

The Influence of Service, Attraction, and Facilities on the Visitor Loyalty of Halal Tourism in Medan City (Case Study of Maimun Palace)

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Abstract: This study aims to analyze the influence of service quality, destination attraction, and supporting facilities on visitor loyalty in the context of halal tourism at Maimun Palace, Medan City. Employing a quantitative approach with an associative research design, the study involved 254 respondents selected using the Slovin formula from a total population of 689 visitors recorded in April 2025. Data were collected through a structured questionnaire using a Likert scale and analyzed using SPSS software. The findings reveal that each independent variable—service, attraction, and facilities—has a positive and significant effect on visitor loyalty. Furthermore, the simultaneous analysis confirms that the combination of these three factors significantly influences loyalty among visitors to the halal tourism destination. These results align with the Customer Satisfaction Theory, which posits that positive experiences related to service delivery, destination appeal, and the availability of appropriate facilities contribute to higher levels of satisfaction, ultimately fostering loyalty. The implications of this study suggest that halal tourism destination managers should prioritize enhancing service quality, preserving the cultural and historical appeal of attractions, and ensuring the availability of facilities that meet the specific needs of Muslim tourists. By doing so, destinations like Maimun Palace can cultivate sustainable visitor loyalty, which is essential for long-term tourism development and competitiveness in the halal tourism sector. This research contributes to the growing body of literature on halal tourism by empirically validating the role of service, attraction, and facilities in shaping visitor loyalty. Future studies are recommended to explore additional variables such as religious compliance, digital engagement, and cultural sensitivity to provide a more comprehensive understanding of loyalty drivers in halal tourism contexts.

Keywords: Attraction, Facilities, Service, Visitor Loyalty

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1. Introduction

Article 20 of Law No. 10 of 2009 states that tourists have many important rights, including access to accurate information, standard services, legal and health protection, and safety and insurance guarantees for activities considered risky. Consequently, it is the responsibility of tourist attraction managers to ensure the safety, comfort, and security of visitors. The presence of adequate facilities and infrastructure is crucial to enhancing tourist satisfaction and facilitating increased regional income.

As global interest in halal tourism increases, particularly in the Indonesian context, the Muslim-dominated city of Medan shows significant potential for the advancement of halal destinations. A renowned historical tourist landmark within the city is Maimun Palace, erected in 1888 under the patronage of Sultan Makmun Al Rasyid and designed by TH Van Erp. The building's architectural composition harmoniously integrates elements of Malay, Indian Muslim, Indonesian, Persian, and European design. Within the palace's confines lie artifacts

of the Deli kingdom, including the Puntung cannon and the king's throne, which serve as significant historical and cultural attractions.

At this point, the function of Maimun Palace began to shift. The area designated for exhibiting historical collections was in fact being used by traders, endangering the integrity of this invaluable asset. Suboptimal management left many parts of the building damaged and neglected. Consequently, the proactive involvement of the Tourism Office is crucial to preserving the palace as a repository of Deli Malay historical narratives. Currently, Maimun Palace is managed by the Sultan Ma'moen Al Rasyid Foundation.

In tourism, visitor loyalty is a key indicator of a destination's success. Loyalty is influenced by satisfaction and a positive image of the destination. Loyal visitors tend not only to revisit but also to recommend the destination to others. A pre-survey of 15 respondents revealed that all had visited Maimun Palace, but only a small proportion planned to return in the near future. Despite this, the vast majority still recommended it to others.

Service is another crucial element influencing loyalty. Quality service is characterized by convenience, speed, friendliness, and the staff's ability to assist tourists. As acculturated by Teuku Azliansyah et al. (2020), service quality significantly influences tourist satisfaction. However, a pre-survey indicated that service at Maimun Palace remains suboptimal. Respondents assessed that physical facilities are inadequately maintained, information dissemination about halal tourism is minimal, and the availability of responsive and consistent staff is limited. Nevertheless, the staff's friendly demeanor remains a positive value that must be maintained.

