

The Effect of Unpleasant Experiences and Place Attachment on Relationship Continuity, Intention to Use Sharia Swimming Pool

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Abstract

This study analyzed the effects of unpleasant experiences in conventional swimming pools and place attachment on the intention to use Sharia swimming pools. The study addresses the relevance of understanding Muslim consumer behavior in the growing halal recreation sector, particularly as negative experiences, such as misalignment with religious values, lead to the seeking of alternative facilities that uphold sharia principles. The research aims to examine how these unpleasant experiences and the emotional and functional bonds (place attachment) influence users' intentions to continue utilizing sharia swimming pools. Employing a quantitative approach with Structural Equation Modelling-Partial Least Squares (SEM-PLS), data were collected from 105 respondents who are users or prospective users of sharia swimming pools. The results demonstrate that unpleasant experiences in conventional pools significantly increase the intention to switch to sharia swimming pools (path coefficient = 0.405). At the same time, place attachment also positively and significantly affects relationship continuity intention (path coefficient = 0.411). Furthermore, a strong correlation was found between unpleasant experiences and place attachment (path coefficient = 0.774). The findings suggest that both negative experiences and strong place attachment are critical drivers of loyalty and sustained use of sharia-compliant facilities. The practical implication is that managers of sharia swimming pools should prioritize service quality and address users' emotional and spiritual needs to foster long-term relationships.

Keywords: Unpleasant Experience; Place Attachment; Relationship Continuity Intention; Sharia Swimming Pool; Muslim Consumer Behavior; Halal Tour-Ism.

1. Introduction

Indonesia is one of the countries with the largest Muslim population, which plays a significant role in the development of halal business. (Z. Fitria & Sukardi, 2025; Maulana et al., 2023). The public's interest in following the development of the Islamic economy invites this sector to innovate not only in the Islamic banking sector, but also in other areas. Halal culinary, Islamic platforms, property, medicines, halal fashion, halal cosmetics, and halal tourism are some of the sectors included in the halal industry and sharia economy. (Adinugraha & Sartika, 2019; Nafis et al., 2024; Qolbi & Alam, 2024). This halal lifestyle phenomenon is driven by the desire to shape people's views on sharia principles and ideals, one of which is to provide a sense of security. (Maharani & Sholahuddin, 2025; Mustafidah et al., 2023). In terms of management, this system is not much different from conventional systems. (Alam et al., 2023).

As Indonesia's sharia economy continues to evolve, an increasing number of businesses are incorporating sharia principles into their operations. Halal tourism and recreation in Indonesia are growing rapidly, driven by increasing demand for Muslim tourism services and facilities. (Alam, Mellinia, et al., 2024; Alam, Salsabila, et al., 2025; Maghfira et al., 2022). This development is an integral part of the halal lifestyle, which combines elements of entertainment and sports in various forms of tourism and recreation. (Alam, Sukmana, et al., 2024; Alam, Fuadati, et al., 2025). One example of the development of halal tourism recreation is the Sharia Swimming Pool, which incorporates Sharia principles into its facilities and services. In addition to providing a swimming pool, Sharia Swimming Pool also adheres to Islamic principles, such as gender separation, modest dress, halal facilities and goods, and religious facilities, including places and tools of worship. (Absah & Yuliaty, 2022).

According to Dwyer et al. (2019), the concept of Sharia Swimming Pools considers not only Sharia principles but also psychological factors that affect users' intentions to use the facility. This phenomenon is called Relationship Continuity Intention. The goal of Relationship Continuity Intention, often referred to as the intention to continue the relationship, is the individual's desire to maintain a relationship with the intended outcome. Several factors, including adherence to Sharia principles, a friendly environment, a sense of security, and the compatibility of the service with religious tenets, influence the intention to continue the relationship. These elements influence customers' trust

and satisfaction with the application of sharia principles in the pool, which in turn encourages them to use those facilities and services again (Khalida & Nasrulloh, 2021).

