

## THE EFFECT OF ISLAMIC ATTRIBUTES TO CONSUMER SATISFACTION: A META-ANALYSIS

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**Abstract:** In the growing halal industry, there are differences of opinion among researchers about the effect of Islamic attributes on consumer satisfaction. Therefore, this paper aims to evaluate the effect of Islamic attributes on consumer satisfaction. The Prisma flow diagram indicated 23 papers and consists of 59 studies to analyze with JASP Software. The study identifies significant authors, dominant publishers, methodology, and theories commonly employed in this topic. The result proves that catering to Muslim needs through Islamic attributes can significantly enhance consumer satisfaction and the presence of other variables as moderators will strengthen tourist satisfaction.

**Keywords:** Islamic attributes, meta-analysis, Muslim-friendly hotel, Prisma flow diagram, satisfaction

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### INTRODUCTION

Tourism is a fast-growing industry and a major source of income for several countries in the world. Statista.com (2022) stated that international tourist arrivals worldwide reached around 1,466.5 billion US Dollars. Recently, as the number of Muslims worldwide expanded, so did the demand for halal tourism products. In addition, Muslim travel growth has increased worldwide (Crescentrating and Mastercard, 2022). According to Crescentrating and Mastercard (2023), it has been projected that in 2028 Muslim tourist arrivals will increase. International Muslim tourist arrivals reached 230 million and Muslim expenditure is projected to be 225 billion. Whereas, International Muslim tourist arrivals in 2022 reached 110 million, covering 68% of total Muslim tourist arrivals in 2019. Whereas, International Muslim tourist arrivals in 2022 reached 110 million, covering 68% of total Muslim tourist arrivals in 2019. Muslim-friendly hotels offer a special and beneficial experience that can help people grow spiritually, as discovered by Kamarudin and Nizam (2013). Additionally, Vargas-Shanchez and Moral-Moral (2019) found that a Muslim-friendly hotel is a business strategy that offers enhanced services to both Muslim and non-Muslim visitors.

Therefore, it can be said that the idea of a Muslim-friendly hotel significantly impacts the Islamic tourism sector in terms of social, economic, spiritual, and environmental sustainability. These hotels not only cater to the specific needs of Muslim travellers but also contribute to the local economy by increasing opportunities for local entrepreneurs, redistributing financial resources, and creating a more resilient economy. This highlights that the halal industry could make potential contributions to the global travel industry, investing in halal concept businesses a lucrative opportunity, especially for countries with high inbound Muslim tourists. Therefore, the Muslim-friendly hotel concept not only a great potential for the tourism industry but also become the most discussed among researchers.

There are several differences in terms and labels related to halal hospitality. Currently, several researchers discuss this term, the researchers mention about halal hotels (Rachmiatie et al., 2022; Bastaman, 2019; Bogan and Sariisik, 2019), Islamic hotels (Idris and Razali, 2016; Alserhan et al., 2018), Dry hotels (Ridzuan and Sahari, 2012), Shari'ah-compliant hotels (Sulaiman et al., 2021; Hati et al., 2022; Razak et al., 2019), and others researchers used Muslim-friendly hotels (Arasli et al., 2021; Osman et al., 2023). The term Muslim-friendly hotel is a term used to refer to accommodation that is friendly to Muslim tourists (ITC, 2023).

Unfortunately, in a competitive environment, the availability of Muslim-friendly hotels, sharia-compliant hotels, or halal resorts is still limited in non-Muslim destinations. For example, currently Malaysia, it is noted that the availability of Muslim-friendly hotels is only around 40 hotels out of thousands of total hotels in Malaysia (ITC, 2023). The limitations of Muslim-friendly hotels are also caused by the standardization of the halal concept faced by hotel

management. Whereas, the hotelier must fulfil special requirements by Islamic principles (Joeliaty et al., 2020), requires a lot of money (Junaedi, 2020), and also lacks an understanding of businessmen and staff regarding Islamic rules (Adel et al., 2021; Jia and Chaozhi, 2020), hesitation by the businessman to open a Muslim-friendly hotel business due to the differences in the needs of Muslim and non-Muslim tourists (Battour et al., 2010; Battour et al., 2014).

Difficulty in finding Muslim facilities will create an inconvenient tourism experience (Han et al., 2016). Therefore, this inconvenience will be very critical to influencing the perception of Muslim tourists and could considerably influence tourism behaviour in the future (Al-Ansi et al., 2020; Han et al., 2016).

Thus, influencing the Muslim tourist consideration to not choose the place (Battour et al., 2011).

Likewise, according to Han et al. (2021) through their research, inconvenience factors consist of 5 factors such as halal-friendly, halal facilities, halal foods, services/information, halal-friendly staff/tourist/locals, and halal-friendly attitude of staff/tourists/locals. However, in several studies obtained, there was an inconsistency in the research results, whereas Fajriyati et al. (2020) stated that the classification of hotel attributes consists of basic and performance factors. Both of those factors do not influence satisfaction. Likewise, according to Bartikowski and Llosa (2004), some of the hotel attributes can be considered as bonuses and not influence satisfaction. In addition, there is some research regarding Islamic attributes in the hotel, but some of the attributes do not significant influence (Nassar et al., 2015; Putit et al., 2016; Bodet et al., 2017; Sulaiman et al., 2021; Hanafiah, 2021). Also, some conflicts happen because of the restriction of freedom. The rules of segregation between males and females in some recreation facilities could create an uncomfortable situation for non-Muslim people (Battour et al., 2018; Jia and Chaozi, 2020). Therefore, this paper is important to find out the effect of Islamic attributes on tourist satisfaction by generalising the findings from several papers that have been obtained and synthesising evidence from various sources to reach more reliable conclusions compared to a single study alone. In the future, it is hoped that this study will be useful for policymakers, hospitality business people, and hotel staff. It may also provide information about attributes related to the halal concept. In the end, this study aims to evaluate and give insight to researchers regarding the effect of providing Islamic attributes with a systematic review of tourist consumer behaviour (satisfaction or consumer decision). In addition, this paper will be useful to give insight for policymakers to consider facilities for Muslims in the accommodation or tourism area.

