




Do Sustainable Tourism Development, Psychological Safety, and Halal Friendly Destination Performance Lead to Tourist Electronic Word of Mouth? The Role of Tourist Satisfaction



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ABSTRACT

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This research investigated the antecedents of electronic Word of Mouth (eWoM) for the halal tourism context, including psychological safety, sustainable tourism development, halal-friendly destination performance, and tourist satisfaction. The role of tourist satisfaction in the relationships between psychological safety, sustainable tourism development, Halal-friendly destination performance, and electronic Word of Mouth (eWoM) was also analyzed. Questionnaires were distributed to 310 respondents who visited Halal tourist destinations in West Sumatra, Indonesia, from February to May 2022. Structural Equation Modelling (SEM)—Partial Least Square (PLS) was employed in data analysis, and results showed that psychological safety and halal-friendly destination performance significantly affected tourist satisfaction. However, sustainable tourism development did not significantly influence tourist satisfaction. Moreover, psychological safety, sustainable tourism development, halal-friendly destination performance, and tourist satisfaction also influenced electronic Word of Mouth (eWoM). Tourist satisfaction did not mediate the effect of psychological safety, sustainable tourism development, and halal-friendly destination performance on electronic Word of Mouth (eWoM).

1. INTRODUCTION

Tourism promotion helps attract the attention of potential tourists. It can change tourists' behavior and influences them to visit a destination [1]. Higher tourists visit is a more significant benefit for tourist destination managers. The electronic Word of Mouth (eWoM) *is the most effective strategy in tourism* marketing [2]. EWoM has become an essential source of information on the Internet about certain tourist attractions [3, 4]. It is a form of informal expression about the impression of specific tourist attractions to other tourists [5]. It is considered a central element of satisfaction [6-8]. In the tourism industry, eWoM in the form of online reviews plays a significant role as it delivers valuable information [4, 9]. The satisfaction experienced by tourists from visiting certain tourist attractions leads them to tell other people, which can attract friends, family, and other potential tourists to visit [10]. EWoM also acts as a guideline for other tourists [7, 11], and it can influence the decision-making and intention to re-visit among tourists [12].

The potential of halal tourism in Indonesia is very high since Indonesia is the largest Muslim country in the world and has numerous tourist destinations that can be set as halal tourism. In 2019, Indonesia ranked the top five countries with the highest halal tourism expenditures, as reported by the State of Global Islamic Economy Report 2020/2021, reaching 11.2 billion US dollars. Indonesia leads halal tourism in the world, especially in Southeast Asia. The Indonesian government is

currently developing the potential of halal tourism in Indonesia by creating regulations, human resources, tourist attractions, and supporting facilities. The Indonesian government also makes innovations and adaptations through technology and digitalization in halal tourism development [13]. West Sumatra has been determined as one of the regions to be developed as a halal tourist destination.

Indonesia also ranked second in the Global Muslim Travel Index (GMTI) 2022, proving halal tourism's potential and competitiveness. Indonesia outperformed Saudi Arabia, ranked third, Turkey in fourth, and the United Arab Emirates in fifth place. Malaysia topped the list [14]. The achievement in the halal tourism sector grows the optimism of the Indonesian government on the development of halal tourism in Indonesia. The Ministry of Tourism and Creative Economy has set four regions to be prioritized for halal tourism: Aceh, West Sumatra, NTB, and DKI Jakarta. Other areas are also encouraged to develop their potential in the halal tourism sector. Halal tourism development is also implemented by empowering and engaging the local community to participate as halal tourism business players. The four provinces are prioritized for the development of halal tourism [15, 16].

West Sumatra has a unique philosophy as "the *minang* realm" [16] *Minangkabau* is another name for the province of West Sumatra, while the term "*minang*" refers to the local community in the region that is well-known as a religious community. Minang community sticks to a philosophy of life "*adat basandi syarak, syarak basandi Kitabullah*," which

means custom is based on religion and religion is based on the Qur'an. The philosophy shows that Islam and the Qur'an are the highest law regulating Minangkabau traditional teachings. Thus, Islamic values are entrenched in *the minang* community. West Sumatra Province is located in the central part of Sumatra Island, with a tropical climate, high air temperature, and humidity. The geography and climate of West Sumatra are unique points of interest that can attract tourists [17].

Halal tourism offers unique experiences for tourists. Halal tourism development signifies the economic growth of Indonesia [13, 18]. Prior research has determined several factors to influence eWoM research [5]. The term eWoM has been widely used by prior researchers [2, 4, 19]. This research was performed to determine the factors that influence eWoM. Evaluating tourist behavior is necessary to discover cost-effective and efficient strategies to attract higher tourist visits, including domestic and international holidays. Hence, analyzing the role of eWoM as a dependent variable becomes relevant regarding the cost-efficiency and effectiveness that eWoM offers [20].