Customers may decide not to maintain their relationship with a facility due to an unpleasant experience, in addition to the relationship continuity intention factor. (Liro, 2024). According to a research study from Alam et al. (2024) Muslim visitors prefer to use sharia swimming pools due to unpleasant aspects of the experience, including verbal harassment, discomfort when using pool services or facilities, and water cleanliness, resulting in Muslim tourists switching to sharia swimming pools as recreational and sports venues.

Place Attachment, on the other hand, refers to the functional and emotional bond between a service facility and its consumers. It is believed that this facility serves as a liaison in the creation of Relationship Continuity Intention. In sharia swimming pools, fulfilling religious requirements has a significant impact on the development of place attachment, and creating an atmosphere in harmony with sharia principles can strengthen users' psychospiritual bonds.

Despite the growing body of research on service quality, consumer satisfaction, and loyalty in leisure and tourism, unresolved issues remain regarding the specific mechanisms by which unpleasant experiences and place attachment interact to influence users' intentions to continue relationships with sharia-compliant recreational facilities. Some studies suggest that negative experiences directly reduce loyalty, while others highlight the mediating role of emotional and functional bonds in shaping behavioral intentions. Contradictions also persist concerning the extent to which place attachment can offset the impact of unpleasant experiences, especially in contexts where religious and cultural values are prominent. These gaps highlight the necessity for further empirical research to clarify the interplay between unpleasant experiences, place attachment, and relationship continuity intention, particularly in the context of sharia swimming pools in Indonesia.

The urgency of this study is underscored by the rapid growth of the halal tourism sector and the increasing demand for recreational facilities that align with Islamic values. As Indonesia is home to one of the world's largest Muslim populations, understanding the factors that drive users to switch from conventional to sharia-compliant swimming pools is vital for both industry practitioners and policymakers. This research contributes by offering empirical evidence on how unpleasant experiences in traditional facilities and the development of place attachment maintain long-term relationships with sharia swimming pools. By addressing the inconsistencies and gaps in previous studies, the findings are expected to inform more effective management strategies for sharia-based recreational services and enrich the academic discourse on consumer behavior in the halal leisure industry. Therefore, this study aims to empirically examine the effects of unpleasant experiences in conventional swimming pools and place attachment, encompassing both place dependence and place identity, on users' intentions to continue relationships with the Sharia swimming pool.

2. Literature Review

Sharia swimming pools are facilities in the recreation and tourism sector that provide swimming pools for sports and operate in accordance with Sharia principles. According to research (Dewi & Soiman, 2024) This facility fosters an atmosphere that supports Islamic principles, in addition to providing water sports facilities, especially those related to maintaining aurat and ikhtilaf (mixed-gender spaces where individuals are not mahram). The Fatwa of the National Sharia Council of the Indonesian Ulema Council (DSN-MUI) No. 108 of 2016 concerning Sharia-Based Tourism Guidelines affirms gender separation and aurah protection as important norms to be implemented. (Guidelines for Organizing Tourism Based on Sharia Principles, 2016).

Numerous studies and Islamic traditions emphasize the importance of teaching children to swim, alongside archery and horseback riding, as part of Islamic teachings. (Anisa & Taufik, 2024). Meanwhile, the primary purpose of converting conventional swimming pools into Sharia-compliant swimming pools is to maintain religion (hifz al-din), self-esteem (hifz al-ird), and heredity (hifz al-nasl) within the context of Maqasid Al-Syariah. (Muhsin, 2024).

The purpose of the study on the impact of unpleasant experiences and place attachment on relationship continuity intention in the use of sharia swimming pools is to investigate in detail how the user's commitment to continue using the facility can be affected by unpleasant experiences, as well as the extent of emotional and psychological attachment to the place. The unpleasant and attachment aspects of the experience have received less attention, despite numerous previous studies highlighting factors such as service quality and consumer satisfaction in the context of leisure. Sharia swimming pools prioritized Sharia values and the convenience of Muslim users. Therefore, from a perspective that incorporates sharia principles, this research aims to offer empirical insights into the interconnectedness of user experience, place fixation, and sustainable intention.

