

ABSTRAK

Penelitian ini bertujuan untuk membahas pengaruh minat berkunjung destinasi wisata halal di Indonesia. Objek penelitian adalah destinasi wisata halal di Indonesia. Variabel independen yang didapatkan dari hasil survei pendahuluan adalah citra destinasi, *electronic word of mouth*, dan *muslim-friendly amenities*. Penelitian ini menggunakan teknik analisis data SEM dan pengolahan data menggunakan PLS. Populasinya adalah penduduk berwilayah tinggal di DKI Jakarta, dengan sampel 162 responden. Hasil pengujian data dengan menggunakan *software* Smart-PLS 3.0 didapatkan citra destinasi mempunyai hubungan positif dan berpengaruh signifikan, *electronic word of mouth* mempunyai hubungan positif dan berpengaruh signifikan, dan *muslim-friendly amenities* mempunyai hubungan positif dan berpengaruh signifikan terhadap minat berkunjung destinasi wisata halal di Indonesia. Dengan nilai *R-square* (R^2) = 0,488 menunjukkan bahwa kemampuan variabel independen (citra destinasi, *electronic word of mouth*, dan *muslim-friendly amenities*) sebesar 48,8%. Sedangkan 51,2% sisanya dijelaskan oleh faktor lain di luar model.

Kata Kunci : wisata halal, citra destinasi, *electronic word of mouth*, *muslim-friendly amenities*, minat berkunjung.



ABSTRACT

This study aims to discuss the effect of travel intention to halal tourism destination in Indonesia. The object research is halal tourism destination in Indonesia. The independent variables obtained from the preliminary survey results are destination image, electronic word of mouth, and muslim-friendly amenities. This study uses SEM data analysis techniques and data processing using PLS. The population is regional residents live in DKI Jakarta with a sample 162 respondents. The results of testing the data using SmartPLS 3.0 software found that the perception of destination image has a positive relationship and significant effect, electronic word of mouth has a positive relationship and significant effect, muslim-friendly amenities has a positive relationship and significant effect on travel intention to halal tourism destination in Indonesia. With R-square value (R^2) = 0,488 shows that the ability of the independent variables (destination image, electronic word of mouth, muslim-friendly amenities) in explaining the dependent variable variance (travel intention) is 48,8%. While the remaining 51,2% is explained by other factors outside the model.

Keywords : halal tourism, destination image, electronic word of mouth, muslim-friendly amenities, travel intention.