This research was performed to provide a better understanding of the conceptual structure of the eWoM in the field of tourism. To address the gap in previous research, psychological safety was set as the independent variable in this present. Research on psychological safety in the field of tourism is still limited, even though research on the association between tourist satisfaction and eWoM has been widely conducted. Several researchers have yet to involve sustainable tourism development and community participation in analyzing the relationship between tourist satisfaction and eWoM. In the last five years, few research has involved tourists' psychological safety, halal tourist attractions, and sustainable tourism development as research variables.

The results of this research will provide theoretical and practical implications for improving eWoM in halal tourism research. The theoretical contributions proposed by this research consist of the following: 1) Analysis of the direct effect of psychological safety, sustainable tourism development, and halal-friendly destination performance on tourist satisfaction. 2) Analysis of the direct effect of psychological safety, sustainable tourism development, halal-friendly destination performance, and tourist satisfaction on eWoM. 3) Examination of the role of tourist satisfaction in mediating the influences of psychological safety, sustainable tourism development, halal friendly destination performance on eWoM. This research also provides a practical contribution for the halal tourism destination managers and local government in developing proper regulation and security to create a positive impression of halal tourism in West Sumatra and improve tourism sustainability, leading to tourist satisfaction and satisfaction eWoM. This research provides insights for halal goal marketers to understand the behavior of Muslim visitors to increase the competitiveness of specific tourist attractions. To a broader extent, this research can help increase the number of Muslim visitor visits to West Sumatra.

2. LITERATURE REVIEW

Halal tourism is "any traveler item or activity legally concurring to Sharia law that facilitates Muslim tourists' expectation and Muslim-friendliness." Halal tourism accommodates Muslim visitors' needs which might differ from those of other visitors [21]. Halal tourism relates to sharia

tourism [22]. Halal tourism only allows objects to be used in the industry based on Islamic law [23, 24]. In other words, 'halal tourism' is introduced to meet the needs of Muslim tourists, including the demand for products that comply with Islamic law [23, 25]. Halal tourism accommodates recreation, leisure, and social purposes, allowing Muslim tourists to explore the historical and cultural diversity that aligns with their beliefs and be grateful for God's creations. The motivation for traveling is not necessarily spiritual, but Muslim tourists care about compliance with Sharia law [26].

Electronic Word-of-Mouth (eWoM) is an official and authentic online information source from the sender to the recipient about specific products and services based on personal experience [12]. However, person-to-person testimonials can affect the recipients and the services or products being discussed. EWoM builds one's subjective and objective impressions, which can affect their decision-making behavior [27, 8]. EWoM is an informal communication between consumers about specific products/services, which can be either positive or negative [28].

Satisfaction refers to the pleasure of comparing a product's performance to its expectations [29]. The perception stems from the gap between expectations and the reality of tourist attractions, information, public facilities, human resources (HR), services, cleanliness, and accessibility [30]. Customer satisfaction is getting a product or service from a company [31]. The feeling arises because customers compare their expectations about the product or service and the reality [32]. Therefore, satisfaction is subjective [33, 34].

Psychological safety is defined as a shared belief that there is a guarantee of safety [35]. Psychological safety reveals one's thoughts about the sense of safety. It is a feeling of confidence about decisions in dealing with various customers that can prevent a person from fearing failure [36]. Psychological safety allows a person to overcome these problems, creating a sense of self-efficacy when dealing with requests in unexpected conditions [37]. Psychological safety is the ability to demonstrate and believes in oneself without fear of negative consequences for self-image, status, or otherwise [38]. For tourists, psychological safety is the belief that no one will be negatively impacted by sharing ideas, questions, concerns, or mistakes they make on their trips.

Halal Friendly Destination Performance relates to tourism as ruled by Islamic law. Some scholars define it as halal tourism [22, 39]. Halal is an Islamic term for allowed or prohibited things [25, 40, 41]. Halal tourism refers to tourism management that follows the rules of Islam [42]. Halal is an Arabic term denoting "what is permitted by Islamic teachings" [43]. The number of Muslim tourists in the global industry [44, 45]. Halal tourism can increase foreign exchange earnings, create job opportunities, and stimulate the growth of other tourism industries [43]. Halal tourism sector as an economic sector has a broad scope. It can increase job opportunities for the surrounding community [41], where community welfare improves along with increased selling of goods and services [46, 47].

Sustainable Tourism Development (STD) consists of three aspects: economic, environmental, and social aspects [48-50]. Economically sustainable tourism maximizes economic benefits by minimizing operating costs [51, 52]. State income earned is distributed equally among groups [53]. The benefits are helpful for the community, making sustainability tourism an essential factor to consider among all parties [54]. Sustainable tourism is defined by the United Nations

Environment Program and the United Nations World Tourism Organization as “tourism that takes full account of current and future economic, social and environmental impacts” [55]. Sustainable tourism development should meet the needs of visitors, industry, the environment, the community, and residents [56, 57].

2.1 The effect of psychological safety on tourist satisfaction

Psychological safety finds the growth and development of a tourist destination and the value of excellence determining the quality of a tourist destination. Low psychological safety inhibits tourist attractions from competing in the tourism market. The research [58] assessed and demonstrated a relationship between Psychological Safety and tourist satisfaction. The emotional condition of tourists affects tourist satisfaction and influences their decisions regarding recreation. Happy, healthy, calm, relaxed, peaceful, and fresh feelings relate to a better quality of life [59, 60].