2.1. Place attachment (PA) and relationship continuity intention (RCI)

The level of place attachment that consumers have to a place can be reduced due to unpleasant experiences with conventional swimming pool facilities. Inconvenient experiences can lead to decreased consumer loyalty (Satriawan et al., 2022). Unpleasant experiences contribute to a negative perception of the recreation place, reinforcing the user's decision to switch to other options considered more suitable to their needs and values. (D. N. Fitria et al., 2024). In this regard, sharia-compliant swimming pools can add new interest (place attachment) by providing an experience that meets the needs of Muslim visitors, especially those who prioritize religious elements and emotional comfort. The idea of place attachment, which highlights the importance of emotional bonding and experience fulfillment as key determinants of loyalty and return intent, can help explain why customers switch from conventional to Shariah pools. Hidayat & Kemala (2023) Suggested that strong place attachment forms when users perceive that they derive satisfying emotional and psychological benefits from available services and facilities. Thus, a negative experience in a conventional swimming pool that fails to meet the user's expectations can erode the bond and lead people to seek alternative places that offer a more comfortable experience, such as a sharia swimming pool that prioritizes religious principles and maintains a higher level of comfort. (Rambe, 2024).

H1: Unpleasant experiences positively influence the place attachment of sharia swimming pools

2.2. Relationship continuity intention (RCI) and place attachment (PA)

The intention of conventional swimming pool users to switch to Sharia swimming pools is strongly influenced by place attachment, which is shaped by place dependency and place identity (Anton, 2016). Venue identification refers to the emotional connection formed through repeated experiences and individual values associated with a location. In contrast, venue dependency is related to logical factors such as availability, facility comfort, and the quality of pool aspects (Dang & Weiss, 2021). Addzaky et al. (2024) found that places associated with religious beliefs (such as adherence to sharia norms) can reduce reliance on businesses that do not meet spiritual demands. However,

according to previous research by Mehdinejad and Savadi (2014), the presence of conventional pool-related facilities and amenities is not sufficient to prevent displacement when people feel the place's quality does not align with their identity.

According to Thomas (2020) Location identification plays a crucial role in fostering transitional intentions, particularly when Islamic swimming pools enable their users to integrate cultural and religious values that align with their identity. This information aligns with research by Anton and Lawrence (2016), which shows that a location's loyalty decreases when it fails to meet customer demands. The conclusion is that, to retain customers, facilities and services must consider the psychospiritual dimension of users.

H2: The Place attachment of sharia swimming pools positively influences the intention to continue relationships in sharia swimming pools

2.3. Relationship continuity intention (RCI) and unpleasant experience in a conventional swimming pool (UECS)

According to the theory of social exchange, clients tend to choose interactions that offer benefits over those that result in losses (Wang et al., 2024). Changes in users' desire or tendency to switch to other services that better meet their needs and preferences are driven by negative perceptions of service quality, according to previous studies. (Lin & Wu, 2021). This behavior has been shown to have a significant impact on Relationship Continuity Intention. In addition, customers want to switch to sharia swimming pools that offer greater comfort and safety, following unpleasant experiences. (Aini & Rokan, 2022).

Applying sharia principles to leisure services can enhance user loyalty and foster sustainable relationships, according to recent research. (Aini & Rokan, 2022). By using sharia principles such as gender separation, increased privacy, and an atmosphere that upholds the social and spiritual values of Muslim customers, sharia swimming pools offer a solution. Therefore, maintaining and enhancing the Sustainability Intention of Relationships requires oversight of infrastructure that is sensitive to the unique requirements of the Muslim community. (Fadillah, 2024).

H3: Unpleasant experiences positively influence the intention to continue relationships in sharia swimming pools

3. Methods

This study examined the Effects of Unpleasant Experiences and Place Attachment on Relationship Continuity and the Intention to use Sharia Swimming Pools, using a quantitative method with Structural Equation Modelling and Partial Least Squares (SEM-PLS). SEM-PLS can investigate causal relationships between latent variables and work well with data that have irregular distributions and relatively small sample sizes (Bulandari & Sumar, 2024). Purposive sampling is a sampling method used when the sampling strategy involves selecting respondents who meet specific requirements, such as customers who have or want to use sharia swimming pool equipment service facilities and have knowledge about sharia swimming pools. (Putri, 2017).