Service quality and tourist attractions are interrelated. Service is intangible but tangible, while tourist attractions are tangible and visible to visitors. Both dimensions require simultaneous improvement to foster a pleasant visitor experience and foster loyalty among tourists.

Based on this background, the author decided to conduct a study entitled "The Influence of Service, Attraction, and Facilities on the Visitor Loyalty of Halal Tourism in Medan City (Maimun Palace case study)."

2. Literature Review

a. Customer Satisfaction Theory

According to Tjiptono and Chandra (2016), the term satisfaction has Latin roots, meaning "enough" and "to do." In a marketing context, customer satisfaction is defined as the result of a consumer's assessment after using a product or service, arising from a comparison between initial expectations and perceived reality. Satisfaction occurs when service performance meets or exceeds consumer expectations. Furthermore, satisfaction is also greatly influenced by service quality, which includes physical aspects, reliability, responsiveness to needs, security assurance, and attention to and understanding of customers.

b. Service

Wiratini et al. (2018) stated that service quality encompasses five important aspects: reliability, responsiveness, assurance, empathy, and tangible physical aspects. The primary goal of quality service is to meet customer expectations. Service itself is a form of direct interaction between a company and its customers, which can influence their level of satisfaction with the products or services offered. While not all companies prioritize service, those that do prioritize it will strive to maintain it through continuous guidance to employees.

c. Attraction

Darojat (2021) states that product appeal encompasses everything a seller can offer to attract attention and meet consumer needs. In the tourism sector, appeal extends beyond the beauty of a destination to how it is packaged and presented to visitors.

d. Facilities

According to Kotler (2019), facilities are physical resources that are available before a service is provided to consumers, such as the condition of the facility, completeness, interior and exterior design, and cleanliness, which directly influence the customer experience. Similarly, Tjiptono (2016) also states that facilities are physical means that must be present before consumers can access or receive services.

3. Research Methods

This study employed a quantitative methodology within an associative investigation framework, specifically designed to determine the level of influence between independent and dependent variables (Manullang and Pakpahan, 2014). Data were collected directly from respondents using a questionnaire. The study was conducted at the Maimun Palace, located on Jalan Brigjen Katamso in Medan City, from August 2024 to April 2025.

The subjects of this study consisted of 689 visitors to Maimun Palace in April 2025, forming the population. Using the Slovin formula, the sample size was determined with a margin of error set at 5%, resulting in a sample size of 254 respondents. Data collection was implemented through the distribution of questionnaires using a Likert scale to assess respondents' reactions to certain statements.

In this finding, the data analysis process began with an evaluation of the instrument's quality through validity and reliability assessments. Validity assessments were conducted to verify that each item in the instrument accurately measures the monitored variable. Conversely, reliability assessments aimed to determine the extent to which measurement results yield consistency. Next, a series of classical assumption tests were run, including a normality test to ensure residual distribution, a heteroscedasticity test to identify differences in error variances, and a multicollinearity test to examine the existence of relationships between independent variables. Data analysis was then conducted using multiple linear regression aimed at evaluating the impact of independent variables, such as service, attraction, and facilities, on visitor loyalty. Hypothesis testing was conducted using t-tests to ensure the individual influence of each variable and F-tests to investigate the simultaneous influence of variables, facilitated by the use of SPSS software for data processing.

4. Research Results

Data Quality Test

a. Validity Test

1) Service Validity Test

The following are the results of the validity test of the service variables obtained from processing the respondent's answer data:

Table 1. Validation Results of Service Variables

Variables	Questionnaire Items	Pearson Correlation (r count)	r table	Information
Service (X1)	X1.1	0.792	0.123	Valid
	X1.2	0.792		Valid
	X1.3	0.747		Valid
	X1.4	0.738		Valid
	X1.5	0.806		Valid
	X1.6	0.766		Valid
	X1.7	0.832		Valid
	X1.8	0.827		Valid
	X1.9	0.744		Valid
	X1.10	0.826		Valid

Validity test to 254 respondents with a significance level of 0.05 ($r\text{-table} = 0.123$). The results show that all statements of the service variable (X1) are declared valid, because the calculated r -value of each statement is greater than the r -table. This means that the majority of respondents, namely visitors to the Maimun Palace, strongly agree that good service quality can significantly increase the opportunities for halal tourism destinations to develop and foster visitor loyalty.