Tourists tend to make purchases when they experience the joy of subscribing to a service [61, 62]. Hence, many service providers, including those in the tourism industry, have widely adopted the concepts of psychological safety and tourism [60, 63]. This research contributes to explaining the positive relationship between tourism and tourist safety. Earlier research explained the importance of Psychological Safety in tourism industry research. Safe and comfortable travel experiences include rewarding experiences, fulfilled expectations, positive thoughts, kindness, and pleasure that can affect tourist satisfaction [64]. Therefore, the first hypothesis of this research was proposed as follows.

H1: Psychological safety has a significant influence on tourist satisfaction

2.2 The effect of sustainable tourism development on tourist satisfaction

The sustainability of a destination is significantly affected by its ability to adapt to the dynamic market [65]. Sustainability involves the efficient use of resources and requires innovative planning and development strategies [66]. Sustainable Tourism is a concept within the tourism sector [57] that is comprehensive to economic growth and production and advancing tourism market development, efficiency, quality improvement, and social and environmental improvement. This understanding was developed based on previous research on sustainable development [67]. The sustainability of tourism concerns the view that future Sustainability of Tourism behavior will affect tourist satisfaction [57, 60].

Tourist satisfaction plays a vital role in attracting public interest, which can be used in promoting sustainable tourism. The results showed that a positive atmosphere and the quality attributes of Sustainability of Tourism increase the happiness and satisfaction of tourists, which can improve their mental health, leading to greater satisfaction [68]. Therefore, tourists are confident about the sustainability of tourist attractions and feel pleasure from the first visit. Tourists want the destination to stay the same because they intend to revisit it. Therefore, the second hypothesis was developed as follows.

H2: Sustainable Tourism Development has a significant influence on tourist satisfaction

2.3 The effect of halal-friendly tourism destination performance on tourist satisfaction

Tourist satisfaction is an important indicator in the evaluation of a tourist attraction. [44, 47] found a positive and significant effect of Halal Friendly Destination Performance on Satisfaction. From the social, cultural, and economic perspectives, tourism relates to the movement of people to countries or places outside their usual environment for personal, business, or professional purposes. A person or group of people who travel have expectations of the destination that they are heading to [44]. They tend to be satisfied with a tourist destination's performance that gives them brand-new feelings and enjoyable experiences [69]. This requires an objective review of past performance as part of a continuous and cyclical process to check and evaluate how well a tourist attraction achieves its goals and vision. Measuring and monitoring destination performance is essential to face the opportunities and challenges regarding performance improvement. Thus, the third hypothesis of this research was proposed as follows.

H3: Halal-Friendly Tourism Destination Performance Influences Tourist Satisfaction

2.4 The effect of psychological safety on Electronic Word of Mouth (EWoM)

Psychological safety has become an essential subject of empirical psychology, recreation, and tourism investigation. Psychological safety can generally be defined as a feeling of happiness and satisfaction. The happiness dimension is a transient mental state of rapture and joy that reflects a temporary emotional state toward the present condition. On the contrary, quality of life and life satisfaction refers to one's subjective verdict of how enjoyable their life is. However, some empirical research has confirmed that these three dimensions constitute psychological well-being/safety [70].

Psychological safety describes a person's belief that the place they visit is safe to ask questions, expose mistakes, take risks, or produce new ideas. When someone feels high psychological safety, they feel confident to ask for help, speak up (admit mistakes), express different views, and not feel awkward about being distinct from others. Concerning behavioral intentions regarding errors, a person is more likely to communicate openly about mistakes and learn from mistakes in a psychologically safe environment [71]. Psychological safety can be a reason for someone to share their experiences. For tourists, telling their traveling experience is fun. Feeling safe and comfortable during the trip will make them happy to share stories and experiences with others [55]. Hence, the fourth hypothesis of this research was proposed as follows.

H4: Psychological Safety Influences Word of Mouth (eWoM)

2.5 The Effect of Sustainable Tourism Development on eWoM

Sustainable tourism development is the development of the concept of traveling that has long-term impacts on the environment and social, cultural, and economic domains [72]. All local people and tourists feel the present and future effects. Sustainable tourism helps stimulate economic growth and empower the community. Creative and productive activities in

tourism lead to better sustainability of tourist destinations [73]. Sustainability tourism development affects tourist satisfaction [60]. Tourists play a crucial role in attracting public interest, and it is a strategy to promote sustainable tourism through the experiences they share via the Internet with others. Sustainable tourism development is the impression that tourists feel. It is a topic that they often discuss. Based on earlier literature, this research proposed the hypotheses as follows:

H5: Sustainable Tourism Development Influences Word of Mouth (eWoM)

2.6 The effect of halal-friendly tourism destination performance on eWoM

The intensive competition in the international tourism market has motivated the managers of various tourist attractions to develop halal-friendly products and make Muslim-friendly tourism environments to attract more visitors [41, 67]. Their research examined the importance of destination performance on visitor decision-making, satisfaction, behavioral intentions, and overall destination competitiveness [74]. In realizing halal tourism, there are several things that tourist destination performance needs to improve: providing halal food, supporting facilities for worship (prayer rooms and ablution places), and other Muslim-friendly services. It is easy for tourists to write online reviews regarding their tourist experience. Regarding this explanation, the sixth hypothesis was developed as follows.

