

Analisis faktor motivasi turis muslim mancanegara dalam memilih Indonesia sebagai destinasi wisata halal = Factor analysis of motivation foreign muslim tourist to choose Indonesia as a wisata halal destination

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Abstrak

Pariwisata merupakan komponen yang penting dalam perekonomian Indonesia untuk meningkatkan pendapatan devisa dan dapat membuka lapangan pekerjaan. Indonesia memiliki alam yang indah, pantai yang indah, iklim tropis, keragaman budaya dengan jumlah umat Islam terbesar di dunia, sehingga berpotensi untuk mengembangkan pariwisata halal. Penelitian ini bertujuan menganalisis faktor-faktor motivasi turis Muslim mancanegara dalam memilih Indonesia sebagai destinasi Wisata halal. Penelitian ini mengambil 221 sampel dan analisis yang digunakan untuk pengolahan data yaitu Structural Equation Modeling SEM. Hasil penelitian ini menunjukkan bahwa kelima faktor motivasi turis Muslim mancanegara berpengaruh signifikan terhadap Indonesia is my halal tourism destination, di antaranya yaitu Islamic compliance with self-fulfillment, Islamic compliance with self esteem needs, Islamic tourists safety needs, Islamic compliance with relationship needs dan Islamic compliance with physiological needs.

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Tourism is an important component of the Indonesian economy to increase foreign exchange as well as create job opportunities. Indonesia has wonderful natural, gorgeous beaches, a tropical climate, cultural diversity with the largest number of Muslims in the world, and the potentially to develop halal tourism. The purpose of this research was to analyzed the factors of motivation of foreign Muslim tourists to choose Indonesia as a halal tourism destination. This research used 221 samples and used Structural Equation Modeling SEM as its methodology. The result of this research showed that all factors of motivation significantly affect Indonesia is my destination halal tourism. There are Islamic compliance with self fulfillment, Islamic compliance with self esteem needs, Islamic tourists safety needs, Islamic compliance with relationship needs and Islamic compliance with physiological needs.