

Determinants of Halal Tourism Intention in Jabodetabek Indonesia

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The purpose of this study is to analyze how the influence of psychographic, socio-demographic, and geographical segmentation on public interest in halal tourism and to analyze the role of the government in the development of halal tourism. This study uses the method of Structural Equation Model (SEM) analysis and qualitative descriptive analysis methods. The data from this study were obtained from primary data (questionnaires) and secondary data (books, journals). The questionnaires were distributed online in the Jabodetabek area. The results obtained in this paper are from 3 variables of tourist characteristics in halal tourism, there is 1 variable that is considered to not affect the wishes of tourists in halal tourism. From psychographic, socio-demographic, and geographic variables, the variable that does not affect the desire of tourists to travel halal is psychographic. Meanwhile, several government's strategies in developing halal tourism are: Making regulations that can simplify and lighten the management of halal certification; Marketing 10 halal tourism destinations to foreign tourists; Conducting guidance for community economic empowerment that supports the operation of the halal tourism sector in Indonesia; and Good management of the halal tourism sector and good corporate governance.

Keywords: Halal Tourism; Halal Intention; Government Role

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INTRODUCTION

Currently, traveling has become a habit for people in any part of the country. Increased awareness in the fields of health, education, and increased income have made the current generation prefer entertaining and traveling activities compared to previous generations (Utama, 2011). There are so many goals for them to travel as if they want to have new experiences want to see something they don't see in their place, and some even have reasons because they just want to know. There is a study that states that vacationing ranks second most important as a need of 19.96%, with the first placement of needs for clothing, food, and shelter at 66.98%. Activities in the tourism sector constitute one of the largest parts in supporting aspects of world economic growth because the tourism sector is very resilient in facing the global crisis in terms of positive and significant tourism growth which began in 1950 with an accumulated visit of 25 million people, 278 million people in 1980, 528 million people in 1995, and 2014 it reached 1.1 billion people (Ratman, 2016).

Tourism itself is not just about visiting a place or region. In doing tours, we can admire the creations that God has given us, learn about the tours visited (ranging from culture, customs, and science) without abandoning the concept of Islam, which can increase our faith in God. It is very much by the words of Allah SWT contained in Surah Al Ankabut: 20: "Say (O Muhammad): Travel in the land and see how He originated creation, then Allah bringeth forth the later growth. Lo! Allah can do all things." In this Verse, Allah commands us to think of the beauty of creation that Allah has given us. God calls to glorify his creation so that we can increase the level of faith that exists and make it all a driver to continue life.

Halal tourism is part of the world tourism market because it has an increase in value and progress in its growth. But the word "halal" is may not be familiar among people today, and there are still activities that say that this is a halal activity but not by the words attached to the end. The word halal itself was published because of the renewal of modern transactions combined with Islamic values, which provided new ideas and rules (Wilson et al. 2013) Halal tourism is very important for Indonesia because this country has more than 207 million Muslims and this has an influence and linkage to the existing halal tourism sector.

From the data chart for Monthly Foreign Tourist Visits in 2020, we can conclude that the size of the visit in October 2020 has decreased compared to October

2019 of -88,25%. In October 2019, 1.346.434 foreign tourists were visiting Indonesia, while in October 2020 there were only 158.189 people. This situation is indeed the impact of the growing spread of the coronavirus in Indonesia. The 3 biggest gates that are used as tourist destinations for foreign tourists in 2020 compared to 2019 are; Ngurah Rai airport which experienced a decrease of -100%, Batam Airport + Hang Nadim which experienced a decrease of -98.85% and finally Soekarno Hatta Airport which experienced a decrease of 94%.

In recent years, the word "halal" in the tourism sector has grown and expanded. The term use of this word is often used in western media to describe the development of halal tourism. Religion is one of the causes of cultural forces that can influence behavior and perceptions. Because someone's religion can affect their perception of something. The tourism industry, policy formation, and tourism development influences both hosts and entrants. There are religious issues associated with attractions. Therefore, a collision like this can develop between someone who agrees or disagrees when non-Muslim tourists come and do activities with the aim of the destination being visited (Henderson, 2003). Events like this, usually occur to non-Muslim tourists who come to Muslim areas. Although the relationship between Islam and worldly objects in the development of tourism is included in the theory, the relationship between the form of halal tourism and worldly tourism is still not well explained. Halal tourism does not doubt the business opportunities that can be carried out to satisfy non-Muslim tourists from time to time, but there are still many people who do not understand the concept of using the word "Halal" in the business they do. However, blindness to what non-Muslim tourists want in marketing can result in a loss of opportunity for big profits. The mismatch between non-Muslim desires for halal tourism makes it difficult for some halal tourism organizers, especially in the food section which has to be split in two (Muslim and non-Muslim) which has a major effect on marketing (Battour & Ismail, 2014). Although it seems that halal tourism has a big impact on economic growth, at the same time it can become a barrier to tourism which results in a decrease in foreign/western tourists (Zamani-Farahani & Henderson, 2010).

The most important factors in supporting tourism behavior are culture, subculture, and social. The subculture itself consists of geographic area, creed, race, and nationality. Social and cultural factors are complementary factors. The decision to visit can also be influenced by the characteristics of tourists which

include age and life cycle, personality and concept of life, lifestyle and way of life as well as work and economy. Some of these characteristics have an influence that is directly related to the personal tourists, this is very important in the field of marketing products and services. There are 4 key psychological processes, in this case, namely perception, learning, motivation, and memory which are used as the basis for influencing tourists' desires.

According to [Morissan \(2007\)](#) in his writing "Integrated Marketing Communication Advertising", tourism behavior is an activity and method used when tourists seek, use, select and evaluate and discard products and services as a form of satisfaction with the desires needed. Meanwhile, according to [Kotler & Keller \(2009\)](#) discussing the revolution in tourism character, namely "tourism characteristics are an understanding of how a person, group or organization chooses, uses, buys and makes goods, services or experiences as a way to meet needs. and wishes. "There are also several supporting factors such as social factors, cultural factors, psychological factors, and Keller's factors ([Kotler & Keller, 2009](#)).