To investigate the causal link between unpleasant experiences and location attachment on relationship continuity intention in the use of sharia swimming pools, this study employed a quantitative method using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) technique. Purposive sampling was used to select a sample of 105 respondents, in accordance with current SEM-PLS recommendations, which indicate that this sample size is adequate to identify significant associations between latent variables. (Guenther et al., 2025). Average Variance Extracted (AVE) was used to assess construct validity, while Cronbach's Alpha and Composite Reliability were used to analyze reliability. (Memon et al., 2020). Participants in this study are customers who require halal and Sharia-compliant swimming pool equipment service facilities that prioritise environmental care. Following the guideline that the minimum sample size for SEM analysis is 5–10 times the number of latent variables in the model, the target sample size is 100 respondents. Each component studied was measured using a 5-point Likert scale in a standard questionnaire. (Kennedy, 2023). An online questionnaire modified from a previous tool that has undergone validity and reliability testing is used to collect data. (Zhang et al., 2020).

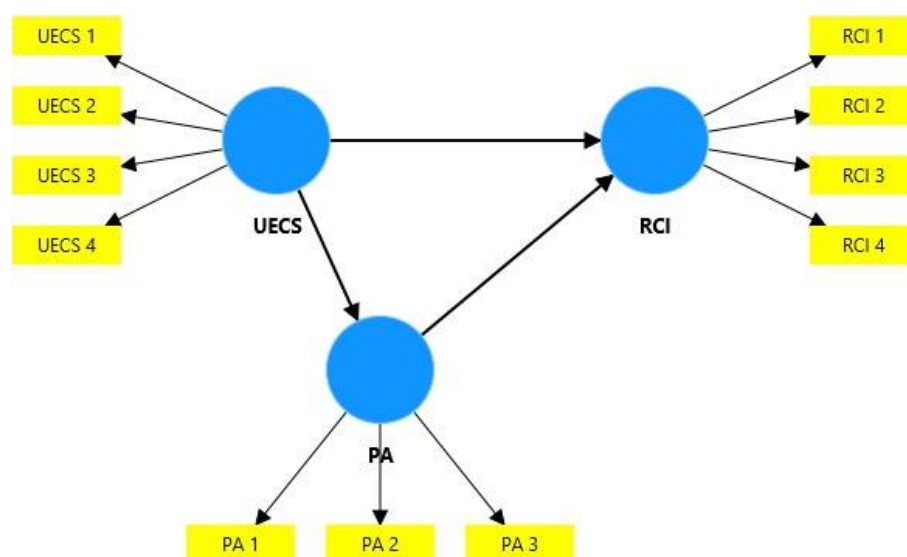


Fig. 1: Research Model.

Note: PA=Place Attachment, Relationship Continuity Intention, UECS=Unpleasant Experience in Conventional Swimming Pool.

The relationship between Place Attachment (PA), Relationship Continuity Intention (RCI), and Unpleasant Experience in Conventional Swimming Pool (UECS) is illustrated by the study model shown in Figure 1. The arrow line shows a hypothetical relationship in which PA serves as a mediating variable that also affects the RCI. In contrast, the UECS directly affects both the PA and the RCI. Many indicators are used to measure each variable: four for UECS (UECS1–UECS4), three for PA (PA1–PA3), and four for RCI (RCI1–RCI4). Testing validity and reliability is the first step in the analysis process. Convergent validity was tested using Average Variance Extracted (AVE), while reliability was measured using Cronbach's Alpha and Composite Reliability. In addition, the discriminant validity of the measurement

model will be examined using the Fornell-Larcker Criterion. In the final stage, the bootstrapping approach is used to assess the significance of relationships between variables in a structural model. This thorough examination ensures that the results are robust and provide a solid foundation for evaluating the relationships among place attachment, intention to maintain relationships, and unpleasant experiences in conventional pools.