## METHODOLOGY

### Review Method

A systematic literature review is a rigorous method employed to comprehensively identify, evaluate, and interpret all relevant study material about a specific research topic or question. Kitchenham and Charters (2007), emphasize its significance as a structured approach that ensures thoroughness in reviewing and synthesizing existing knowledge, thus contributing to a robust understanding of the subject matter under investigation. A systematic literature review should have several stages. Starting with the stages of formulating questions, search strategy, and finally, searching the paper based on inclusion and exclusion criteria based on the PRISMA flow diagram (Figure 2). In addition, this paper will also present the results of a meta-analysis in determining the importance of Muslim-friendly hotel attributes on Muslim consumer satisfaction (Wahono, 2015). The flow chart of the methodology can be seen in Figure 1.

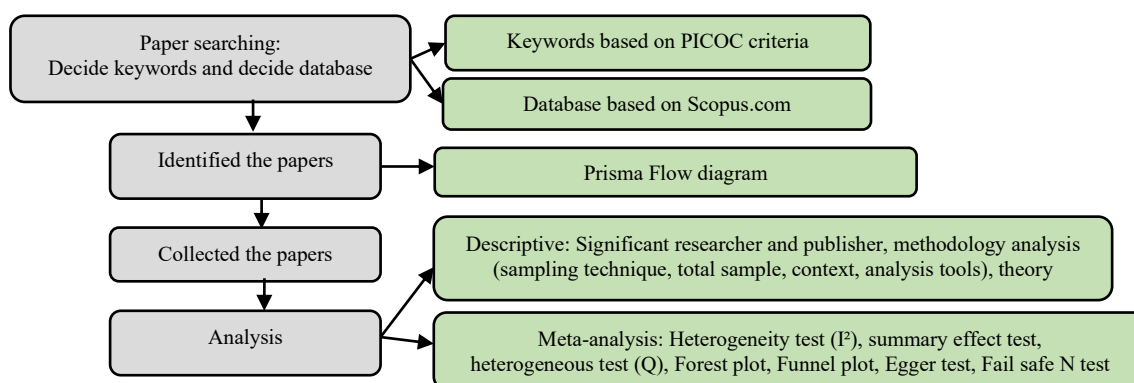


Figure 1. Flow chart of the methodology

This paper will only use quantitative research from 2012–2023 based on the SCOPUS database. The paper will be selected based on inclusive and exclusive criteria. It can be concluded that this paper used 23 papers that match the topic. Meta-analysis needs effect size, standard error, and correlation coefficient data. Then, those data will be used for analysis using JASP software. The effect size is obtained from the following formula (Cohen, 1988):

$$\text{Effect size (Z): } Z = 0.5 \ln \frac{1+r}{1-r} \quad \text{The standard error (Sz): } \sqrt{Vz} \quad \text{Variance error (Vz): } \frac{1}{n-3}$$

Note: r: coefficient correlation; Vz: Variance error; n: total sample; Z: effect size; Sz: Standard error

### Research Questions

This paper refers to the PICOC criteria (Population, Intervention, Comparison, Outcomes, and Context). Build the research questions after discovering the keywords from PICOC criteria (Table 1).

Therefore, could be seen the research questions below in Figure 2.

RQ1: Who is the influential researcher in Islamic tourism or Muslim-friendly hotels?

RQ2: What are the significant journal publications in the Islamic tourism or Muslim-friendly hotel study? RQ3: What are the research topics and trends?

RQ4: What is the majority theory that is used in the tourism area?

RQ5: How is the impact of Attributes of Muslim-friendly hotels on consumer satisfaction with Meta-Analysis methods?

**Search Strategy**

According to past research (Sumardi et al., 2023) about systematic literature review, several strategies for choosing keywords exist. The steps are seen as follows:

1. Selecting digital libraries. This paper will use a database from SCOPUS Publisher. SCOPUS has been chosen in this paper as the database because this publisher is a famous database for the management field.
2. Defining search string. The search string was developed according to the following steps:
  - a. Identification of PICOC search phrases, particularly Population and Intervention
  - b. Search phrases derived from research questions,
  - c. Search terms are identified in pertinent titles, abstracts, and keywords,
  - d. Synonyms, alternate spellings, and antonyms of search phrases are identified,
  - e. Creating a complicated search string from defined search phrases, including ANDs and ORs.

Keywords used in this paper could be seen in the following search string: (Islamic attributes OR Muslim attributes OR Indicator Muslim-friendly) AND (Muslim-friendly hotel OR halal hotel OR Islamic hotel). The search string will be used to search keywords in the database. Where such searches are limited to titles, keywords, and abstracts. The inclusive criteria of the articles can be seen in Table 2.

**Study Selection**

Selection of papers based on inclusion and exclusion criteria. Those criteria can be seen in Table 2. Details of the search diagram and selection of papers can be seen on the PRISMA Flow Diagram below Figure 3.

Table 1. PICOC criteria

Population	Islamic attributes, Muslim attributes, indicators of Muslim-friendly
Intervention	Muslim-friendly hotel
Comparison	Non-attributes of Muslim-friendly
Outcomes	Satisfaction of Muslim consumer
Context	Studies in Muslim-friendly hotel



Figure 2. Basic mind map of the SLR on attributes of Muslim-friendly hotels on Muslim consumer satisfaction

Table 2. Inclusion and exclusion criteria

Inclusion Criteria	Studies written in English; Studies in the Islamic tourism industry and Muslim-friendly hotels; Studies according to journal review papers and research papers; The newest papers will be included for the same title; Using only quantitative paper that related to Attributes of Muslim-friendly hotel
Exclusion Criteria	Studies are not written in English; Studies are not related to tourism and hospitality; Studies are not related with the Muslim friendly hotel; Literature review and Qualitative paper

