid, if there is a similarity between the data collected and the data that actually occurs in the object under study. Valid means that the instrument can be used to measure what is to be measured. Convergent validity of the measurement model with reflexive indicators can be seen from the correlation between each indicator score and the construct score. The individual reflection measure is said to be high if it correlates more than 0.70 with the construct Ghozali (2012) wants to measure. However, according to Chin in Ghozali (2012) for the early stages of research, the development of a measurement scale for a loading value of 0.50 to 0.60 was considered sufficient. Researchers use a standard loading of 0.60.

**Table 2**  
*Convergent validity*

	CITRA BUDAYA	CITRA LINGKUNGAN	CITRA SOSIAL EKONOMI	KEPUASAN WISATAWAN	LOYALITAS DESTINASI
CB1	0,838				
CB2	0,786				
CB3	0,844				
CB4	0,820				
CB5	0,835				
CB6	0,821				
CL1		0,810			
CL2		0,779			
CL3		0,796			
CL4		0,866			
CL5		0,670			
CL6		0,789			
CL7		0,770			
CL8		0,723			
CL9		0,709			
CSE1			0,709		
CSE10			0,854		
CSE2			0,758		
CSE3			0,865		
CSE4			0,875		
CSE5			0,840		
CSE6			0,709		
CSE7			0,831		
CSE8			0,844		
CSE9			0,781		
KW1				0,906	
KW2				0,810	
KW3				0,865	
KW4				0,880	
LD1					0,855
LD2					0,885
LD3					0,870
LD4					0,930
LD5					0,890
LD6					0,827

Source: PLS data processing



**Figure 2. Structural Model**

Based on table 2 above, it shows that the statement of each variable can be said to be valid because the value is  $> 0.60$ , so further tests can be carried out.

**Discriminant Validity**

*Discriminant Validity* carried out in two stages, namely by looking at the cross loading value and comparing the squared value of the correlation between the construct and the AVE value or the correlation between the construct and the AVE root. Discriminant Validity is assessed based on cross loading, if the correlation of other constructs, then this shows that the

latent construct predicts the size of their block better than the size of other blocks. It can also be assessed by the square root of average variance extracted (AVE), if the AVE square root value of each construct is greater than the correlation value between constructs and other constructs in the model then it is said to have a good Discriminant Validity value Ghozali (2012). Variables are declared valid if Discriminant Validity > 0.50. In this study the discriminant validity test is as follows:

**Table 3**  
***Discriminant Validity***

	Average Variance Extracted (AVE)
CITRA BUDAYA	0,679
CITRA LINGKUNGAN	0,559
CITRA SOSIAL EKONOMI	0,654
KEPUASAN WISATAWAN	0,750
LOYALITAS DESTINASI	0,789

Source: Sports Smart PLS 3.0

Based on the table above, it shows that the statements of each variable are all declared valid, this is because the value of Discriminant Validity > 0.50.

***Composite Reliability***

The research results are said to be reliable if there are similarities in data at different times, meaning that instruments that have reliability are instruments that, when used several times to measure the same object, will produce the same data as well. To test whether the instrument is reliable, it can be seen from the composite reliability value of the indicator block that measures a construct and also the value of Cronbach's alpha.

**Table 4**  
***Composite Reliability***

	Cronbach's Alpha
CITRA BUDAYA	0,906
CITRA LINGKUNGAN	0,907
CITRA SOSIAL EKONOMI	0,940
KEPUASAN WISATAWAN	0,888
LOYALITAS DESTINASI	0,939

Source: Sports Smart PLS 3.0

Based on the table above, it shows that the statements of each variable are all declared valid, this is because of the value *Composite Reliability* > 0.60.

*Structural (inner) Models*

The inner model describes the relationship between latent variables based on substantive theory. Examination of the structural model is carried out by looking at the R-square value. Assessment of the model with PLS begins by looking at the R-square for each dependent latent variable. Changes in the R-square value can be used to assess the effect of the latent dependent variable whether it has a substantive effect. The higher the R-square value, the greater the ability of the independent variable to explain the dependent variable so that the structural equation is better. In this study the Structural (Inner) Model is as follows:

**Table 5**  
**Godness of Fit Test - Inner Model (Structure Model)**

	R Square	R Square Adjusted
<b>KEPUASAN WISATAWAN</b>	0,643	0,636
<b>LOYALITAS DESTINASI</b>	0,689	0,687

Source: Olah Smart PLS 2.0

Based on table 5, it shows that tourist satisfaction is influenced by cultural image, environmental image and socio-economic image of 63.6%. Meanwhile, destination loyalty is influenced by cultural image, environmental image and socio-economic image and Satisfaction is 68.7%. The higher the R-square value, the greater the ability of the independent variable to explain the dependent variable so that the structural equation is better.