Based on the background described above, the objectives of this study are to: (1) Analyze the influence of psychographics, socio-demographic and geographic segmentation on people's interest in halal tourism.; (2) Analyze the government's role in the development of halal tourism.

LITERATURE REVIEW

Consumer preference is an attitude that consumers have towards the selection of a product (service or goods) that is created through an evaluation of the various choices given by ([Kotler and Keller 2009: 181](#)). Meanwhile, according to [Frank \(2011: 63\)](#), consumer preference is the process of sorting all things consumed to achieve a preference for an object. There are several stages that consumers do to achieve satisfaction [Kotler and Keller \(2007:210\)](#). According to [Schiffman and Kanuk \(2000:146\)](#), the nature of consumer stimulus has many variables that affect consumer perceptions, such as physical characteristics of the product, product condition, print advertisements and tv advertisements, brands, packaging designs. Stimulus discrimination itself is the consumer's ability to get differences between the same stimuli that will lead to a characteristic of a product in the minds of consumers. [Schiffman and Kanuk \(2000: 181\)](#) explain that conditioning means the situation faced by consumers through repeated exposure.

Tourism is a journey from one place or objects to another place or object, which is not permanent, can be done individually or collectively, which is considered to create harmony, happiness with the environment in several aspects such as social, scientific, natural, and cultural ([Spillane, 1987](#)). Meanwhile, according to Alistair Speirs, Chairman of Superbands, in a joint discussion discussing Heritage Tourism which took place in Yogyakarta on December 17, 2010, he explained that tourism is a sector that provides the best and largest income in several countries in the world. Speirs said that the growing trend is cultural heritage tourism. Tourists who visit not only focus on the entertainment presented but also see the culture and lifestyle of residents. Tourists who do visit to learn about culture will usually spend more money than tourists who only focus on walking. Indonesia has many cultures, not only has a variety of objects that attract world tourists. Indonesia is a country with the largest number of heritage sites recognized by Unesco in the Southeast Asia region.

Halal tourism is a push against tourists who are based on Islamic law (sharia requirements) ([Jafari & Scott, 2014](#)). [Carboni et al \(2014\)](#) define halal tourism is a tourism based on Islamic law, which includes Muslim communities who are motivated to carry out their religious routines when traveling. However, [Carboni et al \(2014\)](#) suggest that halal tourism is not only limited to religious purposes and not only in Muslim countries. Another definition, [Zamani & Henderson \(2010\)](#) is simple tourism aimed specifically at Muslims who are consistent with Islamic culture, but [Zamani & Henderson \(2010\)](#) reveal that halal tourism can be expanded in reach to non-Muslims.

The term "Halal tourism" is very common in the theoretical literature, in Scopus itself the first paper related to halal tourism was issued in 2010 ([Battour, Ismail, & Battor, 2010](#)). Before 2010, the term used was "Tourism". There is confusion between the frequent mention of "Islamic tourism" and "Halal tourism" times used as a synonym. The use of this term is very commonly used in travel businesses carried out by Muslims who still use Islamic law even though they are far from their homes. The impact of this confusion makes researchers confused in using the term. However, [Khan & Callanan \(2017\)](#) state that tourism is often used in western states.

Halal tourism refers to travel activities and services that are in accordance with Islamic principles and values. It caters to the needs and preferences of Muslim travelers, ensuring that their religious requirements are met during their journeys. Halal

tourism encompasses various aspects of travel, including accommodation, food, transportation, and leisure activities, that adhere to Islamic laws (Sharia).

Therefore, halal tourism is said to be religious tourism (as an example of the definition expressed [El-Gohary \(2016\)](#) is not quite right, at least in terms of travel motivation, even though Muslims in traveling are still guided by religion. [Boglan & Saru\\$ik \(2019\)](#) which adopts [Battour & Ismail's \(2016\)](#) research, which defines halal tourism as "a tourism activity or object that is allowed according to Islamic law which is utilized or associated with Muslims in the aspect of tourism."

The description of tourists can be classified into two, namely based on tourists and based on travel ([Seaton & Bannet 1996](#)). Those that are focused on the characteristics of tourists are generally described as "who, wants, what, why, when, where and how?". There are several characteristics of tourists. The characteristics of these tours are divided into 3 ([Seaton & Bannet 1996](#)): Psychographic, Socio-demographic, and Geographical characteristics.

Psychographic characteristics are classified based on individual, social class, and lifestyle ([Smith, 1989](#)). Socio-demographic characteristics, divided by age, family cycle, sex, education, and educational background. Within the socio-demographic characteristics, there is the question of "who wants what". Such calcifications are common in tourism analysis, marketing, and planning, for they have very obvious reasons and are easy to distribute as a whole. The socio-demographic classification of characteristics is most visible with the travel habits of tourists. Age and gender are usually related to the destination chosen by tourists and the type of tourism ([Seaton & Bannet 1996](#)). Geographical characteristics, classified based on the place of residence or origin of tourists. Place of origin is an important aspect because it can be linked to values, beliefs, culture, and attitudes.

Driving factors in tourism can be classified into 10: play, romance, relaxation, educational opportunities, escape, social interaction, fulfillment of desires, prestige, self-fulfillment, and strong kinship ([Pitana & Gayatri, 2005](#)). The motivation that aims to escape the boredom of daily activities enjoy the fun of playing games at the destination usually has a physical nature (relaxation, play, and escape). Meanwhile, social motivation as a medium for strengthening relationships, social-based interactions, and fulfilling the need for love is usually social (romance, strengthening family ties, and social

interactions). Purposeful motivation with a desire for something new to learn is an educational opportunity. The motivation related to how people demonstrate ability and prestige is Prestige. A person's motivation to find his identity (self-discovery) fulfills itself. and the last is a motivation that aims to express the desired desire, usually the fulfillment of desires.

Important motivation will be shaped by the needs or/and desires of humans themselves. Abraham A. Maslow said this theory that every human being will be motivated to provide self-satisfaction which is indeed an innate trait of a human being ([Hariandja, 2007](#)). Maslow argues that every human need has a level, ranging from the smallest (sense of security, recognition, physical and social needs) to the greatest, namely self-actualization.