2) Test of Validity of Attraction

The following are the results of the validity test of the attraction variable obtained from processing the respondent's answer data:

Table 2. Validation Results of the Attraction Variable

Variables	Questionnaire Items	Pearson Correlation (r count)	r table	Information
Attraction (X2)	X2.1	0.816	0.123	Valid
	X2.2	0.759		Valid
	X2.3	0.737		Valid
	X2.4	0.724		Valid
	X2.5	0.760		Valid
	X2.6	0.765		Valid

Validity testing was conducted on 254 respondents with a significance level of 0.05 ($r_{table} = 0.123$). From these results, all statements in the attraction variable (X2) can be confirmed valid, because the calculated r -value exceeds the r -table. This indicates that most respondents who visited Maimun Palace believe that optimal Attraction can increase the potential for developing halal tourism destinations in Medan City and encourage visitor loyalty.

3) Facility Validity Test

The following are the results of the validity test of the facilities variable obtained from processing respondent answer data:

Table 3. Validation Results of Facilities Variables

Variables	Questionnaire Items	Pearson Correlation (r count)	r table	Information
Facilities (X3)	X3.1	0.788	0.123	Valid
	X3.2	0.788		Valid
	X3.3	0.775		Valid
	X3.4	0.830		Valid
	X3.5	0.741		Valid
	X3.6	0.767		Valid
	X3.7	0.808		Valid
	X3.8	0.833		Valid

Validity testing was conducted on 254 respondents with a significance level of 0.05 ($r_{table} = 0.123$), indicating that all statements in the facilities variable (X3) can be proven valid, as their calculated r -value exceeds the r -table. This indicates that the majority of respondents, namely visitors to Maimun Palace, strongly believe that adequate facilities can increase the potential of this halal tourism destination and encourage increased visitor loyalty.

4) Visitor Loyalty Validity Test

The following are the results of the validity test of the visitor loyalty variable obtained from processing respondent answer data:

Table 4. Validation Results of Visitor Loyalty Variables

Variables	Questionnaire Items	Pearson Correlation (r count)	r table	Information
Visitor Loyalty (Y)	Y.1	0.739	0.123	Valid
	Y.2	0.730		Valid
	Y.3	0.808		Valid
	Y.4	0.763		Valid
	Y.5	0.803		Valid
	Y.6	0.817		Valid

Validity test has been conducted on 254 respondents with a significance of 0.05 ($r_{table} = 0.123$), this shows that all statements in the visitor loyalty variable (Y) are declared valid, because they have a calculated r -value exceeding the r -table. This shows that the majority of respondents, namely visitors to Maimun Palace, strongly believe that visitor loyalty will be able to increase rapidly if the service received by visitors is good, the attractions of the Maimun Palace destination are further developed, and supported by adequate facilities.

b. Reliability Test

The results of the reliability test for the variables service, attraction, facilities, and visitor loyalty, obtained from the tabulation of respondent responses, can be seen in the following section:

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	N of Items	Standard Coefficient Value	Results
Service (X1)	0.931	0.788	0.60	Reliable
Attraction (X2)	0.853	0.788		Reliable
Facilities (X3)	0.912	0.775		Reliable
Visitor Loyalty (Y)	0.868	0.830		Reliable

The table above shows that the variables of service, attraction, facilities, and visitor loyalty have a Crohn's Alpha value > 0.60 , thus the regression model can be concluded that the variables studied are reliable (construct). In other words, the answers given by the majority of respondents in this study were quite stable and consistent across the questionnaire items.