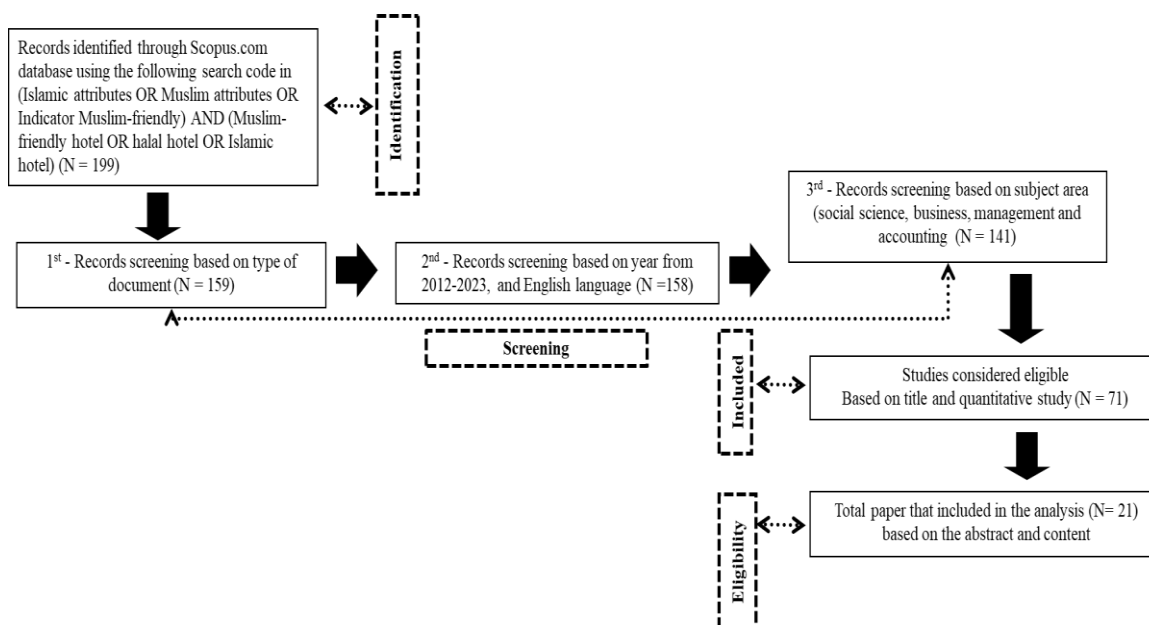


Figure 3. Process of selection paper by Prisma Flow Diagram

**Data Extraction**

Data extraction was designed to answer the questions of the study. Five types of questions have been identified based on the research questions. The research questions in this study can be seen in Table 3.

**Threats to Validity**

This paper will analyze the impact of attributes on consumer satisfaction, which will be seen based on the result of Meta-analysis.

**RESEARCH RESULT**

**1. Significant Researcher and Journal Publications**

It is known from the results, that there is a 63 authors and co-authors who wrote the paper with the Islamic attributes topic. The top 7 researchers who produced a quantitative paper on Islamic attributes topic in 2012–2023 were: Al-Ansi, Han, Fajriyati, Afiff, Gayatri, Hati, and Papastathopoulos with the percentage for almost 2-3% in each paper and the rest is other researchers for almost 62.79% such as Azali, Isa, Nassar, Suhartanto, etc. Table 4 shows that most publishers in this field mostly come from the Journal of Islamic Marketing. Whereas, papers with Islamic attributes topic mostly produced in 2021-2022.

Table 3. Research questions of this paper

Properties	Research Questions
Researchers and Publications	RQ1 and RQ2
Research Methodology	RQ3
Theory in Tourism area	RQ4
Impact of attributes on satisfaction	RQ5

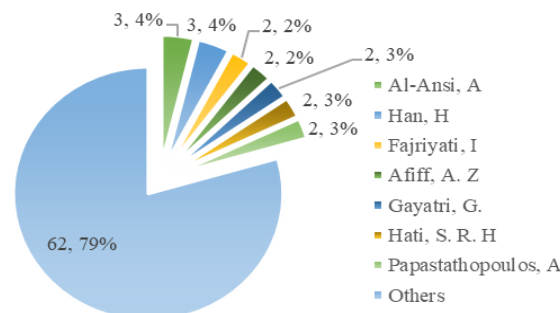


Figure 4. The significant author of the Islamic attributes topic

Table 4. The significant publisher of the Islamic attributes topic

No	Year	Publisher	Total Publication
1	2015	Tourism and Hospitality Research	1
		International Journal of Customer Relationship Marketing and Management (IJCRMM)	1
2	2018	International Journal of Engineering & Technology	1
		Journal of Islamic Marketing	1
3	2019	Tourism management	1
		Journal of destination marketing & management	1
4	2020	Journal of Hospitality Marketing & Management	1
		Heliyon	1
		Tourism Review	1
		Journal of Hospitality and Tourism Management	1
5	2021	International Journal of Contemporary Hospitality Management	1
		International Journal of Tourism Cities	1
		Enlightening Tourism. A Pathmaking Journal	1
		Current Issues in Tourism	1
		International Journal of Religious Tourism and Pilgrimage	1
6	2022	Sustainability	1
		Journal of Islamic Marketing	2
		SAGE Open	1
		International Journal of Hospitality Management	1
7	2023	Journal of Hospitality & Tourism Research	1
		Journal of Islamic Marketing	1
		Journal of Islamic Marketing	1