4. Results and Discussion

Based on the results of the respondent demographic study shown in Table 1, the total number of respondents was 105, with the majority being women (68, 64.8%) and men (37, 35.2%). This geographic data indicates that the majority of the study participants are women. The majority of respondents, namely 45 people (42.9%), have visited a sharia or conventional swimming pool once a month, based on the frequency of visits over the past month. The swimming pool was visited twice a month by 31 respondents (29.5%), three times a month by 13 respondents (12.4%), and more than three times a month by 16 other respondents (15.2%). Based on this distribution, the majority of respondents rarely visit the swimming pool in a month.

Table 1: Respondent Demographics

Gender	Frequency	Percentage (%)
Man	37	35.2
Woman	68	64.8
Number of visits within one month		
1	45	42.9
2	31	29.5
3	13	12.4
>3 (More than 3 times)	16	15.2

Source: processed by the author.

Table 2 presents the validity and reliability tests for the three primary constructs, including Place Attachment (PA), Relationship Continuity Intention (RCI), and Unpleasant Experience in Conventional Swimming Pools (UECS). Factor loading values, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha are the primary psychometric metrics used to evaluate each construct based on its constituent indicators.

Three indicators (PA1–PA3) with factor loading values ranging from 0.798 to 0.906 form the Place Attachment (PA) construct. With a Cronbach's Alpha of 0.804, an AVE of 0.719, and a CR of 0.885, this concept exhibits strong psychometric qualities. These values indicate that the Place Attachment construct conveys enthusiasm, health benefits, and satisfaction with the use of sharia swimming pools, which demonstrate convergent validity and adequate internal consistency.

The four indicators (RCI1–RCI4) used to measure Relationship Continuity Intention (RCI) have loadings ranging from 0.830 to 0.875. Cronbach's Alpha of this construct is 0.872, his AVE is 0.723, and his CR is 0.912. The respondents' strong desire to continue enjoying sharia swimming pool facilities regularly in the future is reflected in these values, which indicate that RCI constructs have convergent validity and good internal reliability.

Four indicators (UECS1–UECS4) with loadings ranging from 0.763 to 0.833 form the basis of the Unpleasant Experience in Conventional Swimming Pool (UECS) construct. In addition, this construct exhibits strong psychometric properties, as evidenced by an AVE of 0.642, a CR of 0.878, and a Cronbach's Alpha of 0.814. This finding shows that the index used to measure adverse experiences in conventional swimming pools includes discomfort, difficulty of access, and possible distractions.

Overall, all study constructs had AVEs above 0.5, indicating adequate convergent validity. Furthermore, all constructions had Cronbach's Alpha and CR values greater than 0.7, indicating strong internal consistency. The validity and dependency of this research tool are further strengthened by the fact that most loading factor values for each construction are also greater than 0.7.

Therefore, the findings of the psychometric study provide a solid basis for further statistical analysis and interpretation of research on attachment to place, intention to continue relationships, and unpleasant experiences associated with the use of conventional and Sharia swimming pools.

Table 2: Validity and Reliability Test

Indicators	Code	Indicators/Dimensions	Factor Loading	AVE	CR	Cronbach Alpha
Place Attachment (PA)	PA1	I have a favorable view of Sharia swimming pools based on my previous experience	0.906	0.719	0.885	0.804
	PA2	The Sharia swimming pool provides benefits for my health	0.798			
	PA3	I am more satisfied with the use of Sharia swimming pools compared to conventional swimming pools today	0.837			
Indicators	Code	Indicators/Dimensions	Factor Loading	AVE	CR	Cronbach Alpha
Relationship Continuity Intention (RCI)	RCI 1	I plan to continue visiting the Sharia swimming pool	0.875	0.723	0.912	0.872
	RCI 2	The sense of attachment or emotional comfort between me and the Sharia swimming pool made me want to come back to use the facilities regularly	0.830			
	RCI 3	I prioritize the use of sharia swimming pools when compared to conventional pools	0.846			
	RCI 4	Exercising in a Sharia-compliant swimming pool may become the preferred option in the future.	0.849			
Indicators	Code	Indicators/Dimensions	Factor Loading	AVE	CR	Cronbach Alpha
Unpleasant Experience in a Conventional Swimming Pool(UECS)	UECS 1	I feel that my comfort is reduced by the presence of the opposite sex in a conventional swimming pool without being separated	0.763	0.646	0.878	0.814