H6: Halal Friendly Tourism Destination performance influences Word of Mouth (eWoM)

2.7 The effect of sustainable tourism development on psychological safety

Sustainable tourism development affects tourists' psychological safety. Sustainable tourism development can increase tourists' confidence through well-managed destinations. Sustainable tourism development does not exploit the resources of tourist destinations massively but can continue to be sustainable for the next generations. This ensures that the sustainability of other essential support systems is well maintained. The change process creates added value in all aspects of the tourism sector, including providing a sense of security for tourists [67]. One indicator of the success of sustainable tourism development in the social sector is creating a sense of security and comfort for tourists to meet the community in the tourist destinations they visit [56]. The psychological safety of tourists has a long-term impact. One of the positive impacts of long-term tourism development is that it can improve the quality of life, which consists of enhancing physical quality, decreasing mortality, and increasing happiness. Regarding this explanation, the seventh hypothesis was developed as follows.

H7: Sustainable Tourism Development Influences Psychological Safety

2.8 The effect of sustainable tourism development on halal-friendly destination performance

According to the Travel and Tourism Competitiveness Index (TTCI) 2021 report by the World Economic Forum, Indonesia is ranked 32 out of 117 countries in developing the sustainable tourism development sector. The number of tourist visits is essential. However, tourism needs to consider the state

of the tourism destination's performance. More sustainable tourism needs to support community growth and social entrepreneurship. These factors are indicators of the performance of tourism destinations [56]. Regarding this explanation, the eighth hypothesis was developed as follows.

H8: Sustainable Tourism Development Influences Halal-Friendly Destination Performance

2.9 The effect of halal-friendly destination performance on psychological safety

Tourists need supporting facilities and infrastructure to affect the level of tourist visits. An International Organization called the World Economic Forum (WEF) issues indicators for assessing the performance of the tourism sector of each country or called the Travel & Tourism Competitiveness Index (TTCI). The TTCI index measures how the policies implemented by a government support the development and sustainability of travel & tourism (T&T), which will provide attractiveness and competitiveness of tourism among world countries. Tourism is significant in attracting tourists to visit. Value of quality attraction (attractions), Readiness of tourism amenities (tourism infrastructure and facilities), Accessibility (Network modes of transportation and connectivity), Readiness and support of the community and tourism destination managers. The development of this destination aims not only to increase tourists but also to increase the sense of security for tourists [44]. Regarding this explanation, the ninth hypothesis was developed as follows.

H9: Halal-Friendly Destination Performance Influences Psychological Safety

2.10 The effect of psychological safety on eWoM mediated by tourist satisfaction

Psychological safety implies that individuals build resilience through psychological resources when they experience a stressful event. In the tourism industry, managers must consider the psychological safety of tourists since the feeling of security and comfortable bring greater satisfaction [75]. Satisfied customers will generate more eWoM than dissatisfied customers. Research has confirmed a positive correlation between satisfaction and eWoM. Greater satisfaction leads to a stronger intention to spread eWoM. When customers experience an average level of satisfaction or dissatisfaction, their intention to apply eWoM is lower [76]. The theoretical description above shows a relationship between psychological safety and satisfaction.

Meanwhile, satisfaction influences eWoM. Therefore, satisfaction was assumed to mediate the relationship between sustainable tourism development and WoM. Based on previous literature, this research proposed the tenth hypothesis as follows:

H10: Psychological Safety influences Word of Mouth (eWoM) indirectly through Tourist Satisfaction

2.11 The effect of sustainable tourism development on eWoM mediated by tourist satisfaction

Sustainability of Tourism Development improves satisfaction. Sustainable tourism development has a long-term impact, including higher satisfaction [16]. According to traditional theory, customer satisfaction is decisive in long-term purchasing decisions. Higher customer satisfaction will

be followed by more eWoM information generated. Consumers will compare their expectations before using a particular product or service and the experience that they obtained after. When their experience does not match their expectations, customers will be dissatisfied. Customer satisfaction strongly influences eWoM [76]. Based on the expectation difference model, eWoM does not only affect consumer expectations and satisfaction with a particular product or service but also the perceived quality of the product or service, which in turn can influence their purchase intention. eWoM can generally be defined as the sharing and exchanging of tourist information [77]. EWoM allows visitor to share their travel [78]. The analysis results showed a significant effect between consumer satisfaction and EWoM [8].

Empirical research in this literature strengthens the results of an earlier study on the relationship between consumer satisfaction and eWoM. eWoM has been generated by consumer satisfaction, while self-satisfaction results from sustainable tourism development. Therefore, consumer satisfaction is assumed to mediate the relationship between sustainable tourism development and eWoM. Thus, the eleventh hypothesis was proposed as follows.