**2. Methodology and Theory result in the tourism area**

It is known from Table 5, SEM Amos is still the most popular analysis tool used by researchers. Amos is the analytical tool for research that aims to confirm, reject, or support an existing theory (Widarjono, 2015). The most widely used is the Theory of planned behaviour (TPB); this is because TPB is a basic theory that has been used in consumer behaviour research. In addition, TPB can also determine whether the consumer received strong institutional support, where attitude and subjective norms are important in determining consumer intention (Fishbein and Ajzen, 1975; Ajzen and Fishbein, 1980). The convenience sampling technique is still a favourite technique for researchers. Convenience Sampling is a common and frequently used method in non-probabilistic samplings. There are several advantages to using convenience sampling, which can save time and money. Furthermore, in the absence of a sampling frame, convenience sampling enables researchers to collect data that would not otherwise be possible. Convenience sampling can assist in gathering data that can be used to build a solid hypothesis or research topic when performing exploratory research. Because the sample was not randomly picked, the sample can't be representative of the study's population. Therefore, convenience sampling could reduce the ability to generalize from the sample to the population of interest. Select the respondent based on the person who is most readily accessible and amenable to recruitment. This phenomenon directly impacts the precision of the collected data, hence increasing the likelihood of overlooking significant cases and resulting in the presence of concealed bias. Furthermore, the utilization of convenience sampling is contingent upon the researcher's subjective discernment and the participants' subjective incentives. The presence of observer bias is significantly heightened in this scenario (Nikolopoulou, 2023). Most of the research sites on this theme are in South East Asia. In contrast, the Middle East as a Muslim country is

rarely researched in Muslim-friendly hotels. In addition, non-Muslim countries such as Australia and European countries still need to start doing research. On the other hand, the most widely used sample total is about 301-500 samples.

Table 5. Methodology and theory result

No	Criteria	Summary			
1	Analysis tool	SEM AMOS	4		
		SEM PLS	9		
		SEM LISREL	2		
		SPSS	9		
		Bayesian quantile regression	1		
		Regression analysis	3		
		Exploratory Structural Equation Modeling framework (ESEM)	1		
		SOR theory	1		
		Motivation theory	2		
		exit voice theory	1		
2	Theory	Complexity theory	2		
		hedonic pricing theory	1		
		the theory of planned behavior	4		
		Expectation confirmation theory	2		
		satisfaction theory	1		
		three-factor theory of customer satisfaction	1		
		bridging tourism theory	1		
		The social exchange theory (SET)	1		
		Equity theory, Tourism Consumption Theory	1		
		Others	5		
		3	Sampling technique	Purposive sampling technique	9
				Convenience sampling technique	9
				Random sampling technique	3
				two-stage cluster sampling	1
				Others	1
4	Context	Countries in Asia	20		
		Indonesia, Malaysia, Thailand, Japan, China, South Korea, Bangladesh, Taiwan, Sri Lanka, Maldives, Turkey			
		Middle East Country	3		
		Kuwait, UAE, Jordan, Saudi Arabia, Palestine, Qatar, Mecca, Abu dabi, Dubai			
		European Countries	3		
		United Kingdom, Russia, Italy, Germany			
		African Countries	2		
		Nigeria, Doha, Cairo			
		American Countries	1		
		Canada			
Australian Countries	1				
Australia					
5	Total Sample	100-200	3		
		201-300	4		
		301-500	9		
		501-800	6		
		>800	1		

### 3. Result in the impact of attributes on consumer satisfaction about Muslim-friendly hotels using Meta-Analysis

The results of this meta-analysis will provide information regarding the effect of attributes on satisfaction based on the papers obtained. Based on 23 papers, 30 studies were obtained. Several papers have 2-3 attributes discussed in the paper. Therefore, it will increase the number of studies used in the analysis. The meta-analysis could get the results of heterogeneity tests, effects summaries, residual heterogeneity estimation, forest plots, funnel plots, or Egger's test.

#### a. Heterogeneity test

The heterogeneity test can be performed using parameter  $I^2$ . Parameter  $I^2$  is the quotient of the true heterogeneity and the observed effect's variance. One advantage of utilizing the  $I^2$  statistic is its insensitivity to the impact size measure and the number of studies incorporated in the meta-analysis. In addition,  $I^2$  is not estimated based on quantity. Therefore, the interval for  $I^2$  would be better described as an indeterminate interval than a confidence interval. A good index value of  $I^2$  is close to 100%. The value of  $I^2$ , which is close to 100%, indicates that the effect size between the studies has become more heterogeneous (Retnawati et al., 2018). In addition. The  $I^2$  statistic of 25%, 50% and 75% represent the low, medium, and high degree of heterogeneity, respectively (Borenstein et al., 2011) Systematically,  $I^2$  value could calculated with the equation below or using JASP Software.

$$I^2 = \left( \frac{Q - df}{Q} \right) \times 100\% \quad \text{Note: } I^2 = \text{Heterogeneity estimates; } Q = \text{Weight Sum of Square, } Q = \sum_{i=1}^k W_i (Y_i - M)^2$$

df = Degree of freedom, df = k-1 (k = total study)

The observed  $I^2$  (Table 6) is 95.86% is above the minimum value of 25%, indicating significant heterogeneity, so the selection of a random effect model is appropriate with the criterion. Consequently, the random effects model is appropriate



based on the established criteria. The forest plot displays data indicating a summary effect of 0.79. This means there is a 79% difference in the Islamic attributes across various groups. Alternatively, consumers who possess the attributes of a Muslim-friendly hotel experience a satisfaction level that is 79% higher compared to those who do not possess these attributes. Additionally, it is important to note that the 95% confidence interval for the summary effect ranges from 0.39 to 1.19, indicating that zero is not within this range. The results suggest a notable disparity in satisfaction levels between providing traits associated with Muslims and the absence of such attributes. According to Jeaheng et al. (2020), halal-friendly physical environments and facilities are paramount in attaining significant satisfaction among Muslim guests. Furthermore, consumers may not prioritize pricing considerations when evaluating hotels that offer a diverse range of amenities, including but not limited to gender segregation, atmosphere, room interior design, TV channel selection, and overall decoration. Sulaiman et al. (2021) also stated that hotels that provide food and beverages following Muslim friendly and provide facilities that comply with Sharia will affect consumer satisfaction.