UECS 2	I think conventional swimming pool management still does not pay attention to the privacy and comfort of female visitors	0.833
UECS 3	I feel anxious about the possibility of harassment or disturbance in conventional swimming pools	0.797
UECS 4	The unpleasant experience in a conventional pool hurt my desire to swim back there	0.811

Note: PA=Place Attachment, Relationship Continuity Intention, UECS=Unpleasant Experience in Conventional Swimming Pool.

Table 3 presents the results of the Fornell-Larcker Test to evaluate the validity of the discriminants in the Structural Equation Modelling – Partial Least Squares (SEM-PLS) model. The square root of the Average Variance Extracted (AVE) of each construct is compared to its relationship to the other constructs in this test. The table shows that the diagonal values for each construct (the square roots of the AVEs) are greater than the correlations between the constructs. These constructs are Place Attachment (0.848), Relationship Continuity Intention (0.850), and Unpleasant Experience in Conventional Swimming Pool (0.801). This finding indicates that the model's discriminant validity is met. The strong relationship between these factors is evident in the strongest correlations between Place Attachment and Unpleasant Experience in Conventional Swimming Pools (0.774) and Relationship Continuity Intention and Unpleasant Experience in Conventional Swimming Pools (0.723). The assessment tools used in this study possess excellent psychometric quality. They are reliable for further analysis in the context of relevant research, as indicated by the Fornell-Larcker test.

Table 3: Fornell-Lacker Criterion Test as Discriminant Validity

Variables	PA	RCI	UECS
PA	0.848		
RCI	0.725	0.850	
UECS	0.774	0.723	0.801

Note: PA=Place Attachment, RCI=Relationship Continuity Intention, UECS=Unpleasant Experience in Conventional Swimming Pool.

Table 4 shows the results of the hypothesis test on the relationship between Unpleasant Experience in Conventional Swimming Pool (UECS), Place Attachment (PA), and Relationship Continuity Intention (RCI). All three hypotheses were accepted with a level of statistical significance that met the requirements. Based on a path coefficient of 0.411, a t-statistic of 2.703, and a p-value of 0.007, the first hypothesis (H1) indicates that Place Attachment (PA) has a positive and significant effect on Relationship Continuity Intention (RCI). This finding suggests that a person's attachment to a place significantly increases their intention to maintain a related relationship. Through a path coefficient of 0.774, a t-statistic of 12.630, and a p-value of 0.000, the second hypothesis (H2) shows a significant relationship between Relationship Continuity Intention (RCI) and Purchase Intention (P), which verifies the most important factor in forming a purchase intention, namely the intention to maintain the relationship. With a path coefficient of 0.405, a t-statistic of 2.354, and a p-value of 0.019, the third hypothesis (H3) shows that the Unpleasant Experience in Conventional Swimming Pool (UECS) exerts a favorable and important influence on Relationship Continuity Intention (RCI). This finding suggests that people often continue their relationships even when they feel uncomfortable, perhaps because of loyalty or emotional attachment. In general, these results support the importance of consumer experience, location attachment, and continuity intent in influencing behavior, with all examined relationships being statistically significant.

Table 4: Hypothesis Testing

Hypothesis	Relationship	Path Coefficient	T statistics	P Values	Conclusion
H1	PA > RCI	0.411	2.703	0.007	Accepted
H2	RCI > PA	0.774	12.630	0.000	Accepted
H3	UECS > RCI	0.405	2.354	0.019	Accepted

Note: PA=Place Attachment, RCI=Relationship Continuity Intention, UECS=Unpleasant Experience in Conventional Swimming Pool.