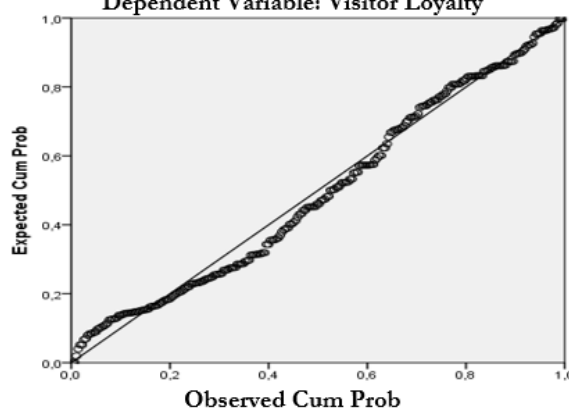
Classical Assumption Test

a. Normality Test

1) P-Plot Graph Method

The graph below shows the results of the normality test carried out using the P-Plot method:

Figure 1. Results of the Normality Test Using the P-Plot Graph Method
Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Visitor Loyalty



This figure shows that the points in the regression model are evenly distributed and approach the diagonal line of the Y-axis. This can be concluded that the data distribution in the regression model is normal.

2) One Sample Kolmogorov-Smirnov Test Method

In this study, a normality test was also conducted using the One Sample Kolmogorov-Smirnov Test. The data normality criteria are defined as follows: if the sig. value is greater than 0.05, then the data is assumed to be normally distributed. Conversely, if the sig. value is less than 0.05, then the data is not normally distributed.

Table 6. Results of the Normality Test Using the One Sample Kolmogorov-Smirnov Test Method

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		254
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	1,27586800
	Absolute	,076
Most Extreme Differences	Positive	,076
	Negative	-,048
Kolmogorov-Smirnov Z		1,208
Asymp. Sig. (2-tailed)		,108

a. Test distribution is Normal.

b. Calculated from data.

The table above shows the Asymp. Sig. (2-tailed) value of 0.108 because the significance value of $0.108 > 0.05$, then the table above shows that the residuals are normally distributed and meet the normality assumption.

b. Heteroscedasticity Test

The heteroscedasticity test in this study uses the Glejzer method, with simple criteria: a significance value > 0.05 indicates the absence of heteroscedasticity. A significance value < 0.05 indicates the presence of heteroscedasticity.

Table 7. Results of the Glejzer Method Heteroscedasticity Test

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	1,143	,838		1,364	,174
1 Service (X1)	,004	,014	,020	,311	,756
Attraction (X2)	,008	,023	,029	,364	,716
Facilities (X3)	,018	,009	,057	,948	,152

a. Dependent Variable: RES2

The table above shows the service variable (sig. value 0.756), the Attraction variable (sig. value 0.716) and the facility variable (sig. value 0.152), so that the significance value of the three independent variables (service, attraction and facilities) > 0.05, it can be seen that the regression model does not have symptoms of heteroscedasticity, meaning that in this study no interfering variables were found.

c. Multicollinearity Test

The multicollinearity test, based on the tabulation of respondents' answers, produced the following findings:

Table 8. Multicollinearity Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics
	B	Std. Error	Beta	Tolerance	
(Constant)	20,087	1,467			
1 Service (X1)	,146	,025	,181	,977	1,024
Attraction (X2)	,157	,041	,215	,607	1,647
Facility (X3)	,163	,016	,554	,606	1,650

a. Dependent Variable: Visitor Loyalty (Y)

The table above shows that the tolerance value for the service variable is 0.977 > 0.1 and the VIF value is 1.024 < 10, the attraction variable has a tolerance value of 0.607 > 0.1 and a VIF value of 1.647 < 10 and the facilities variable has a tolerance value of 0.606 > 0.1 and a VIF value of 1.650 < 10, this indicates that the regression model does not have symptoms of multicollinearity, which means that the independent variables are not correlated with each other.