b. Summary Effect/Mean Effect Size; The Summary Effect

The calculation of the summary effect aims to determine a concise and overarching representation of the effect size. The computation of the summary effect size necessitates an indirect approach, as it is not feasible to directly determine the average effect size across all studies. This could be attributed to the presence of diversity in the studies, particularly concerning the size and features of the samples. The consideration of this variability is crucial when formulating a comprehensive summary effect. The analysis using a random effects model revealed a statistically significant positive connection between the qualities of a Muslim-friendly hotel and customer satisfaction. This finding (Table 7) falls within the high category, as indicated by the estimated result of 0.792. Cohen (1988) argues that the correlation coefficient values of  $r=0.1$ ,  $r=0.3$ , and  $r=0.5$  can be classified as low, medium, and high, respectively. Hence, it can be inferred that providing Islamic attributes in the hotel or the tourist destination in a hotel will significantly influence consumer satisfaction.

c. Fixed and Random Effect Result

The fixed-effect model assumes that all studies included in the meta-analysis have an equal effect size. In other words, the factors that impact the magnitude of the effect are consistent across all trials, thus indicating that the genuine effect size is constant across all studies as well. In the random effects model, the weight assigned to each research is determined by the total variances of the individual studies (Retnawati et al., 2018) Table 8, showed the analysis that the 59 study effect sizes were heterogeneous ( $Q = 17320.85$ ; and  $p = <0.001$ ). Therefore, the random effects model is more suitable for estimating the average effect size of the 59 studies. According to jasp-stats.org (2023), the effect of the heterogeneous size gives this variable the potential to investigate moderator variables that influence the relationship between Muslim-friendly hotel attributes and consumer satisfaction. Some literature can be as a moderator variable between Muslim-friendly attributes and satisfaction or loyalty. Among them is religiosity (Sulaiman et al., 2021), which can affect customer satisfaction. According to Alam et al. (2011) also stated that consumer behaviour will affect culture and religion. However, further meta-analysis must be conducted to determine the moderator variable's name. The forest plots show the effect sizes of the studies analyzed with

Table 6. Residual heterogeneity estimates

Residual Heterogeneity Estimates	Estimate
$I^2$ (%)	95.861

Table 7. Summary effect result

	Estimate	Standard Error	z	p	95% Confidence Interval	
Intercept	0.792	0.205	3.861	<.001	0.39	1.194

Table 8. Fixed and random effects result (Note: p - values are approximate; The model was estimated using the Restricted ML method)

	Q	df	p
Omnibus test of Model Coefficients	14.906	1	<.001
Test of Residual Heterogeneity	17320.85	29	<.001

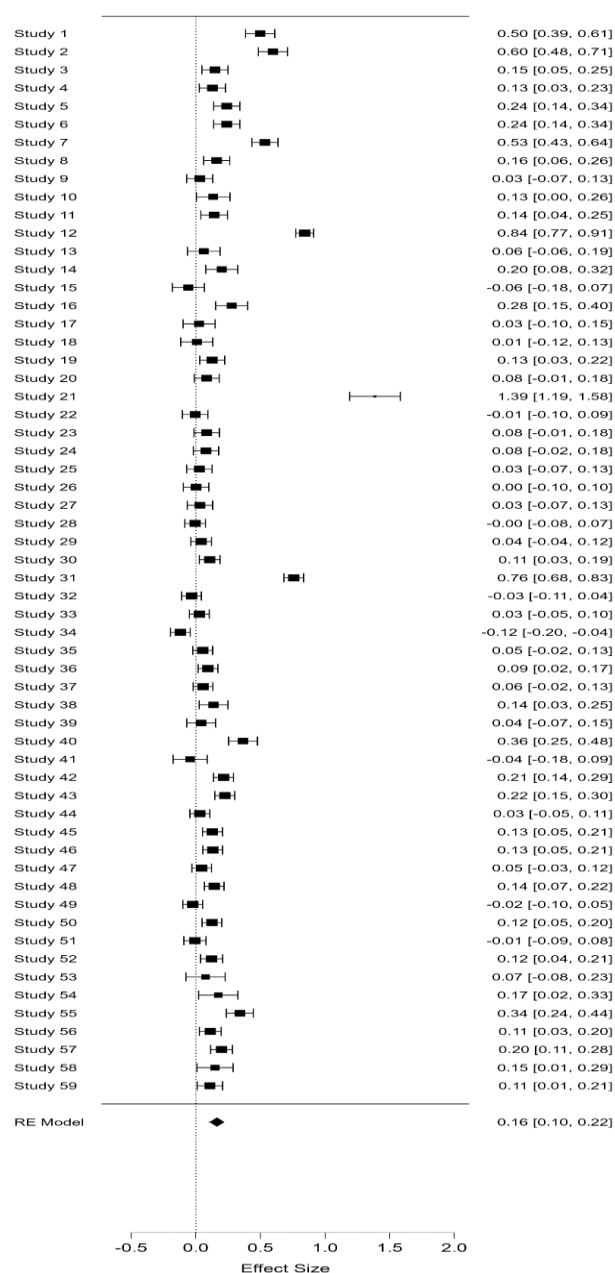


Figure 5. Forest Plot of the attributes on Muslim-friendly Hotel to consumer satisfaction

a variety between -0.12 and 1.39. According to forest plot the summary effect is 0.16, it can be interpreted that there are differences of about 16% between researchers regarding their opinion of the effect of Islamic attributes on tourist satisfaction. Likewise, the range of summary effect is between 0.10 and 0.22, thus, it is known that there is no difference between researchers regarding the effect of Islamic attributes on consumer satisfaction, but this number is not significant. Therefore, it can be concluded that most researchers agree that Islamic attributes in tourist destinations or Muslim-friendly hotels are important and influence consumer decisions and satisfaction. Based on visible diamonds, the studies analyzed are significant because they do not touch the line. It can be concluded that in this study, Muslim-friendly hotel attributes will significantly affect Muslim consumer satisfaction. Providing Islamic attributes heavily influences the satisfaction and loyalty of Muslim consumers (Sulaiman et al., 2021; Fajriyati et al., 2022).

d. Forest plot

Funnel plot and Egger’s test

A funnel plot is a test used to determine publication bias. Retnawati et al. (2018) stated that if there is no publication bias, the research will be distributed symmetric regarding the summary effect because the sampling error is random. Conversely, the research will follow the expected model if there is publication bias. However, funnel plots cannot be used as a strong evidence base to state that the funnel plots are symmetric or asymmetric because funnel plots are only based on visual judgments and seem highly subjective.