H11: Sustainable Tourism Development influences eWoM indirectly through Tourist Satisfaction

2.12 The effect of halal-friendly destination performance on eWoM through tourist satisfaction

Halal Friendly Destination Performance may relate to tourists' recommendation of a particular destination. Personal beliefs (religion in the context of Muslim tourists) have been identified to affect tourist satisfaction [47]. Word of mouth (WoM) is one of the influential sources of information for consumers and tourists in the context of tourism [2] WoM can measure consumer satisfaction since it is a credible source of information source that can influence the decision-making among potential consumers [27].

EWoM influences a consumer's decisions, evaluations, and intentions to buy certain products or services [12]. eWoM is considered a central element of customer satisfaction and loyalty, for it describes a positive image or vice versa. eWoM is influenced by tourist satisfaction, while tourist satisfaction is affected by the performance of a tourist attraction or destination. Therefore, halal-friendly destination performance is assumed to affect eWoM through consumer satisfaction. The twelfth hypothesis of this research was accordingly developed as follows.

H12: Halal Friendly Destination Performance influences eWoM indirectly through Tourist Satisfaction

2.13 The effect of tourist satisfaction on EWoM

An analysis showed a significant relationship between satisfaction and eWoM [8]. Empirical research in this literature reinforces earlier research on the relationship between satisfaction and eWoM, where eWoM has been found to share a more significant impact that is more effective than an advertisement. Some factors influence eWoM, including customer satisfaction and experience [79]. Prior researchers have also confirmed the influence of customer satisfaction on customer behavior/intentions. Research has been conducted in specific environments to examine customer satisfaction and eWoM. EWoM and customer behavior strongly affect consumers' decision-making. In addition, perceived

dissatisfaction and satisfaction can serve as informal sources of information. Customers who experience high satisfaction and convey positive eWoM will likely become loyal customers for the company. EWoM intention is nine times more effective than other promotional methods. Factors that can influence EWoM intention and the role of WoM have been widely studied. This research examined the relationship between EWoM and customer satisfaction [80], as proposed in the thirteenth hypothesis.

H13: Tourist Satisfaction influences eWoM

This research investigated psychological safety significantly influences tourist satisfaction and eWoM. Sustainability tourism development significantly affects halal-friendly destination performance, psychological safety, and eWoM. Halal-friendly destination performance significantly affects psychological safety, tourist satisfaction, and eWoM. Tourist satisfaction affects eWoM. This study also analyzed the indirect effect of tourist satisfaction on psychological safety, sustainable tourism development, and halal-friendly destination performance, as seen in Figure 1.

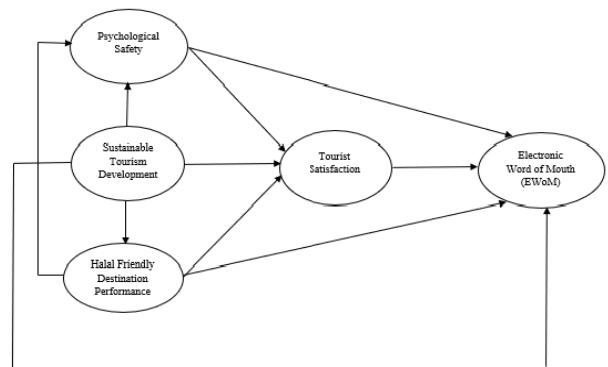


Figure 1. Research model

3. RESEARCH METHOD

Non-probability sampling was carried out using a formula [81], in which the researchers did not obtain a detailed identity of the respondent. The formula was used because the population size was unknown, and the sample size should be 5-20 times the indicator variable [81]. Thus, 310 respondents were selected as samples whose characteristics are described in Table 1.

Table 1. Respondent profiles

Characteristics	Option	Total	
		F	%
Age	18-30 years old	121	39.0
	31-40 years old	89	28.7
	40 years and older	100	32.3
Job	Student/College Student	101	32.6
	Private Employees	139	44.8
	Civil Servants	70	22.6
Income	1,000,000 - 10,000,000	156	50.3
	Range of 10,000,000 – 20,000,000	98	31.6
	More than 20,000,000	56	18.1
Citizen	Indonesian citizens	302	97.4
	Foreign nationals	8	2.6

All of the 310 respondents have consented to share their travel experiences. This research was collected over four months, from February to May 2022. Invalid data obtained from the questionnaires were then sorted out. The data on respondents' characteristics showed that 121 respondents were aged between 18 – 30 (39%), 89 respondents aged between 31 – 40 years old (28.27%), and 100 of them aged over 40 years old (32.3%). Seen from their occupation, 101 of the respondents (32.6%) were students who possess university diplomas, 139 respondents (44.8%) were private employees, and 70 respondents (22.6%) were civil servants. Based on their income level, 156 of them (50.3%) earned 1,000,000, - – 10,000,000, - IDR, 98 respondents (31.6%) made a monthly income of 10,000,000, - 20,000,000, - IDR and 56 of them (18.1%) earned up to 20,000,000, - IDR per month. Most were local domestic tourists, 302 (97.4%), and only 8 (2.6%) international tourists.