In Islam, the government's responsibility towards the state is not only limited to security, but the government's responsibility is to make its society ideal in terms of prosperity and justice. Community justice is not created instantaneously without the role of the government in helping the weak or providing social support to people who feel they are in need, in this case, it is also concerned with economic issues ([an-Nabahan, 2000](#)).

In this case, both local and central governments have made many regulations that support halal tourism. One example is the Guarantee Law on Halal Products and the Law on Sharia Hotel Management. Local governments are also not inferior in making regulatory regulations related to halal tourism, such as the Jakarta Governor Regulation No.158 of 2013 concerning halal certification, West Java Regional Regulation No. 13 of 2015 which discusses the supervision of halal products. In the development of halal tourism in Indonesia, the Ministry of Tourism and Creative Economy issued regulation No.2 of 2014 relating to the Guidelines for the Implementation of Sharia Hotels, article 1, which says that Sharia is a hotel that based on the principles of Islamic law as stated by the MUI. The term use of Sharia began to be used in this country around 1992 in the banking world. From the banking sector, there have been developments in other sectors, such as Sharia pawnshops, Sharia hotels, Sharia insurance, and Sharia tourism (this regulation has been removed through Regulation of the Minister of Tourism of the Republic of Indonesia Number 11 of 2016).

Meanwhile, the framework of this research is as follows:

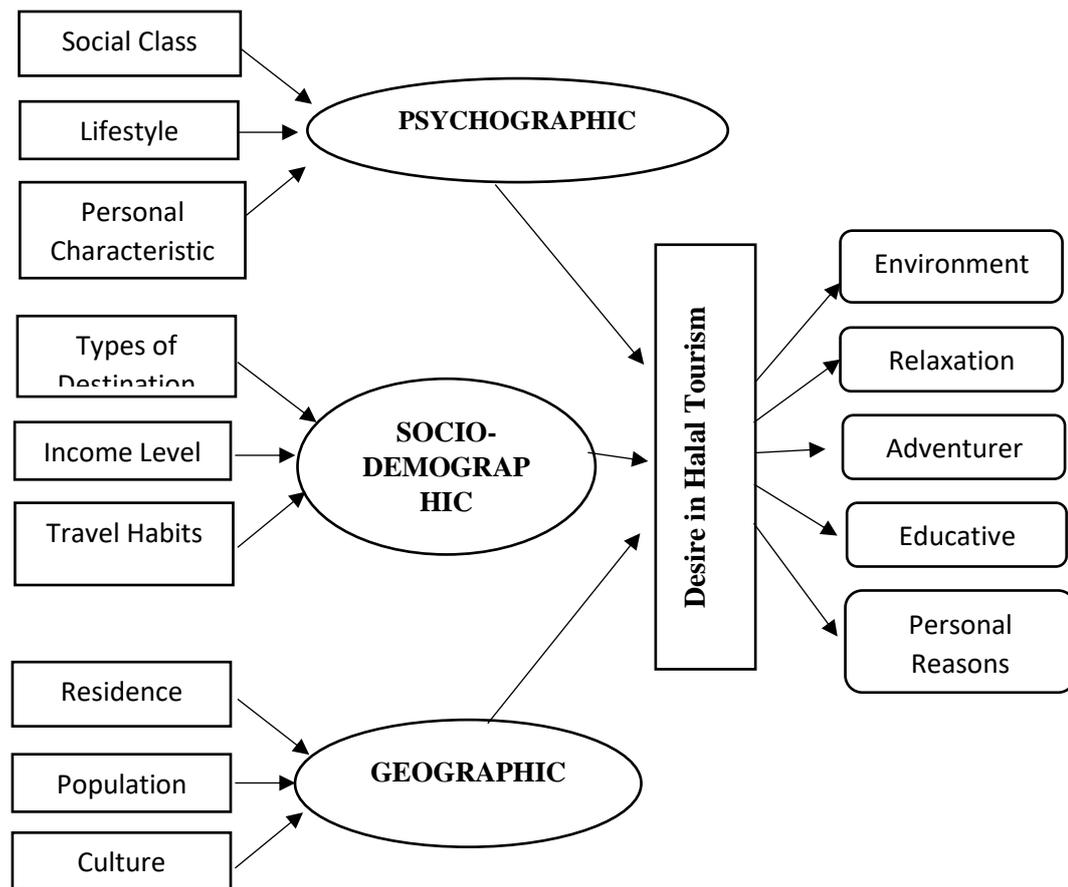


Figure 1. Research Framework

In the framework described in the image above, tourists' desires for halal tourism are classified into 3 characteristics. The first is psychological with variable indicators of social class, lifestyle, and personal characteristics. The second variable is socio-demographic which has 3 indicators, namely: travel habits, the amount of income, and the type of destination chosen. And the last is geographic variables, namely the population of the destination, the culture of the local area, and the city of residence.

Statistical Hypothesis

- First Hypothesis

H_{0,1}: Psychographics have a negative effect on the desire for halal tourism

H_{1,1}: Psychographics have a positive effect on the desire for halal tourism

- Second Hypothesis

H_{0,2}: Socio-demographics have a negative effect on the desire for halal tourism

H_{1,2}: Socio-demographics have a positive effect on the desire for halal tourism

- Third Hypothesis

H_{0,3}: Geographical has a negative effect on the desire for halal tourism

H_{1,3}: Geographical has a positive effect on the desire for halal tourism.

RESEARCH METHOD

This research is targeted at people who live in the Jabodetabek area who have traveled halal in Indonesia. This research began in February 2021. In this research, the methods used are qualitative and quantitative. In quantitative methods, the approach emphasizes analysis in the form of numerical data. According to [Sujarweni \(2018\)](#) research with quantitative methods is research that has analytical results that can be achieved using measurement (statistics). In the quantitative method, the author uses Structural Equation Modeling (SEM) and qualitative methods in the analysis of the influence of psychographic, socio-demographic, and geographical segmentation on halal tourism in Jabodetabek.