Therefore, there is another assessment, namely the Egger test. In the results based on visual assessment, the image is not symmetric. In Figure 6, it can be seen that there are no gaps at the bottom, but the plots on the right and left are not spread symmetrically. Assessment of symmetric or asymmetric plots can be seen in Figure 7.

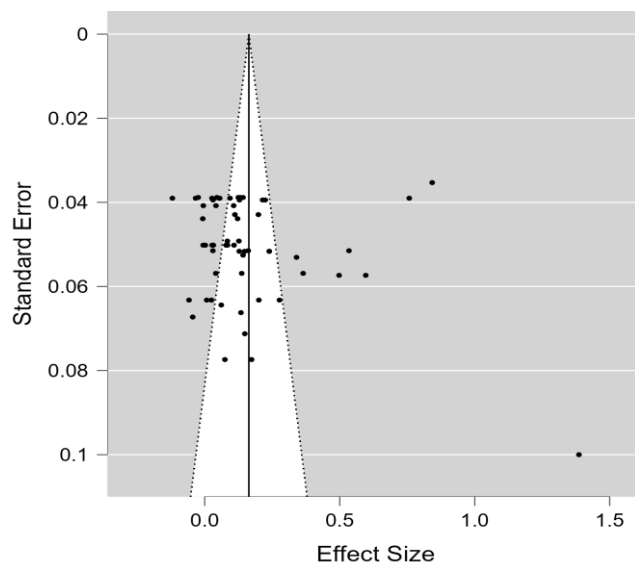


Figure 6. Funnel Plot the Islamic attributes to consumer satisfaction

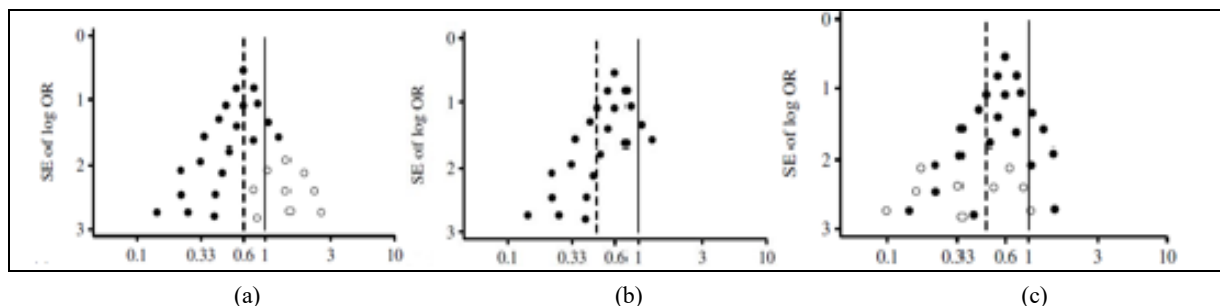


Figure 7. (a) plot simetris; (b) plot asimetris; (c) plot simetris

On the other hand, there is some criticism (Retnawati et al., 2018) that according to funnel plot interpretation that only based on visual assessment and seems objective. Therefore, there is another test that can determine biased publication and one of them is the Egger test. The Egger test was conducted to examine the linear relationship between the effect of the intervention and the standard error (Egger et al., 1997). The regression method is generally stronger than the rank correlation (Rothstein et al., 2006). The Egger test can be seen from the p-value result. If the  $p\text{-value} < \alpha$ , it can be said that the funnel plot is symmetrical or the null hypothesis is rejected.

Table 9. Egger’s Test Result

	<b>z</b>	<b>p</b>
Sei	-0.122	0.903

Table 10. Result of Fail-safe N

	Fail-safe N	Target Significance	Observed
Rosenthal	85657	0.05	<.001

According to Table 9, the p-value is 0.9, and based on Egger's test with a  $p\text{-value} > 0.05$  ( $\alpha$ ), the funnel plot is symmetrical. It can be seen that there is no publication bias in the study meta-analysis.

e. Fail-safe N result

Fail-safe N is an approach suggested by Rosenthal (1979) that aims to overcome the problem of publication bias. This approach is very popular in the field of social sciences. Fail-Safe N is formed because there is a condition of the paper that is not significant, making it possible for the paper not to be published. Therefore, Rosenthal created this fail-safe N to determine how many papers were possibly not published because the results were not significant.

Based on Table 10, there are around 85,657 papers that have not been published because there is a possibility that these results are not significant. However, there is the tolerance level of meta-analysis study to see whether this meta-analysis is biased or not. This study can follow the following formula to determine whether it is biased or not. According to Zhang et al. (2014), tolerance level:  $5k + 10$ , which K is the study used in the current paper. Therefore, the results of this meta-

analysis show that  $K = 59$ , then  $5(59) + 10 = 305$ . The fail-safe  $N$  value obtained is 85,657 with a target significance of 0.05 and  $p < 0.001$  because the fail-safe  $N$  value is greater; in conclusion, there is no problem of publication bias in the study meta-analysis. This meta-analysis study can be justified as scientific.

## DISCUSSION

This paper is a systematic literature review based on PRISMA flow diagrams and uses meta-analysis to analyze the effect of attributes on consumer satisfaction. The analysis used 23 papers. The result analysis tools commonly used in the research are SPSS and SEM PLS. Widarjono (2015) stated that Amos is an analysis tool method that is very popular and widely used by researchers. However, in the research of Islamic attributes, many researchers are using SEM PLS. SEM PLS is one of the solutions of approaches that can be the best solution for predicting the relationship between variables whether big or small samples. SEM PLS could be said the user user-friendly and one of the analysis tools that can use small or big samples (Wong, 2013). Whereas, SEM AMOS and LISREL only can operate with a big sample size with a minimum of 200 sample size (Kline, 2005). On the other hand, in the result, researchers mostly use 300-500 samples. Therefore, in the big sample size, all analysis tools wheater SEM PLS, SEM AMOS, or LISREL.