3.1 Data analysis

Partial least squares structural equation modeling (PLS SEM) was employed to explore and predict the relationship of the variables in the research model SMART PLS software. The PLS-SEM evaluated and validated the constructs of this research and tested the hypotheses proposed in this research [82]. This program is more predictive in explaining latent variables than trying a theory and quantities [81, 82].

3.2 Measurement

There are five variables and 25 indicators in this study. The practice of the questionnaire items/statements took into account the ease of filling in by respondents, so in their preparation, they paid attention to matters including avoiding

doubtful statements/statements and unclear, repetitive words and uncommon terms so that the respondents would have difficulty understanding it as seen in Tables 2 and 3.

Table 2. Measurement of research variables

Variables	Measurement Items	Sources
Psychological Safety	6 items	[83]
Sustainable Tourism Development	5 items	[55]
Halal-Friendly Destination Performance	4 items	[44]
Satisfaction	4 items	[83]
Electronic Word of Mouth	6 items	[2]

The research instrument was a questionnaire with a Likert scale measurement. The Likert scale measures attitudes, opinions, and perceptions of a person or group about social phenomena. Each instrument is given a score of 1-5 [84]. The preparation of the instrument in this study is based on variable indicators. The determination of these indicators is based on a pre-made grid.

4. RESULTS AND DISCUSSION

As shown in Table 3 results, a two-stage examination was employed. The first stage evaluated the constructs' reliability and validity by measuring the external loading factor, composite reliability (CR), average variance extracted (AVE), and Cronbach's Alpha value. The reliability of the items was regarded as satisfactory, as seen from Cronbach's Alpha value and composite reliability value, which are greater than the minimum requirement of 0.7 [85].

Table 3. Results of research

Indicators	Loading Factors	Composite Reliability	AVE	Cronbach Alpha
Psychological Safety		0.899	0.598	0.865
You liked most parts of your personality	0.712			
Good at managing the responsibilities of your daily life	0.865			
You had warm and trusting relationships with others	0.782			
You had experiences that challenged you to grow and become a better person	0.713			
You felt confident to think or express your own ideas and opinions	0.806			
Your life has a sense of direction or meaning to it	0.750			
Sustainable Tourism Development		0.882	0.599	0.832
I believe the government participate in the development of community-based sustainable tourism initiatives	0.718			
I believe the government participate in sustainable tourism-related plans and development	0.782			
I believe the government adopt the regulatory environmental standards to reduce the negative impacts of tourism	0.820			
I participate in cultural exchanges between residents and visitors	0.768			
I believe the government cooperate with tourism planning and development initiatives	0.778			
Halal Friendly Destination Performance		0.857	0.600	0.777
Halal Food and Meals	0.725			
Halal-Friendly Social Environment & Ambiance	0.753			
Halal-Friendly Facilities & Amenities	0.814			
Halal-Friendly Information and Services	0.802			
Tourists Satisfaction		0.852	0.590	0.771
Overall, I am satisfied with my travel experience West Sumatra	0.713			
My decision to visit West Sumatra for halal-friendly travel was a wise one.	0.751			
I have really enjoyed myself while traveling to West Sumatra as a halal-friendly destination.	0.791			
My visit to West Sumatra is worth my time and effort.	0.815			

Electronic Word of Mouth

		0.887	0.568	0.848
I will recommend West Sumatra to others on my social media.	0.800			
I will post of West Sumatra’s good points.	0.764			
I am proud to tell others that I visited West Sumatra	0.725			
I will strongly recommend people to visit West Sumatra via the Internet.	0.754			
I will mostly post positive things about West Sumatra on my social media.	0.729			
I will speak favorably of West Sumatra to others	0.747			

The reliability of the items was measured based on Cronbach’s Alpha and construct reliability (CR) values. The convergent validity was assessed based on the average variance extracted (AVE) value. All constructs had high-reliability values (Cronbach’s Alpha and CR > 0.7) and high AVE values (>0.5) [34]. Thus, the construct can be regarded as valid [82, 86].

Discriminant validity refers to the degree to which certain constructs in the same model differ from each. Several methods can be used to test the discriminant validity, including Fornell and Larcker criteria, cross-loadings, and heterotrait-monotrait ratio (HTMT) [82]. All HTMT ratios were lower than the maximum threshold of 0.9 [34]. Thus, HTMT analysis was employed in assessing the discriminant validity, as reported in Table 4:

Table 4. HTMT analysis results

	HFDP	PS	S	STD	EWoM
HFDP	0.774				
PS	0.878	0.773			
S	0.678	0.655	0.768		
STD	0.874	0.822	0.642	0.774	
eWOM	0.874	0.851	0.684	0.835	0.754

As shown in Table 4, all values of HTMT ratios were below the minimum limit, implying that within the same model, psychological safety, sustainable tourism development, halal-friendly destination performance, satisfaction, and eWoM differ. This research tested ten hypotheses, as presented in Table 5.