Meanwhile, the qualitative method is used to understand, explore the views and responses of the community to halal tourism in Jabodetabek which is descriptive or not numerical. The qualitative method is used because the researcher assumes that the problem under study is quite complex and dynamic so that the theory and data obtained must refer to existing theories, then collect and conclude how this can happen. In

addition, the researcher intends to understand the role of the government in the development of halal tourism in Indonesia in more depth. Qualitative research is inseparable from the term phenomenological analysis. Researchers in the phenomenological view try to find out and understand events related to the government and society related to this halal tourism. As was done in this study, researchers conducted a theoretical study in the strategy of developing halal tourism in Indonesia through related journals and books.

Types of Data

This study uses primary data and secondary data. Primary data is data that is first collected by taking data directly from the field. Therefore, primary data is referred to as raw data or first data. The method used in collecting this data is by distributing questionnaires to

respondents who travel halal in the Jabodetabek area. Two important things affect the results of a study, namely the quality of data collection and research instruments. Thus, it is necessary to carry out testing of instruments that have tested their reliability and validity. Meanwhile, secondary data is a collection of information that has existed before and was deliberately collected to fulfill the completeness of the research. In this secondary data collection technique, researchers use the internet, journals, and books as the required information media. The measurement used in the research on community characteristics towards halal tourism in Jabodetabek was carried out using the 5 points Likert scale method.

The population used in this study is the number of Indonesians who live in the Jabodetabek area. The population in this study are:

Table 1. Population in Jabodetabek

Region	Total Population
DKI Jakarta	9.963.129
Bogor	982.469
Depok	1.631.951
Tangerang	1.566.190
Bekasi	2.381.053
Jumlah	16.524.792

Source: Population data processed by the Ministry of Home Affairs (2015)

The sampling technique in this study was purposive sampling. The purposive sampling technique is the technique most often used. This method uses the criteria set by the researcher to obtain a sample. In determining the number of samples used, the author uses the Slovin formula to get the right number of samples that can represent the entire population. This condition is reinforced in the research of [Hair et.al \(1995\)](#) which states that the number of samples and SEM methods that are in line with the study have a minimum number between 100 to 200. After calculating the formula, total of sample $n = 99.99$ respondent

rounded up to 100. Sampling may be more than 100 respondents, but not less than 100 respondents.

Definition of Operational Variables

Variable is everything that has been chosen by the researcher to be studied further to produce additional information about it, which is followed by concluding ([Sugiono 2011](#)). In a study, there are 2 types of variables, namely the independent variable (exogenous variables) and the dependent variable (endogenous variable).

Table 2. Variable Indicators

Variable	Indicators	Measurement	Source
Psychographics (ξ_1)	<ul style="list-style-type: none"> Social class (X_1) Lifestyle (X_2) Personal characteristics (X_3) 	Likert scale (1-5)	Smith, 1989
Socio-Demographics (ξ_2)	<ul style="list-style-type: none"> Type of Destination (X_4) Income Level (X_5) Travel Habits (X_6) 	Likert scale (1-5)	Seaton & M, 1996

Geographical (ξ_3)	<ul style="list-style-type: none"> • City of Residence (X_7) • Population density (X_8) • Culture (X_9) 	Likert scale (1-5)	Suwena & Ngurah, 2010
Intention on halal tourism (η)	<ul style="list-style-type: none"> • Environment (Y_1) • Relaxation (Y_2) • Adventurer (Y_3) • Educative (Y_4) • Personal Reasons (Y_5) 	Likert scale (1-5)	Bansal & Einsel, 2004

Note :

ξ : Dependent variable

η : Independent Variable

Analysis Methods

In answering one of the objectives of this study, the author uses hypothesis testing to analyze quantitative variables using the Partial Least Square-Structure Equation Modeling (PLS-SEM) method and to answer other objectives using analysis with qualitative variables.

PLS-SEM (Partial Least Square-Structure Equation Modeling) was developed early by Herman O. A. World around the 1960s in the econometric aspect. The advantage of PLS-SEM compared to Lisrel or AMOS is that the number of samples required by PLS is relatively small, but the model to be developed is complex. PLS is a Structural Equation Modeling that is based on simultaneous variants that can directly perform 2 test models at once, namely structural model testing and measurement model testing (Jogiyanto and Willy 2009). Wijanto explained in his writing that the SEM method is a method that uses multiple functions, namely simultaneous equations, path analysis, linear clause analysis, and structural model equations. Partial Least Square-Structure Equation Modeling aims to test whether there is a relationship between existing variables. In this study, the authors chose the PLS-SEM method because it is relevant for testing unstructured (unobserved) latent variables.

Procedures for Partial Least Square-Structural Equation Modeling

The stages in the PLS-SEM analysis in this study consist of model specifications, model parameter estimation, structural model testing, and measurement model testing. The results of the data obtained from the questionnaires that have been distributed will be entered into Ms. Excel 2010 and then stored in CSV form. The inputted CSV file was then analyzed using PLS-SEM with the help of SmartPLS.

In SEM-PLS there are 3 data analysis techniques performed, namely:

1. Outer analysis model or measurement model

This analysis is carried out to determine how feasible these indicators can explain the latent variables. Analysis of this measurement can be seen from several indicators, such as: Convergent validity, Discriminant Validity, Composite reliability, and Cronbach's Alpha.

2. Inner analysis model

Inner Model or Structural Model is a description that connects latent variables based on substantive theory. Designing an inner model that connects the latent variables based on the research hypothesis or problem formulation. In getting the inner model value in PLS, it can be found by looking at the R-square for each latent variable. Besides being able to be seen from the R-square value, in this PLS model, a way to test the inner model can be seen from the predictive relevance Q-square value for the constructive model. A Q-square value greater than 0 means that the model has a predictive relevance value, and if it is less than 0 then the model lacks predictive relevance.

3. Hypothesis testing

In this analysis, we can find the value with t-statistic and probability value. In a statistical test, the t-statistic value used is 1.96 for 5% negligence. So that the value of acceptance or rejection of the hypothesis is H0 is rejected and H1 is accepted when the t-statistic is 1.96. Meanwhile, to accept or reject the hypothesis using probability, H1 is accepted if the p-value is <0.05 Quizoner design.