The predominant theoretical framework employed in this research is the Theory of Planned Behavior (TPB). As proposed by Ajzen (2020), the Theory of planned behaviour serves as a theoretical framework employed to elucidate and predict human behaviour. The Theory of planned behaviour offers several advantages. Firstly, it encompasses a broader range of contributing factors compared to other motivation theories, such as the locus of control theory, which concentrates solely on one of the three factors examined in the Theory of planned behaviour. Secondly, the Theory has garnered substantial empirical support through numerous studies, indicating its practicality, applicability, and capacity to withstand rigorous examination. Lastly, the Theory's incorporation of subjective norms enables it to consider cultural influences, rendering it applicable across diverse social and cultural contexts.

However, it is important to acknowledge that the Theory may only sometimes provide an entirely correct behaviour prediction. This assertion holds particular validity when unforeseen occurrences or variables arise within a given scenario that defy categorization within the existing theoretical framework. In such cases, the Theory in question fails to examine latent aspects that could influence the decision-making process. The tendency is to emphasize the conscious decision-making process primarily. The emphasis on the conscious mind may not comprehensively encompass the intricacies of human action (Cornell, 2023). Despite various flaws, the Theory of planned behaviour is deemed the most appropriate framework for examining consumer behaviour within the context of Muslim-friendly hotels.

The sampling technique that is widely used is the convenience sampling technique. Convenience sampling is the most student-friendly sampling technique because it is flexible and does not require a lot of money and time. Getting respondents is also quite easy. Therefore, it shortens research time. However, it is possible to bias in research (Schonlau et al., 2001). Because of the limited rules that occur, this creates a bias toward age differences, gender differences, and cultural or religious differences. In a consumer behaviour study using a convenience sample as an example, there may be differences of opinion in the perception of Muslim or non-Muslim consumers towards hotels that do not have Muslim standards. However, convenience sampling does not consider the impact of religion. Using convenience with certain requirements for respondents may reduce bias. Therefore, a convenience sample technique was obtained in several studies in this paper but still considering several standard respondent requirements. Besides that, the purposive sampling technique is the mostly sampling that is used in the research. Purposive sampling, according to Sugiyono (2018), is a method of selecting the sample while taking particular factors into account. The purposive sampling technique primarily emphasizes saturation, where this method aims to obtain a comprehensive understanding so that the participants used are participants who already have information that is valuable for the study and have unique criteria. Meanwhile, the convenience primary emphasis on generalizability, ensures that the sample used is representative of a population that does not have criteria as in the purposive sampling technique (Etikan et al., 2016).

Based on the results, countries that discuss Muslim-friendly hotels mostly come from Southeast Asian countries. Likewise, there is research in Korea (Al-Ansi et al., 2020; Chua et al., 2021), but research in European or American countries is still very rare. Likewise, Fajriyati et al. (2022) stated that few studies have been conducted in Arabic Islamic contexts such as Saudi Arabia, Jordan, and Iraq. Based on this paper, attributes influence consumer satisfaction (Battour et al., 2014; Han et al., 2019; and Sulaiman et al., 2021) state that halal-friendly hospitality services will affect satisfaction to a destination. However, there is a contradiction to the statement in the article by Bodet et al. (2016) that the lack of an attribute does not mean identified as dissatisfied, according to Bartikowski and Llosa (2004) stated that an attribute is categorized as a bonus. Kim et al. (2021) stated that loyalty programs could combat the other competitors and (Lin and Bowman, 2022) could increase sales and profitability. In addition, loyalty programs will affect the loyalty purchase (Sharp and Sharp, 1997). A loyalty program could accelerate customer loyalty a loyalty program is the essential tool for hotel firms to achieve success in business over the competition (Koo et al., 2020). Bonus is one example of this type of loyalty program (Lin and Bowman, 2022).

Therefore, even Islamic attributes are categorized as a bonus, but it will increase consumer satisfaction. In addition, Jeaheng et al. (2019) stated that halal food and prayer facilities are basic needs of Muslims. The basic requirements for a Muslim-friendly hotel include serving halal foods, having a place and the necessary tools for praying, providing an ablution area, and providing sufficient clean water (Henderson, 2010; Karim et al., 2017; Razalli et al., 2015). Therefore, according to Al-Ansi et al. (2019), if Muslim customers cannot continue practicing their Islamic beliefs during their travels, then consumers will be affected in choosing the hotel.



After knowing Islamic attributes affect consumer satisfaction, the provision of attributes deserves to get attention. According to 23 papers, Islamic attributes can be classified as Physical attributes (tangible) dan non-physical attributes (intangible) (Isa et al., 2018; Sodawan and Hsu, 2022). **Physical attributes** consist of sharia-compliant facilities (Al-Ansi and Han, 2019; Han et al., 2019; Jaeheng et al., 2020; Hanafiah et al., 2021; Suhartanto et al., 2021; Sulaiman et al., 2022; Azali et al., 2023). Sharia-compliant facilities consist of prayer rooms, halal food and beverages (Rahman et al., 2020), halal certification and halal logo, no alcohol and pork, Qibla sign, praying equipment (Abdelkader, 2015) such as holy book Qur'an, prayer mat and women praying equipment, separate recreation facilities (Abdelkader, 2015; Alserhan et al., 2018; Isa et al., 2018; Han et al., 2019; Al-Ansi and Han, 2019; Shnyrkova and Predvoditeleva 2019; Rahman et al., 2020; Fajriyati et al., 2020; Jeaheng et al., 2020; Papastathopoulos et al., 2021; Dabphet, 2021; Sodawan and Hsu, 2022; Sulaiman et al., 2022; Fajriyati et al., 2022; Azali et al., 2023).