Multiple Linear Regression Analysis Test

The following are the results of multiple linear regression testing based on the tabulation of respondents' answers as follows:

Table 9. Results of Multiple Linear Regression Analysis Test

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	20,087	1,467		13,693	,000
1 Service (X1)	,146	,025	,181	2,845	,036
Attraction (X2)	,157	,041	,215	3,858	,000
Facility (X3)	,163	,016	,554	9,921	,000

a. Dependent Variable: Visitor Loyalty (Y)

The table above shows the results of the multiple linear regression equation produced are:

$$Y = 20.087 + 0.146 (X1) + 0.157 (X2) + 0.163 (X3) + e$$

The following describes the multiple linear regression equation:

1. The value (constant) is 20.087 and has a positive value, meaning it can increase visitor loyalty by 20.087 units assuming the coefficients of the service, attraction and facilities variables are constant (zero).
2. The service variable has a regression coefficient value of 0.146 and has a positive value, which means that if there is a one point increase in service, it can increase visitor loyalty by 0.146.
3. The attraction variable has a regression coefficient value of 0.157 and is positive, which means that if there is a one point increase in Attraction, it can increase visitor loyalty by 0.157.
4. The regression coefficient for the facilities variable is 0.163 (positive). This indicates that every one-point increase in facilities has the potential to increase visitor loyalty by 0.163.

Model Feasibility Test

a. Partial Test (t-Test)

To see the partial influence of each independent variable (service, attraction, and facilities) on visitor loyalty (dependent variable), the results are in the following table:

Table 10. Partial Test Results (t-Test)

Model	Coefficients ^a				
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
	B		Beta		
(Constant)	20,087	1,467		13,693	,000
1 Service (X1)	,146	,025	,181	2,845	,036
Attraction (X2)	,157	,041	,215	3,858	,000
Facility (X3)	,163	,016	,554	9,921	,000

a. Dependent Variable: Visitor Loyalty (Y)

In this study, with a sample size of $n = 254$, the T-table value was determined using a significance level of $0.05/2 = 0.025$ (2-sided test) with $df = nk-1$ or $254-3-1 = 250$ (k is the number of independent variables). The coefficient value of t-table = 1.972 was obtained at a sig. of 0.05. The results of the partial test will be described as follows:

1. Partial analysis shows that service has a positive and significant effect on the loyalty of halal tourism visitors in Medan City (Maimun Palace), this is based on the calculated t value (2.845) > t table (1.972), and sig. 0.000 < 0.05) so that the results of this study H0 is rejected and H1 is accepted.
2. Partial analysis shows that the attraction has a positive and significant effect on the loyalty of halal tourism visitors in Medan City (Maimun Palace), this is based on the calculated t value (3.858) > t table (1.972), and the significance is 0.000 < 0.05) so that the results of this study H0 is rejected and H2 is accepted.
3. Partial analysis shows that facilities have a positive and significant effect on the loyalty of halal tourism visitors in Medan City (Maimun Palace), this is based on the calculated t value (9.921) > t table (1.972), and the significance is 0.000 < 0.05) so that the results of this study H0 are rejected and H3 is accepted.

b. Simultaneous Test (F Test)

The results of the simultaneous test of the influence of independent variables (service, attraction, and facilities) on visitor loyalty (dependent variable) are presented in the following table:

Table 11. Simultaneous Test Results (F Test)

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	458,586	3	152,862	92,791	,000 ^b
Residual	411,843	250	1,647		
Total	870,429	253			

a. Dependent Variable: Visitor Loyalty (Y)

b. Predictors: (Constant), Facilities (X3), Services (X1), Attraction (X2)

In this study, with a sample size of $n = 254$, the value of $f(k; nk) = (3; 254-3) = 3; 251$, then obtained Ftable = 2.64 at sig.0.05. While the Fcount value = 92.791 at sig.0.000. Based on the table above, it is concluded that service, attraction and facilities simultaneously have a significant effect on the visitor loyalty of halal tourism in Medan City (Maimun Palace), with the Fcount value (92.71) > Ftable (2.64), and significance. 0.000 < 0.05) so that the results of this study H0 is rejected and H4 is accepted.

c. Test of the Coefficient of Determination (R²)

To measure the extent to which service, attraction, and facilities simultaneously explain variations in visitor loyalty, this study includes a coefficient of determination analysis. The results of this analysis are presented in a table that will serve as the basis for interpreting the influence of the independent variables on the dependent variable.