RESULT AND DISCUSSION

Research Overview

The data collected is based on the survey results through the distribution of online questionnaires. The results of the data in filling out the questionnaire were

collected using Ms. Excel with the CSV file format. The software used in the analysis of this discussion is SmartPLS. Furthermore, the data analysis in SEM PLS

consists of 2 stages, namely validity testing and reliability testing, then continued by conducting SEM PLS analysis to validate the hypothesis.

Table 3. Respondent Data

Characteristics	Frequency	Percentage
Gender		
Male	52	38%
Female	84	62%
Age		
17 - 25 years	124	91%
26 - 34 years	3	2%
35 - 43 years	5	4%
44 - 52 years	3	2%
> 52 years	1	1%
Monthly Income		
Rp 0 - Rp 1.500.000	82	60%
Rp 1.500.001 - Rp 3.000.000	26	19%
Rp 3.000.001 - Rp 4.500.000	8	6%
Rp 4.500.001 - Rp 6.000.000	9	7%
Rp 6.000.001 - Rp 7.500.000	4	3%
> Rp 7.500.000	7	5%
The Number of Dependents		
0	112	82%
1	9	7%
2	5	4%
3	2	1%
4	4	3%
>4	4	3%
Domicile		
Jakarta	44	32%
Bogor	46	34%
Depok	7	5%
Tangerang	6	4%
Bekasi	33	24%

Based on table 3 above, it can be seen that the total number of respondents was 136 with 52 men (38%) and 83 women (62%). Most of the respondents are between the ages of 17 – 24 years, with a total of 124 people (91%) and as many as 12 (9%) respondents aged over 24 years. It can be seen from the table 3 that as many as 82 respondents (60%) have an income between

IDR 0-1,500,000, 26 people (19%) have an income of IDR 1,500,000 – 3,000,000, 8 people (6%) have an income of IDR 3,000 .000 – 4,500,000, 9 people (7%) have an income of Rp 4,500,000 – 6,000,000, 4 people (3%) of Rp 6,000,000 – 7,500,000 and the last 7 people (5%) have an income more than IDR 7,500,000. Most of the respondents have no dependents, 112 (82%) have no

dependents and the remaining 18% have living dependents. Of these respondents, around 44 people (32%) live in Jakarta, 46 people (34%) live in the Bogor area, 33 people (24%) live in Bekasi, 7 people (5%) Depok, and 6 people (4%) domiciled in Tangerang. The data collected is based on the survey results through the distribution of online questionnaires. The results of the data in filling out the questionnaire were collected using

Ms. Excel with the CSV file format. The software used in the analysis of this discussion is SmartPLS.

Furthermore, the data analysis in PLS-SEM consists of 2 stages, namely validity testing and reliability testing, then continued by conducting PLS-SEM analysis to validate the hypothesis. The results of the analysis using SEM-PLS with SmartPLS software are as follows:

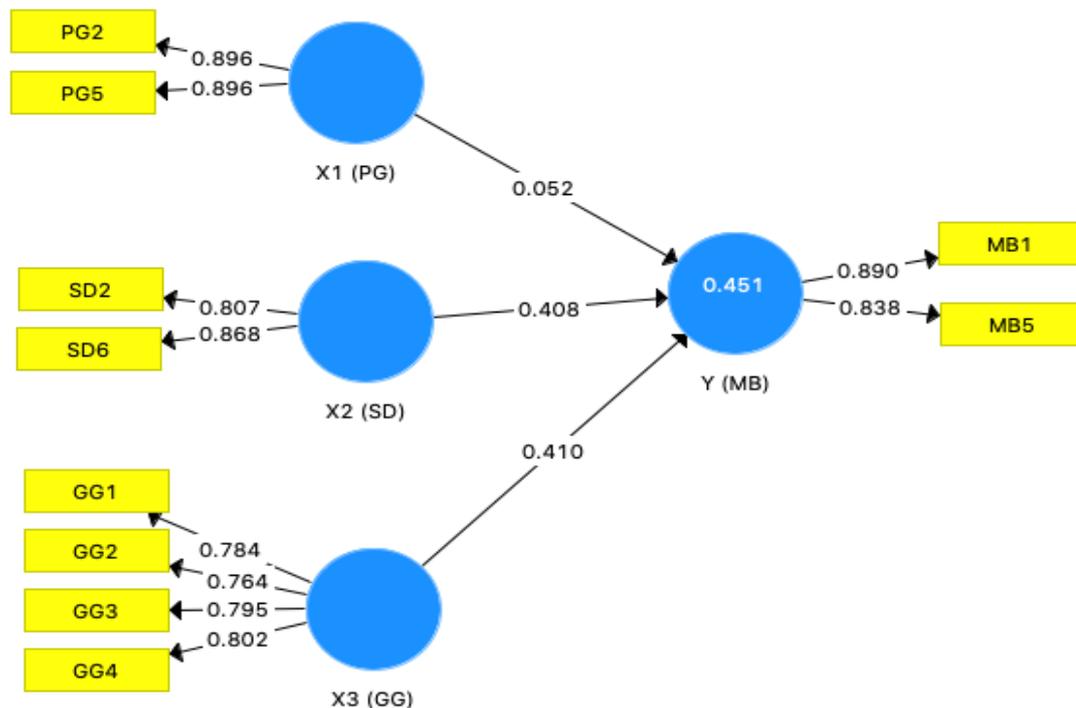


Figure 2. Path Analysis

Evaluation of The Outer Model Validity Test

Convergent validity

The first step in the outer model can be started by looking at the convergent validity results through the loading factor and Average Variance Extracted (AVE) values. Convergent validity has the aim of seeing the correlation between indicators used in a construct. The result of Loading Factor obtained from data processing using SmartPLS (attached), it can be seen that in the initial model processing several indicators do not meet convergent validity because the loading factor value is still below 0.70. Modification of the model is done by removing indicators that are deemed to have a loading factor value of < 0.70. In the data processing of the two modified models, after the factor loading value is felt to

be > 0.70 then the convergent validity is said to have been fulfilled.

