

Abstract

At present there are a lot of businesses engaged in tourism where he focuses more on halal food, the provision of worship facilities, etc. One of the most popular services is halal tourism because Marketing is a social and managerial process where individuals and groups get what they need and want through the creation and exchange of products that have value to each other. (Kotler, 2000). Marketing is one of the keys to success for a company, where marketing is not just a principle of how to sell it, but how to give satisfaction to consumers.

The population of this research is the customers who have taken a halal tour in West Java precisely in the city of Bandung, to get the number of samples obtained a total sample of 100 respondents. The survey to respondents was conducted through distributing questionnaires online through Google Form as a data collection technique. Data entered into the Structural Equation Model (SEM) to test hypotheses using SmartPLS.

Based on data processing with SmartPLS, it was found that Halal Tourism has a positive and significant influence on Customer Satisfaction. And, It was also found that Customer Engagement has a positive and significant influence on Customer Satisfaction. In addition, it was found that Religiosity has a positive and significant influence on Halal Tourism.

Keywords: Halal Tourism, Customer Satisfaction, Religiosity, Customer Involvement