Regarding the first hypothetical findings on how unpleasant experiences in conventional swimming pools affect attachment to a place, the findings of this article are consistent with several other studies that support the idea that negative experiences such as discomfort due to mixed genders, harassment, or lack of facilities that uphold Islamic values have a significant impact on consumers' emotional attachment to conventional swimming pools and encourage them to switch to sharia swimming pools. One of the main reasons Muslim consumers choose sharia swimming pools that provide privacy, comfort, and an atmosphere that is more in line with religious principles is due to external factors such as negative experiences in conventional swimming pools, such as verbal abuse or feelings of insecurity, according to a study by Alam et al. (2024) Published in the Indonesian Halal Research Journal. The findings are also supported by Satriawan et al. (2022) And (2024), which suggests that unpleasant experiences can weaken a customer's loyalty and attachment to a place, thus encouraging them to seek a substitute that better suits their psychological needs and personal values.

Empirical findings indicate that unpleasant experiences in conventional swimming pools prompt users to seek facilities that better suit their needs and values, such as sharia-compliant swimming pools. This information supports the second hypothesis that unpleasant experiences have a positive effect on relationship continuity intention (RCI) in sharia swimming pools. These results align with the study by Han and Hyun (2015), which highlights that consumers tend to choose services that offer more benefits and avoid negative experiences. As a result, bad experiences in conventional swimming pools are the primary reason customers intend to switch to more suitable alternatives.

The idea of switching cost-benefit provides a crucial foundation for understanding why customers decide to stick with or stop using a service, even in the case of sharia swimming pools, according to consumer behavioral economics. Customers tend to avoid the costs and losses associated with switching services. Therefore, switching costs, including financial, time, and psychological expenses, can be an effective barrier that boosts customer loyalty. (Tawseef & Bhat, 2021). Additionally, a long-term economic picture of a customer's continuous engagement with a business facility is provided by the Net Present Value (NPV) of loyalty, where high loyalty can boost future earnings and lower the cost of acquiring new customers. (Blut et al., 2014). This idea is consistent with research from comparable publications that claim that negative experiences in traditional facilities might raise psychological switching costs, strengthening consumers' affiliations to Sharia facilities. To preserve customer continuity of intent, Sharia swimming pool management must consider tactics that reduce negative switching costs and maximize the economic value of loyalty (Ha et al., 2023).

Furthermore, Han et al. (2019) showed that the application of sharia principles in tourist attractions and recreational facilities can increase the loyalty and intention of Muslim users to return, especially after they have had an unpleasant experience elsewhere. The same results were also reported by Battour et al. (2011), highlighting the importance of Sharia quality in fostering sustainable, loyal relationships in the halal tourism and leisure industry. Hanaysha (2018) suggested that poor opinions about the quality of service can lower consumer loyalty

and lead them to choose alternative service providers that better meet their needs. The main reason Muslim visitors choose and remain loyal to sharia recreational facilities in the context of Islamic value-based services is the poor experience at traditional facilities.

Applying Environmental, Social, and Governance (ESG) reporting standards is essential for managing Sharia-compliant swimming pools to improve operational accountability and transparency in line with Sharia principles. (Pujiastuti et al., 2024). ESG reporting for halal facilities includes social aspects that ensure privacy, security, and the satisfaction of Muslim users' religious needs; environmental aspects such as resource conservation and environmentally friendly wastewater management; and governance aspects that ensure adherence to Sharia standards and ethical business conduct (Cahyaningtyas, 2024). By enhancing reputation and adding value to services, integrating ESG into accounting reporting can boost user loyalty and boost consumer and stakeholder trust. (Izzadieny et al., 2025). Long-term facility development and collaboration with the larger halal ecosystem are also supported by the sustainability elements included in ESG reports. (Mardiana, 2025). As a result, managers of sharia swimming pools ought to implement relevant ESG reporting guidelines as part of a business plan that not only satisfies sharia regulations but also promotes comprehensive social and environmental responsibility.

Place dependence and place identity, components of place attachment, have a positive impact on the intention of conventional swimming pool users to switch to a sharia swimming pool. This result is consistent with research by Anton and Lawrence (2016), which highlights the importance of place attachment in building loyalty and intention to continue the consumer relationship with a facility, both operationally (place dependence) and emotionally (place identity).