Validity criteria can be seen through the value of Average variance Extracted (AVE). AVE itself is said to be valid if it has a value above 0.5. Based on result (attached), it can be concluded that all construct validity criteria have met the predetermined criteria, with the largest value of 0.802 on the X1 variable, namely Psychographics, and the lowest 0.618 on X3, namely Geographic.

Discriminant Validity

In variance-based structural equation modeling, cross-loadings and Fornell-Larcker criteria are the dominant approaches to evaluate discriminant validity (Henseler et al, 2014). Based on Fornell Larcker Criterion result (attached), it can be concluded that all variables have shown a good discriminant validity value

because the correlation value of the variable to the construct is already higher than the correlation value of the variable with other constructs. For example, the construct X2 (SD) as a socio-demographic variable on the desire to travel halal is 0.838 which is already higher than other constructs, namely X3 (GG) is 0.246 and Y is 0.526.

From the result (attached), it can be concluded that the value of the cross-loading indicator (which is colored) for a construct indicator is greater than the value of the cross-loading indicator for other constructs. No problem with discriminant validity. All indicators already have a greater correlation coefficient with each construct compared to the indicator correlation coefficient value in the constructing block in the other column.

Reliability Test

Cronbach's alpha reliability test was used to determine the research instrument, which was carried out 2 times in measuring and testing the same problem, which yielded relatively consistent results. And composite reliability is used to describe the consistency of an indicator to a variable. Based on Fornell and Larcker (1981), the value of composite reliability tends to be higher than the value of Cronbach's alpha. The composite reliability value will be considered reliable if it has a value of 0.7

The Composite Reliability value has a minimum value of 0.7 and Cronbach's Alpha has a minimum value of 0.5. Based on result, it can be concluded that the overall reliability test value of Cronbach's Alpha is above 0.5 and Composite Reliability is above 0.7. The variables used in this study have fairly high reliability and have met the criteria.

Evaluation Of Inner Model (*Structural Model*)

The R-Square test is the value owned by the Y variable and aims to see how much percentage of the Y variable is influenced or explained by the X variable. The results of the R-Square test are presented in appendix. The value of R2 is between 0 to 1, with a higher level (closer to 1) indicating a higher level of prediction accuracy. The R-Square (R2) in this study is 0.439 which indicates that the variable of interest in traveling is influenced by 43.90% by psychographic, socio-demographic, and geographical characteristics. The remaining 56.10% is explained by other variables not examined in this study.

Predictive Relevance (Q²) & Fit Models

According to Hair et al. (2017), as a relative measure of predictive relevance, values of 0.02, 0.15, and 0.35 indicate that exogenous constructs have small, medium, or large predictive relevance for certain endogenous constructs. Predictive Relevance is a value to show how good the observed value is. The observation value in this study is 0.312, which means that the resulting observation value is good. One of the measures used to assess modeling in PLS-SEM is SRMR. Based on the table, the model SRMR value is below 0.108. According to Hu and Bentler (1998), this value indicates that the goodness of fit (GoF) model is fairly good.

Hypothesis Testing

The basis used in testing the hypothesis is the value obtained from the t-statistics (Bootstrapping) and the path coefficient. Testing with bootstrapping to minimize abnormality problems in research data. The test results are as follows:

T-Statistic (Bootstrapping) :

Table 1. T-Statistic

	Original Sample	Sample Mean	Standard Deviations	T Statistics	P Values
X1 (PG) -> Y (MB)	0.052	0.059	0.075	0.691	0.490
X2 (SD) -> Y (MB)	0.408	0.398	0.098	4.173	0.000
X3 (GG) -> Y (MB)	0.410	0.420	0.066	6.187	0.000

The value of the t statistic that can be said to be significant is greater than 1.96, then it is said to be significant. In table 4, it can be seen that there is one

variable that is not significant, namely X1 (psychographics) to Y (interest in halal travel).

Table 2. Path Coefficients

	X1 (PG)	X2 (SD)	X3 (GG)	Y (MB)
X1 (PG)				0,052
X2 (SD)				0,408
X3 (GG)				0,410
Y (MB)				

Path coefficients are used to determine whether the direction of the variable relationship is positive or negative. The values in these path coefficients are in the range -1 to 1. -1 is negative and 1 is positive. In table 5 we can see that all existing variables have a direction with a positive value.

Analysis and Discussion

The influence of psychographic characteristics on the desire to travel halal

The results of testing hypothesis 1 show that the relationship between psychographic variables and the desire to travel halal shows a path coefficient value of 0.052 and a t statistic of 0.691. The path coefficient value is already in the range of 0-1 which is positive and the t statistic value is smaller than 1.96. These results mean that the influence of psychographic characteristics has a positive and insignificant relationship with the desire to travel halal. In this test, it means that according to H0, hypothesis 1 is rejected

The influence of socio-demographic characteristics on the desire to travel halal

The results of testing hypothesis 2 show that the relationship between socio-demographic variables and the desire to travel halal shows a path coefficient value of 0.408 and a t statistic of 4.173. The path coefficient value is already in the 0-1 range which is positive and the t statistic is greater than 1.96. These results mean that the influence of socio-demographic characteristics has a positive and significant relationship with the desire to travel halal. In this test, it means that according to H1, hypothesis 2 is accepted

The influence of geographical characteristics on the desire to travel halal)

The results of testing hypothesis 3 show that the relationship between geographic variables and the desire to travel halal shows a path coefficient value of 0.410 and a t statistic of 6.187. The path coefficient value is already in the 0-1 range which is positive and the t statistic is greater than 1.96. This result means that the

influence of geographical characteristics has a positive and significant relationship with the desire to travel halal. In this test, it means that according to H1, hypothesis 3 is accepted

This study explains that the socio-demographic character has a positive and significant effect on the desire to travel halal. These results are in line with the theory of [Seaton & Bannet \(1996\)](#) which states that the characteristics of tourists and consist of 3 characteristics, namely psychographic, socio-demographic and geographical characteristics. And [Kotler \(1996\)](#) explains that socio-demographic is the characteristic most often used for tourism analysis purposes. From the results of this study, it can be said that one of the factors that can increase the interest of tourists to travel is social demographic factors which can be explained through several supporting indicators. Geographical characteristics have the same results as socio-demographics, have a positive and significant effect on the desire to travel halal. This result is also in line with the theory put forward by [Seaton & Bannet \(1996\)](#) which states that the characteristics of tourists in traveling consist of 3 characteristics, namely psychographic, socio-demographic and geographical characteristics.