Table 5. Direct effect and mediation

H	Hypothesis	Coeff	T values	Sign	Decision
H1	: Psychological safety → Tourists’ satisfaction	0.224	2.085	0.038	Accepted
H2	: Sustainability tourism development → Tourists satisfaction	0.157	1.475	0.141	Not Accepted
H3	: Halal-friendly destination performance → Tourists satisfaction	0.345	2.597	0.010	Accepted
H4	: Psychological safety → Electronic Word of Mouth	0.283	3.521	0.000	Accepted
H5	: Sustainable tourism development → Electronic Word of Mouth	0.212	2.746	0.006	Accepted
H6	: Halal-friendly destination performance → Electronic Word of Mouth	0.361	4.094	0.000	Accepted
H7	: Sustainable Tourism Development → Psychological Safety	0.232	3.092	0.002	Accepted
H8	: Sustainable Tourism Development → Halal-Friendly Destination Performance	0.874	53.695	0.000	Accepted
H9	: Halal-Friendly Destination Performance → Psychological Safety	0.675	9.781	0.000	Accepted
H10	: Psychological safety → Satisfaction → Electronic Word of Mouth	0.026	1.597	0.111	Not Accepted
H11	: Sustainable tourism development → Satisfaction → Electronic Word of Mouth	0.018	1.259	0.208	Not Accepted
H12	: Halal-friendly destination performance → Satisfaction → Electronic Word of Mouth	0.041	1.893	0.059	Not Accepted
H13	: Satisfaction → Electronic Word of Mouth	0.118	2.849	0.005	Accepted

First, Psychological safety significantly influences tourists' satisfaction and eWoM (p < 0.05). Second, sustainable tourism development significantly affects halal-friendly destination performance, psychological safety, and eWoM. However, it does not significantly influence tourists' satisfaction (p > 0.05). Third, halal-friendly destination performance significantly influences psychological safety, tourists' satisfaction, and eWoM (p < 0.05). Fourth, Tourists' satisfaction affects eWoM (p < 0.05).

The indirect effect of tourist satisfaction on psychological safety, sustainable tourism development, and halal-friendly destination performance was also analyzed. Satisfaction does not mediate the influence of psychological safety, sustainable tourism development, and halal-friendly destination performance on eWoM (p < 0.05).

The findings of this research can be used as a reference for other researchers as they significantly contribute to the development of the eWoM study and the identification of research themes and topics to be utilized by academicians and practitioners. This research investigated (1) psychological safety significantly influences tourist satisfaction and eWoM. (2) Sustainability tourism development significantly influences halal-friendly destination performance, psychological safety, and eWoM. However, it only significantly influences tourist satisfaction.

(3) halal-friendly destination performance significantly influences psychological safety, tourists' satisfaction, and eWoM (4) Tourist satisfaction influences eWoM. (4) The indirect effect of tourist satisfaction on psychological safety, sustainable tourism development, and halal-friendly destination performance was also analyzed. Satisfaction does not mediate the influence of psychological safety, sustainable tourism development, and halal-friendly destination performance on eWoM. Psychological safety, sustainable tourism development, and halal-friendly destination performance were tested as related constructs because this study also wanted to see a partial effect of these variables.

Tourist destinations with uniqueness, distinctiveness, locality, and natural and cultural authenticity will likely generate greater tourist satisfaction. Tourism performance must be improved by applying good management. West Sumatra has strong potential to be developed as a halal tourism destination. West Sumatra has many tourist attractions that can be developed to benefit the local community positively. The performance of the tourist attractions in the province should be developed to meet the standard benchmarks, including tourist satisfaction.

Sustainable tourism development influences halal-friendly destination performance, psychological safety, and eWoM. However, it doesn't affect tourist satisfaction. Tourism

destinations contribute to economic growth and production and the development, efficiency, quality improvement, and social and environmental improvement of tourism development. Sustainable tourism development is the long-term development of tourism that considers the environmental, social, cultural, and economic aspects. The development benefits the local people and tourists, stimulates economic growth, and empowers the community. Creative and productive tourism activities will also make tourist destinations remain sustainable.

Satisfaction is also found to significantly influence eWoM, which supports the results of prior research in this field. eWoM is promoted by consumers, and it has a more significant impact and is more effective than advertising. Many factors affect eWoM, including satisfaction with certain services. The relationship between satisfaction and eWoM has been confirmed. eWoM significantly affects the intention of tourists to share their travel experiences.

An analysis [8] indicated a significant effect of satisfaction on eWoM. Tourist satisfaction attracts other people to visit a tourist destination. Tourist satisfaction is a strategy to promote sustainable tourism [59]. Sustainable tourism development increases tourists' happiness and satisfaction and improves their mental health. Hence, tourists will share their pleasant experiences with others.