Table 12. Results of the Determination Coefficient (R²) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,726 ^a	,627	,621	,728

a. Predictors: (Constant), Facilities (X3), Services (X1), Attraction (X2)

b. Dependent Variable: Visitor Loyalty (Y)

The analysis results showed a coefficient of determination (R^2) of 0.627. This means that 62.7% of the variation in visitor loyalty can be explained by the variables of service, attraction, and facilities. This finding indicates a very strong relationship between these three variables and the loyalty of halal tourism visitors to Maimun Palace, Medan City. Meanwhile, the remaining 37.3% is influenced by other variables not examined in this study.

The Influence of Service on Visitor Loyalty

Partial service shows a statistically significant impact on the visitor loyalty of halal tourism in Medan City (Maimun Palace), as evidenced by the calculated t value (2.845) exceeding the t table (1.972), and the significance of $0.000 < 0.05$ thus, the H_0 hypothesis is rejected while the H_1 hypothesis is accepted.

These results support the Customer Satisfaction Theory, which states that satisfaction arises from consumers' assessment of their experience with a service in relation to their preconceived expectations. When the service meets or exceeds these expectations, it results in satisfaction that fosters loyalty. In the context of halal tourism at the Maimun Palace, prompt, friendly, and informative service, in line with halal principles, significantly increases visitor comfort and satisfaction, motivating them to return and advocate for the location to others.

Consequently, the findings of this study support the premise that service quality is an important determinant in cultivating a profitable tourism experience, which ultimately promotes visitor loyalty as a function of repeat decisions stemming from increased levels of satisfaction.

This research aligns with research conducted by Sari, M., & Hidayat, T. (2021), which demonstrated that the service provided by tourism destination managers significantly impacts visitor loyalty. This research was conducted at a religious tourism destination in West Sumatra, where the regression analysis showed a calculated t-value of $3.210 > t\text{-table } 1.984$ at a significance level of $0.002 < 0.05$, indicating that service has a positive and significant impact on visitor loyalty. This further reinforces the notion that high-quality service can result in positive experiences that encourage visitors to return.

On the other hand, this study contradicts the findings of a study conducted by Ramadhani, F., & Lubis, RA (2020), which confirmed that at halal tourist attractions in Banda Aceh City, service quality did not significantly influence visitor loyalty. The results showed that the calculated t-value of $1.125 < t\text{-table } 1.976$ at sig. $0.263 > 0.05$, so H_0 was accepted. This phenomenon indicates that visitors consider cultural attractions and uniqueness of the location more than service in deciding their visitor loyalty.

The Influence of Attraction on Visitor Loyalty

The attraction partially has a positive and statistically significant influence on the visitor loyalty of halal tourism in Medan City (Maimun Palace), which is proven by the calculated t value $> t$ table, $3.858 > 1.972$ at sig. $0.000 < 0.05$ as a result, the research hypothesis H_0 is rejected and H_2 is accepted.

The findings indicate that as visitors' perceptions of a destination's Attraction, such as the architecture, historical value, culture, and religious atmosphere at Maimun Palace, increase their likelihood of loyalty. This aligns with Customer Satisfaction Theory, which posits that satisfaction arises when a destination's Attraction meets or exceeds visitors' expectations. This satisfaction then fosters loyalty through repeat visits, recommendations, and emotional engagement. Therefore, managers need to maintain and enhance the destination's Attraction to continuously increase visitor satisfaction and loyalty.

