

ABSTRAK

Indonesia merupakan Negara yang memiliki penduduk muslim terbesar di didunia. Saat ini tren pariwisata terbaru adalah pariwisata halal. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh sikap, norma subjektif, *perceived behaviour control*, promosi dan *electronic word of mouth* terhadap minat kunjungan wisatawan Generasi Muslim Milenial Indonesia ke Lombok. Objek penelitian ini adalah Generasi Milenial Muslim sebanyak 210 responden. Pendekatan yang digunakan dalam penelitian ini adalah *Component* atau *Variance Based Structural Equation Model* dengan alat analisis Smart-PLS 3.0. Hasil penelitian menunjukkan sikap, norma subjektif, *perceived behaviour control* dan promosi memiliki pengaruh terhadap minat kunjungan Generasi Muslim Milenial. Sedangkan *electronic word of mouth* tidak memiliki pengaruh terhadap minat kunjungan Generasi Muslim Milenial.

Kata Kunci: Sikap, Norma Subjektif, *Perceived Behaviour Control*, Promosi, *Electronic Word of Mouth*, Minat Kunjungan, Wisata Halal Lombok, Generasi Milenial, Generasi Muslim Milenial, Wisatawan Indonesia.



ABSTRACT

Indonesia is a country that has the largest Muslim population in the world. At present the latest tourism trend is halal tourism. The purpose of this study was to determine and analyze the influence of attitudes, subjective norm, perceived behavior control, promotion and electronic word of mouth on the interest of Indonesian Generation of Millennial Muslims tourists visiting Lombok. The object of this research is Generation Z Muslim Indonesia with 210 respondents. The approach used in this research is Component or Variance Based Structural Equation Model with Smart-PLS 3.0 analysis tool. The results showed that attitude, subjective norms, perceived behavior control and promotion electronic word of mouth have an influence on the interest of Generation of Millennial Muslims Indonesia visit. Whereas the electronic word of mouth has no influence on the interest in visiting Generation of Millennial Muslims Indonesia.

Keywords: *Attitudes, Subjective Norms, Perceived Behavior Control, Promotion, Electronic Word of Mouth, Visiting Interests, Lombok Halal Tourism, Generation Millennial, Generation of Millennial Muslims, Indonesian Tourist*





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