This study tested three mediation tests. Without tourist satisfaction as a mediation, psychological security, sustainable tourism development, and the performance of halal tourist destinations will influence eWoM. Satisfaction does not mediate the relationship between psychological safety, sustainable tourism development, and halal-friendly destination performance on eWoM. The tourism industry has widely adopted the concept of psychological safety and its tourism relationship. Psychological safety has a substantial impact on the satisfaction and dissatisfaction of tourists. Happiness is the balance between positive and negative emotions. Psychological safety is defined as life satisfaction. However, in this research, satisfaction does not have any mediating effect. It can be inferred that satisfaction is not influential in the relationship between psychological safety and eWoM. Whether or not tourists feel satisfied, they will share their traveling experience.

Tourist satisfaction is an essential indicator in the assessment of the tourist experience. It was stated [44] that Halal Friendly Destination Performance and sustainable tourism development had a positive and significant effect on satisfaction. In this research, eWoM has a more significant impact and is more effective than advertising. This research shows that the relationship between halal-friendly destination performance, sustainable tourism development, and eWoM cannot be mediated by satisfaction. Regarding negative eWoM, customers can have both direct and indirect roles. Customer complaints are meaningful data companies should take seriously in assessing service quality and improving service and customer loyalty. EWoM is a piece of valuable information that customers share. EWoM will attract friends, family, and other potential customers to visit specific destinations, and it serves as a travel guide for others.

This research contributes to the theoretical development of the tourism field. First, the development of tourist destinations should consider tourists' psychological aspects. The emotional condition of tourists affects tourist satisfaction. Such feelings will motivate them to come back often and tell good stories regarding the destination to others.

The tourism industry needs to consider the importance of psychological safety to improve tourist satisfaction. The comfort and safety in a tourist area are added value and an opportunity to enhance the number of tourists visiting. Tourist destinations should ensure the safety and security of tourists while visiting the destinations. Safety and security are factors that affect whether tourists decide to see a specific destination. Complex challenges follow the rapid growth of the tourism industry in Indonesia in providing a sense of comfort and safety for tourists. In fact, in a tourist destination, many tourists often feel unsafe and complain about it. Parking attendants usually charge expensive parking rates, hawkers who force tourists to buy their wares, snack vendors who sell less popular products to tourists, and souvenir traders who will not stop entailing tourists until they buy their products are some attitudes that make tourists feel unsafe and uncomfortable.

Second, this research contributes to halal-friendly destination performance, significantly affecting psychological safety, tourist satisfaction, and eWoM. If tourists feel that performance in tourist destinations is managed optimally, it will satisfy them. If tourists' needs for performance conditions in halal tourist destinations improve, tourist satisfaction will be created. The results of the research [44] highlighted that there was a positive and significant influence of halal-friendly destination performance on tourist satisfaction. Some research suggests the positive effects of eWoM on predicting performance. Online reviews from tourists have long been considered essential sources of information. Numerous research has empirically examined the relationship between eWoM and performance.

This research also brings managerial implications. First, the positive atmosphere in the tourist destinations and the quality attributes of Sustainability of Tourism increased the happiness and satisfaction of tourists and improved their mental health. While eWoM can influence tourists' decisions to visit, eWoM also promotes specific destinations more effectively. eWoM can describe a destination positively or negatively. Positive eWoM comes from satisfied visitors, which can determine customer satisfaction. However, consumer satisfaction does not mediate the relationship between sustainable tourism development and eWoM. The intention to share about traveling experience is not affected by whether or not a tourist finds the destination satisfactory. Second, customer satisfaction should be evaluated by tourism destination managers. One of the best strategies to increase the chance for tourists to revisit a destination is by rewarding tourists who make positive eWoM with exclusive offers, discounts, and gifts. Such appreciation will make them happier.

5. CONCLUSION

The acceleration of economic recovery and national tourism in the middle of this year seems promising. Sectors affected by Covid-19 are starting to make improvements and expand as social mobility and public consumption are restored to normal [87]. Tourism performance improvement needs to be accelerated as well. There was a significant increase in tourist visits to West Sumatra on *Eid al-Fitr* 2022, yet many tourist destination managers needed more time to prepare for the rise. This increase was due to the high number of emigrants returning to West Sumatra after two years of

being prohibited from coming to Indonesia during the Covid-19 pandemic in 2020 and 2021. This certainly brings positive effects on the economic development of West Sumatra as they occupied the full hotel rooms and made visits to many tourist destinations. Conversely, this increase also brought negative impacts such as traffic congestion.

Although this research makes several significant contributions to the study of halal tourism, there are some limitations. First, many factors can still affect tourist satisfaction and eWoM. Second, future researchers are recommended to identify other variables, such as the performance of houses of worship, management of city parks, museum facilities, etc. Prospective researchers are also encouraged to collect data for a longer duration instead of seasonal data collection. This research data was limitedly collected during the *Eid* holiday moment, which did not reflect the condition on regular days. This research only measured the level of tourist satisfaction. Therefore, future researchers may include revisiting intention and loyalty as variables. In addition, almost 98 percent of respondents in the research are domestic tourists. Hence, more data about international tourists should be regarded in future research.

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