Strong place identification supported by relevant religious or cultural values can increase a person's tendency to stay in a place or even move to a new location that better aligns with their identity. (Lewicka, 2011). Another study conducted by Scannell & Gifford (2017) Suggested that place attachment offers important psychological benefits, such as a feeling of security and a sense of comfort, which then build a person's loyalty and intention to continue using a place that aligns with their identity and values. This conclusion is supported by research. (Dang & Weiss, 2021), which proves that a greater dependence on a place (place dependence), such as accessibility and appropriate facilities, can increase the intention to maintain a relationship with the facility. The study's findings support the notion that users' desire to continue using a service is significantly influenced by their attachment to it. This result is especially true for services based on religious beliefs, such as sharia swimming pools. Furthermore, by drawing on post-2024 research that highlights the substantial expansion of the global halal industry and the sustainability trends shaping contemporary Muslim consumer behavior, this analysis updates the halal economic viewpoint. (Noviyanti & Hakim, 2025).

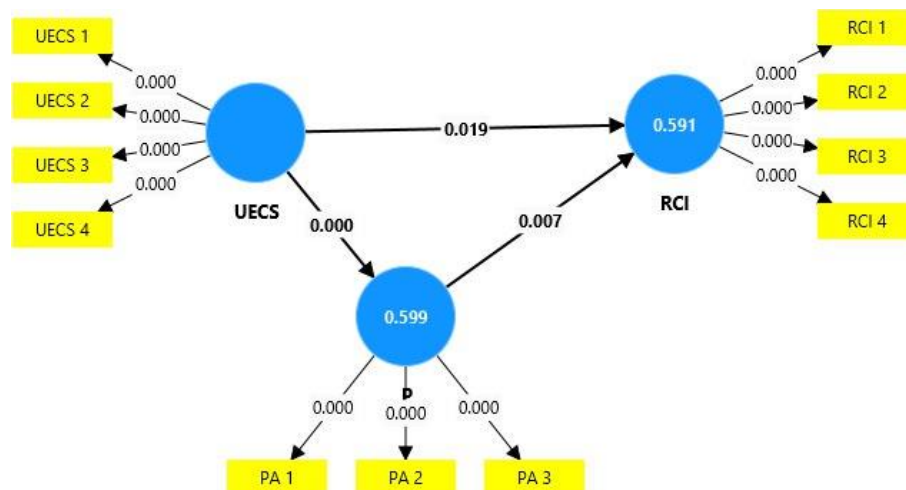


Fig. 2: SEM-PLS Path Relationship.

5. Conclusion

This study demonstrates that both unpleasant experiences in conventional swimming pools and place attachment significantly influence users' intentions to maintain relationships with sharia-compliant swimming pools. The empirical findings reveal that negative experiences, such as misalignment with religious values, substantially increase users' propensity to seek out sharia swimming pools, as reflected by a path coefficient of 0.405. Additionally, place attachment, encompassing both place dependence and place identity, positively and significantly influences relationship continuity intention, with a path coefficient of 0.411. The strong correlation between unpleasant experiences and place attachment (path coefficient = 0.774) further underscores the complex interplay between these factors in shaping consumer behavior. The novelty of this research lies in its integrated examination of the emotional, psychological, and religious dimensions of sharia-compliant recreational facilities, offering new insights into the drivers of loyalty and sustained use among Muslim consumers. These results suggest that managers of sharia swimming pools should address users' emotional and spiritual needs and ensure the comprehensive implementation of sharia principles to foster long-term relationships and user loyalty. From a practical perspective, the study's findings can inform the development of targeted strategies to enhance service quality and user satisfaction in sharia-based recreational facilities, thereby supporting the growth of the halal leisure industry in Indonesia and similar contexts. Future research should explore additional factors, such as perceived value, service quality, and broader demographic variables, to build a more comprehensive understanding of consumer behavior in sharia-compliant leisure services and to address potential limitations related to sample size and generalizability.

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