

Mediating Role of Tourists' Satisfaction on the Relationship Between Risk Factors and Continued Use Halal Products

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Tourism identifies a growing interest in halal perspectives from both industry and research perspectives. As halal issues become more prevalent in the tourism industry, many Muslim and non-Muslim countries are positioning themselves to capture the Muslim and non-Muslim tourist markets by providing tourism products and services that meet their needs. In Islamic dietary laws, halal products and services are any items that are permissible to use or consume in Muslim daily life. Besides, the achievement of emerging and marketing halal tourism destinations among the tourists must be guided by adopting Islamic principles and beliefs in all aspects of halal tourism activities. As a result, the study found the risk factors significant enough to influence tourists' satisfaction and continued use of halal products and services. Using a quantitative and simple random sampling technique, data were collected from 463 tourists by distributing questionnaires. A robust structural model was created, and the construct measurement and proposed structural models were tested using a two-step analytical approach. Statistical Package for Social Science) software and Partial Least Square Structural Equation Modelling was used to analyze the collected data. Risk factors have a significant relationship with tourist satisfaction and continued use of the halal items. In terms of Islamic tourism, the study contributes to a better understanding of Malaysian tourist satisfaction as their preferred Islamic tourism destination in various aspects. The availability of halal products and services in the countries is considered, attracting more tourists as part of tourism promotion.

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