In contrast to the results obtained from the variables X2 and X3, psychographic characteristics have a positive but not significant effect on the desire of tourists to travel halal. This means that psychographic characteristics are considered absent or ignored in the research results. This result is not in line with the theory put forward by [Seaton & Bannet \(1996\)](#) which says that the characteristics of tourists in traveling consist of 3 characteristics, namely psychographic, socio-demographic and geographical characteristics. psychographic characteristics are classified according to the individual, social class, and lifestyle ([Smith, 1989](#)). In the results of data processing in the study, the manifest variable in psychographic characteristics can be ignored because it does not affect the interest in halal tourism. The theory that explains the characteristics of tourists in traveling according to [Seaton & Bannet \(1996\)](#) in this study proved to be around 66.6% in line with what was described.

Halal Tourism Development Strategy

Based on Millatina et al (2019) in her research, halal tourism is not a tour that specializes in Muslim visitors, but halal tourism is a tour that is open to all people. The Ministry of Tourism and Creative Economy will run halal tourism in the hotel, restaurant, and spa sectors. A special feature of halal tourism is that the packages provided are packages that are suitable for Muslim tourists to visit. Based on data from the Ministry of Tourism and Creative Economy in 2013, about 7 million world tourists, of which 1.2 million are Muslims. This is expected to be an opportunity to create halal-based tourism, to make it easier for them to continue to worship, eat and drink halally and rest in a comfortable hotel. Indonesia itself is not only to attract foreign tourists in this halal tourism, but domestic tourists are also one of the important reasons.

In the 2016 World Halal Tourism Awards competition which was held in Abu Dhabi, United Arab Emirates, 24 October – 25 November 2016, Indonesia almost drew all the wins in the competition. 12 awards from 16 categories were achieved by Indonesia. According to the Minister of Tourism of the Republic of Indonesia at the time, Arief Yahya, this victory marked a new beginning for Indonesia in halal tourism.

Meanwhile, according to the Deputy Head of Nusantara Tourism Development and Promotion at that time, Esther Reko Astuty said that there were many reasons why Indonesia could become the world's halal tourism mecca. First, the airport facilities with international and domestic standards, as well as the development of soft human infrastructure. Second, Indonesia has had many world actions that have been equipped with facilities, such as hotels with international standards. Third, halal tourism products are substitute products, meaning that every tourist can use the benefits. Halal tourism is not a tour intended for the people of the Middle East, but also for countries such as Korea, Japan, and China which are part of the potential market. Fourth, Indonesia has a halal tourism market that already has a development acceleration team in halal tourism.

Based on Sayekti (2019), he explained in his research that the Ministry of Tourism and Creative Economy assigned by the government had formed a Halal Tourism Development Acceleration Team in 2015 which aims to accelerate the development of halal tourism in Indonesia. With the team that has been formed, a work program was made in 2019 which consists of 4 concepts that must be available in halal tourism, namely: (1) Food and drinks that are guaranteed

to be halal; (2) Adequate and comfortable facilities for washing; (3) Facilities that facilitate worship; and (4) The products and services provided are based on halal living.

After these 4 concepts, the Ministry of Tourism makes strategies, designs, plans, and actions as a quick win program that is delivered through IMTI or the Indonesia Muslim Travel Index. This program aims to rank destinations that are suitable for halal tourism with the concept that has been created. IMTI has values that must be met by halal destinations which consist of 5 concepts, namely: 1) development in marketing (promotional strategies, marketing, media, price competitiveness); 2) competitiveness development (accessibility, amenities, and attractions); 3) institutional and industrial development; 4) economic impact; 5) social impact. Of all the categories that have been mentioned, there are main categories that are used as the main strategy in the development of halal tourism in Indonesia, namely destination development, marketing, industry, and institutions.

In industrial and institutional development, the Ministry of Tourism and Creative Economy has established a partnership with DSN MUI starting in 2012 to develop the existence of Sharia hotels. The Ministry of Tourism and Creative Economy has issued Minister of Tourism and Creative Economy Regulation No. 2 of 2014 regarding the procurement of Sharia hotel businesses. The word Sharia here means by the concept of Islamic concepts, which have been regulated through fatwas or approved by the MUI DSN. For temporary information, there are 5 Sharia hotels that have been certified Sharia from DSN MUI, namely Sharia Hotel Solo, Sofyan Betawi Menteng Jakarta, Sofyan Tebet and 2 hotels in Aceh.

In the institutional concept, the Ministry of Tourism and Creative Economy created a Halal Tourism Acceleration Team which aims to provide a commitment to the development of halal tourism. Another thing that is also being done is collaborating with several parties such as socialization, capacity building, and HR training. Kemenparekraf also synergizes with the Indonesian Hotel and Restaurant Association (PHRI) which is useful for providing comfortable and halal resting places and places to eat that serve halal food. The government is also collaborating with the Association of the Indonesia Tours and Travel (ASITA) which intends to make halal tour packages.

In addition to obstacles, according to (Nurlatifah, 2020) there are strategies that the government can do in the development of halal tourism,

namely; 1) Good management of the halal tourism sector and good corporate governance; 2) Optimizing the ability of halal tourist destinations; 3) make people believe in halal tourism; 4) Creating more competent human resources by conducting professional training; 5) Create and develop innovations; 6) carry out regulations that have been made by the government; 7) increase public confidence in halal tourism; 8) Participation of DPS (Sharia Supervisory Board).