Whereas **non-physical attributes** could consist of *Sharia-compliant staff*, *Sharia-compliant interior design*, and *Sharia-compliant entertainment* (Sodawan and Hsu, 2022). *Sharia-compliant staff* consist of staff knowledge of Islamic rules (Hanafiah et al., 2021; Rostiani et al., 2023; Papastathopoulos, 2022; Azali et al., 2023; Al-Ansi and Han, 2019), Islamic greetings, Islamic dress code (Fajriyati et al., 2020; Suhartanto et al., 2021; Al-Ansi and Han, 2019), Arabic language, Muslim staff (Nassar et al., 2015), staff awareness (Papastathopoulos, 2022; Al-Ansi and Han, 2019). *Sharia-compliant interiors and design* consist of separate floor between men and women (Abdelkader, 2015), Islamic decoration and arts (Al-Ansi and Han, 2019; Isa et al., 2018), halal iconic buildings (Lestari et al., 2022), toilet not facing Qibla (Sulaiman et al., 2022). Whereas, *Sharia-compliant entertainment* consists of banning gambling/banning casino places (Jeaheng et al., 2020; Sulaiman et al., 2022), no night club (Han et al., 2019; Jeaheng et al., 2020, Sulaiman et al., 2022), banning prostitution (Fajriyati et al., 2022).

This paper also gets the result that there is a possibility of a moderator variable that is correlated between attributes and satisfaction. Likewise, according to research by Sulaiman et al. (2021), religiosity influences consumer satisfaction with hotel attributes, namely Sharia-compliant facilities such as providing prayer mats, qibla signs, holy Qur'an, and sharia-compliant designs such as decorations that do not use animals or humans. Essoo and Dibb (2004) stated that religious issues influence the decision-making process of an individual. Likewise, according to Hilary and Hui (2009), a high level of religiosity indicates lower risk exposure. For someone with a high level of religiosity personality, most people do not want to take risks that conflict with their religion and beliefs. As Muslims, they will approach a decision that does not have a high risk of conflicting with their religion. Mathras et al. (2015) stated that non-religious consumers will be more susceptible to various marketing strategies than religious consumers. Therefore, it can be concluded that all forms of attribute facilities provided by hoteliers will influence the decisions and satisfaction of Muslim people with a high religious level.

Alam et al. (2011) propose that consumer behavior can be influenced by religion and culture. Similarly, as asserted by Craig and Douglas (2006), national culture has the potential to influence consumer attitudes and subsequent behavior. In addition, the influence of national culture can significantly enhance consumer motivation when selecting a travel destination (Filimonau and Perez, 2018). According to Mariani et al. (2018), individuals residing in societies characterized by low uncertainty avoidance, ambiguity, and uncertainty tend to exhibit a higher propensity for tolerance. Differences in uncertainty avoidance will also affect consumer loyalty (Seo et al., 2018). According to research by Seo et al. (2018), it is also stated that uncertainty avoidance is a moderator variable in consumer behavior. Therefore, it can be said that people with low uncertainty avoidance, such as Western countries such as America and Europe, have a higher tolerance for choosing a product or service. However, Muslim countries such as the Middle East have high uncertainty. Therefore, Muslim countries will be more strict in choosing certain hotels. They will prefer a hotel that is familiar to them or acceptable to their culture. One example is a hotel with a Muslim-friendly concept.

## CONTRIBUTION

The contribution in this paper is not only in theoretical form but also provides practical contributions for hotel business people who have a sharia concept, and stakeholders. Contributions that can be made are as follows:

### 1. Theoretical Contribution

This study contributes to the existing body of knowledge in the following ways. First, this study is the first to provide a systematic evaluation of the Islamic attributes topic from the empirical evidence on the effect of Islamic attributes on consumer behavior. This paper includes various study of quantitative studies, with different methods, analysis tools, also with different sample characteristics. But this paper shows the same conclusion will influence Islamic attributes to the satisfaction and consumer decision to the Muslim friendly hotel. Second, this paper provides the probability of the effect of the moderator variable which will strengthen the relationship between the effect of Islamic attributes to the satisfaction or consumer decision.

### 2. Practical Contribution

The result of this paper could contribute to the halal industry. Potency and huge demand of halal tourism industry, this paper will give some insight into the industry tourism business to take into account Muslim consumer needs with the provision of some crucial facilities to the Muslim tourist.

## CONCLUSION

Based on the results from 23 papers selected. It is noted that Islamic attributes will affect consumer satisfaction. This study finds only a few empirical studies that stated Islamic attributes do not affect tourist satisfaction. Even though there are contradictions in providing attributes, attributes for Muslims such as prayer rooms, prayer mats, halal food, and beverages, the provision of separate recreation facilities will increase the satisfaction of Muslim consumers.

Even in the operation of Muslim-friendly hotels, there are various dilemmas because there is a potential for loss of profit due to the elimination of alcoholic beverages and the development of separate recreation facilities that may incur a lot of costs. One strategy is to create separate kitchens and restaurants, and also create separate operational time between male and female to give wide privacy to women guests. On the other hand, crucial facilities are to provide facilities for Muslims such as halal foods and beverages, prayer rooms, and other prayer equipment. Likewise, based on this paper, there is a possibility of a moderator variable that can be correlated with Muslim-friendly hotel attributes and satisfaction. An example is the level of religiosity and culture, especially the effect of uncertainty avoidance.

### RECOMMENDATION

This paper can give some recommendations that use analysis tools like LISREL as an alternative to SEM. Besides, the countries used in the research can be done in non-Muslim countries like Europe, Muslim countries like the Middle East, and some South African countries like Morocco, Egypt, Algeria, and so on. This research has some weaknesses where this paper only covers one publisher, it will be good if also includes other machine searching such as Google Scholar, Research gate, or another publisher such as Emeraldinsight.com, sciencedirect.com, etc.

#### Author Contributions:

Conceptualization, RSS, ASBM and YAA; methodology, RSS and ASBM; software, RSS; validation, ASBM and YAA; writing - original draft preparation, RSS; writing - review and editing, RSS, ASBM and YAA; supervision, ASBM and YAA; project administration, RSS. All authors have read and agreed to the published version of the manuscript. RSS, ASBM and YAA designed the concept. RSS prepared the manuscript with contributions from all coauthors. All authors have read and agreed to the published version of the manuscript.

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