**Table 6**  
**Hypothesis testing**

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics ( O/STDEV )	P Values
<b>CITRA BUDAYA -&gt; KEPUASAN WISATAWAN</b>	0,187	0,191	0,080	2,325	0,020
<b>CITRA LINGKUNGAN -&gt; KEPUASAN WISATAWAN</b>	0,178	0,176	0,071	2,504	0,013
<b>CITRA SOSIAL EKONOMI -&gt; KEPUASAN WISATAWAN</b>	0,548	0,547	0,086	6,359	0,000
<b>KEPUASAN WISATAWAN -&gt; LOYALITAS DESTINASI</b>	0,830	0,832	0,031	26,626	0,000

Source: Sports Smart PLS 3.0

Based on the results of hypothesis testing in Table 6, it can be concluded as follows: that the original sample of cultural image variables and tourist satisfaction has a score of 0.187 which means that the relationship between the two variables is positive, while for the t-statistic and P value each is 2.325, which is greater than 1.96 and 0.020 equal to or smaller than 0.000, these results indicate that both variables are significant, it can be concluded that the hypothesis is accepted. Based on the results of the Structural Equation Model (SEM) analysis that has been carried out using PLS, it is known that cultural image has a positive and significant effect on

tourist satisfaction. Many previous studies support the findings of this research that the cultural characteristics of destinations (cultural image) can influence tourist satisfaction (Beerli & Martín, 2004; Chi & Qu, 2008; Wu, 2016). Cultural brand values such as cultural and historical attractions.

Cultural image has a significant effect on satisfaction with destinations, because the t-statistic value (2.325) > t-statistic value (1.96). Then  $H_a$  is accepted and  $H_0$  is rejected. The results of this study are in line with previous studies which explain environmental aspects of tourist destinations (environmental image) also affect tourist satisfaction (Chen & Phou, 2013; Chi & Qu, 2008; Wu, 2016; Yoon & Uysal, 2005). Environmental factors that are often studied as part of the destination image are usually the travel environment, atmosphere and natural attractions (Beerli & Martín, 2004; Chen & Phou, 2013; Chi & Qu, 2008; Gartner & Ruzzier, 2011; Qu et al, 2011 ). Environmental image has a significant effect on tourist satisfaction because the t-statistic value (2.504) > t-statistic value (1.96). Then  $H_a$  is accepted and  $H_0$  is rejected. Environmental aspects of tourist destinations (environmental image) also affect tourist satisfaction (Chen & Phou, 2013; Chi & Qu, 2008; Wu, 2016; Yoon & Uysal, 2005).

Socio-economic image has a significant effect on tourist satisfaction because the t-statistic value (6.359) > t-statistic value (1.96). Then  $H_a$  is accepted and  $H_0$  is rejected. A city's socioeconomic factors, such as public infrastructure, accessibility, tourist offerings and services, and prices of goods and services, were found to influence tourist satisfaction and behavior (Chen & Phou, 2013; Qu et al., 2011; Wu, 2016).

Tourist satisfaction has a significant effect on destination loyalty with a t-statistic value (26.626) > t-statistic value (1.96). Several studies in the field of tourism examined the relationship between satisfaction and loyalty (Bowen and Chen, 2001; Chi, 2012; Prentice, 2013). According to Oppermann (2000) and Alegre and Magdalena (2006), tourist satisfaction is an important determinant of the success (or failure) of a destination because a satisfying experience will lead to intention to revisit and/or positive recommendations to friends and relatives about the destination (Lee et al. al., 2011; Prayag and Ryan, 2012; Velazquez et al., 2011).

#### 4. CONCLUSION AND IMPLICATIONS

Based on the research results, the results are summarized as follows: Cultural image has a significant effect on tourist satisfaction at tourist destinations in the city of Padang. Environmental Image has a significant effect on Tourist Satisfaction at Tourist Destinations in Padang City. Socioeconomic image has a significant effect on tourist satisfaction at tourist destinations in the city of Padang. Tourist Satisfaction has a significant effect on Destination Loyalty. It is suggested to managers of halal tourist destinations in the city of Padang to be able to improve cultural image by making events that can attract more tourists.

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