CONCLUSION

The results of the SEM-PLS analysis in this study were used to determine the effect of tourist characteristics on the desire to travel halal. The characteristics of tourists in traveling are divided into 3 exogenous variables (psychographic, socio-demographic and geographical) with 3 manifest variables each. This study uses the Structural Equation Modeling-Partial Least Square (PLS-SEM) method with purposive sampling data collection technique with a total of 136 respondents.

There are two accepted exogenous variables and 1 rejected exogenous variable in this study, namely socio-demographic and geographic variables that have a positive and significant effect on the desire to travel halal, while the psychographic variable has a positive but not significant effect on the desire to travel, which means the research hypothesis is rejected.

Meanwhile, several government's strategies in developing halal tourism are: Making regulations that can simplify and lighten the management of halal certification; Marketing 10 halal tourism destinations to foreign tourists; Conducting guidance for community economic empowerment that supports the operation of the halal tourism sector in Indonesia; and Good management of the halal tourism sector and good corporate governance.

Apart from that, other strategies are: Optimizing the ability of halal tourist destinations; Creating more competent human resources by conducting professional training; Create and develop innovations; Carry out regulations that have been made by the government; Increase public confidence in halal tourism, and also Participation of DPS (Sharia Supervisory Board).

Because the psychographic variables in this study did not have a significant influence on the desire to travel halal, it is recommended for future researchers to use other variables other than those studied in this study. For the role of the government in policy, researchers see that the government must simplify all aspects of halal tourism development to increase public trust in using

sharia services. Increasing public confidence will lead to an increase in regional income to state revenue.

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APPENDIX

Questionnaire Instrument

PG. Psychographic

No.	Statements	STS	TS	N	S	SS
1	The use of airplanes and cars when traveling is very influential on the travel time used (social class)					
2	I like to visit new tourist destinations that I have never visited (social class)					
3	I will bring enough money and not overdo it when traveling (lifestyle)					
4	I use some of the money I save for traveling (lifestyle)					
5	I like to look for new things when traveling (personality)					
6	I feel comfortable when joining new people when traveling (personality)					

SD. Socio Demographic

No.	Statements	STS	TS	N	S	SS
1	I always travel regularly every month (travel habits)					
2	I always travel with friends or family (not alone) (travel habits)					
3	I will save some of my salary/money for future travel needs (income level)					
4	The amount of income is very influential on the tourist attractions that I will visit (income level)					
5	I choose a tourist destination that is suitable and appropriate for my age (destination type)					
6	I visit halal-based destinations (Type of destination)					

GG. Geographic

No.	Statements	STS	TS	N	S	SS
1	I like tourist destinations that are rich in culture					
2	I like the cultural differences of each tourist destination (culture)					
3	I am interested in visiting tours that have their own characteristics (tourist sites)					
4	I like to visit tourist destinations by paying attention to their geographical location (beaches, mountains etc.) (tourist location)					
5	At this time, I am very concerned about the density of tourist attractions due to the pandemic situation that occurred (population density)					

MB. Intention to Halal Tourism

No.	Statements	STS	TS	N	S	SS
1	I like halal tourist destinations that produce experiences and information about the destination visited (educative)					
2	My goal of traveling halal is to make myself and others happy (Personal reasons)					
3	Facilities and infrastructure are important points when I travel halal (personal reasons)					
4	When I feel stressed I will go on a halal trip to relax myself (relaxation)					
5	I will do halal tourism while doing my favorite hobby (relaxation)					
6	I will try things I have never tried (adventure)					
7	I like to do things directly, not from other people's stories when traveling halal (adventurer)					
8	When I travel halal, I will look for destinations with a good environment (environment)					

Appendix 2

Table. Loading Factor

	Early Model	Modification
PG1	0.611	
PG2	0.769	0.896
PG3	0.399	
PG4	0.400	
PG5	0.800	0.896
PG6	0.575	
SD1	0.170	
SD2	0.701	0.807
SD3	0.486	
SD4	0.685	
SD5	0.610	
SD6	0.777	0.868
GG1	0.772	0.784
GG2	0.759	0.764
GG3	0.758	0.795
GG4	0.798	0.802
GG5	0.407	
MB1	0.766	0.890
MB2	0.661	
MB3	0.580	
MB4	0.670	
MB5	0.759	0.838
MB6	0.657	
MB7	0.688	
MB8	0.663	

Table. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
X1 (PG)	0,802
X2 (SD)	0,702
X3 (GG)	0,618
Y (MB)	0,747

Table. Fornell Larcker Criterion

	X1 (PG)	X2 (SD)	X3 (GG)	Y (MB)
X1 (PG)	0,896			
X2 (SD)	0,313	0,838		
X3 (GG)	0,412	0,246	0,786	
Y (MB)	0,349	0,526	0,532	0,864

Table. Cross Loading

	X1 (PG)	X2 (SD)	X3 (GG)	Y (MB)
GG1	0,249	0,146	0,784	0,324
GG2	0,215	0,080	0,764	0,248
GG3	0,265	0,079	0,795	0,367
GG4	0,453	0,343	0,802	0,582
MB1	0,306	0,547	0,445	0,890
MB5	0,298	0,345	0,480	0,838
PG2	0,896	0,289	0,346	0,313
PG5	0,896	0,272	0,392	0,312
SD2	0,288	0,807	0,162	0,401
SD6	0,243	0,868	0,245	0,476

Table. Composite Reability & Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability
X1 (PG)	0,754	0,890
X2 (SD)	0,579	0,825
X3 (GG)	0,811	0,866
Y (MB)	0,664	0,855

Table. R-Square

	R Square	R Square Adjusted
Y (MB)	0,451	0,439

Table. Predictive Relevance

	SSO	SSE	Q ² (=1-SSE/SSO)
X1 (PG)	272.000	272.000	
X2 (SD)	272.000	272.000	
X3 (GG)	544.000	544.000	
Y (MB)	272.000	187.1998	0.312

Table. Fit Models

	Saturated Model	Estimated Model
SRMR	0,108	0,108
d_ULS	0,636	0,636
d_G	0,293	0,293
Chi-Square	248,318	248,318
NFI	0,504	0,504