

ABSTRAK

Sumatera Barat merupakan provinsi pertama yang melakukan program pengembangan ekonomi syariah pada sektor pariwisata halal di Indonesia dan saat ini pariwisata halal merupakan tren terbaru. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh Citra Destinasi, *Electronic Word Of Mouth* dan *Muslim Friendly Aminties* terhadap niat berkunjung terhadap niat berkunjung wisatawan generasi Z pada wisata halal di Sumatera Barat. Objek penelitian ini adalah Generasi Z. Penelitian ini dilakukan terhadap 140 Responden dengan menggunakan pendekatan deskriptif kuantitatif. *Variance Based Structural Equation Model* dengan alat analisis Smart-PLS 3.0. Hasil Penelitian menunjukan Citra Destinasi, *Electronic Word Of Mouth* dan *Muslim Friendly Aminties* berpengaruh positif dan signifikan terhadap niat berkunjung GenerasiZ Muslim.

Kata Kunci: Citra Destinasi, *Electronic Word Of Mouth* dan *Muslim Friendly Aminties*, Niat Berkunjung, Wisata Halal, Generasi Z Muslim, Sumatera Barat.



ABSTRACT

West Sumatra is the first province to carry out a syariah economic development program in the Indonesian halal tourism sector and currently halal tourism is the latest trend. The purpose of this study was to see and analyze the effect of the Destination Image, Electronic Word of Mouth and Muslim Friendly Aminities on the Interest in Visiting Generation Z on Halal Tourism in West Sumatra. The object of this research is the Generation Z. The research was conducted on 140 respondents using a quantitative descriptive approach. Variance Based Structural Equation Model with Smart-PLS 3.0 analysis tools. The results showed that the Destination Image, Electronic Word of Mouth and Muslim Friendly Aminities had a positive and significant effect on the interest of Generation Z Muslims.

Keyword: *Destination Image, Electronic Word of Mouth and Muslim Friendly Aminities, Visiting Interest, Halal Tourism, Z Muslim, West Sumatra.*