This research is supported by work by Syarifuddin and Wahyuni (2021), which showed that it significantly and positively influences visitor loyalty. They explained that the more attractive a tourist attraction is, in terms of its facilities, historical value, and uniqueness, the more likely visitors are to return and recommend it to others.

In contrast, this study contrasts with Rahmawati and Nurhayati's (2020) study, which asserted that Attraction does not have a direct and significant impact on visitor loyalty. This study concluded that the influence of Attraction on loyalty depends on prior visitor satisfaction, underscoring the important role of satisfaction as a mediating variable in loyalty formation.

The Influence of Facilities on Visitor Loyalty

Partially, facilities have been proven to have a positive and significant influence on the visitor loyalty of halal tourism in Medan City (Maimun Palace). This is based on the calculated

t value (9.921) > t table (1.972), with a sig. 0.000 < 0.05), thus the hypothesis H0 is rejected and H3 is accepted.

These findings are explained through the Customer Satisfaction Theory approach, which states that customer satisfaction is the result of comparing expectations before using a product or service with the actual experience. If the experience meets or exceeds expectations, customers will be satisfied. In the context of halal tourism at the Maimun Palace, adequate facilities such as clean prayer rooms, proper restrooms, clear directions, comfortable rest areas, and other Muslim-friendly amenities can meet or even exceed visitors' expectations.

This research aligns with Sari and Hidayat's (2021) study, which stated that facilities have a positive and significant impact on tourist loyalty. Statistical evidence shows a calculated t value of 7.854 > t table 1.985 with a significance level of 0.000 < 0.05, leading to the rejection of hypothesis H0 and acceptance of Ha. In other words, the more comprehensive and comfortable the facilities provided, the higher the tourist loyalty to return.

However, contrary to research by Pranata and Kusuma (2020), facilities did not significantly influence visitor loyalty. With a t-value of 1.322 < t-table 1.980, with a significance level of 0.189 > 0.05, facilities did not significantly influence visitor loyalty. This suggests that factors such as natural attractions and price play a greater role in attracting returning visitors than existing facilities.

The Influence of Service, Attraction and Facilities on Visitor Loyalty

The study results show that service, attractions, and facilities simultaneously have a significant influence on the visitor loyalty of halal tourism to Maimun Palace. This is evident from the calculated F value (92.791), which far exceeds the F table (2.64). This means that these three factors play a crucial role in increasing comfort and encouraging tourist visits.

Based on Customer Satisfaction Theory, when the facilities provided meet or even exceed visitors' expectations, such as clean restrooms, a comfortable prayer room, or ample seating, they will feel satisfied. This satisfaction ultimately leads to loyalty, repeat visits, and even recommendations.

Consistent with research by Sari and Maulana (2021), this study confirms that service, Attraction, and facilities simultaneously significantly influence the loyalty of religious tourism visitors to the Grand Mosque of Central Java. This suggests that all three aspects are essential in creating a positive experience that leads to increased repeat visits.

However, this contradicts the findings of Yusuf (2019), who studied tourist loyalty in halal tourism areas in Aceh. In his research, Yusuf found that service and facilities did not significantly influence visitor loyalty; instead, spiritual experiences and religious values were more dominant in shaping loyalty. This suggests that in some halal tourism contexts, the religious dimension is more decisive than physical aspects such as facilities and services.

5. Conclusion

This study concludes that service, attractions, and facilities significantly contribute to increasing visitor loyalty at the Maimun Palace halal tourism destination in Medan. Based on customer satisfaction theory, loyalty arises as a result of positive visitor experiences that meet or even exceed their initial expectations. Good service, a destination with strong historical and religious appeal, and adequate facilities tailored to halal tourism needs are key factors in shaping visitor satisfaction and the tendency to return and recommend the destination. Therefore, improving these three elements is crucial for creating and maintaining tourist loyalty.

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