

# Faktor-faktor yang Memengaruhi Intensi Untuk Mengunjungi Green Halal Tourism Pada Masyarakat Muslim di Indonesia = Factors Influencing Intention to Visit Green Halal Tourism of Indonesian Muslims

Natasha Alifia, author

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## Abstrak

Pariwisata halal di Indonesia semakin berkembang setelah pelonggaran aturan *lockdown* dan pembatasan perjalanan. Pengembangan pariwisata berkelanjutan juga menjadi penting, mengingat meningkatnya kesadaran akan keberlanjutan (*sustainability*). Penelitian ini bertujuan untuk mengetahui faktor-faktor yang memengaruhi intensi untuk mengunjungi *green halal tourism* pada masyarakat muslim di Indonesia. Penelitian ini menggunakan kerangka *Theory of Planned Behavior* (TPB) dengan tambahan beberapa variabel, yaitu *religiosity*, *travel motivation* dan *moral reflectiveness*. Penelitian kuantitatif ini dianalisis dengan *Partial Least Square–Structural Equation Modeling* (PLS-SEM). Data dikumpulkan dari 310 responden muslim di Indonesia menggunakan metode *non-probability sampling*. Kuesioner survei disebarikan secara daring melalui WhatsApp, Line, Instagram, dan Twitter (X). Hasil penelitian menunjukkan bahwa *attitude*, *subjective norm*, *perceived behavioral control*, *religiosity*, dan *destination trust* memiliki pengaruh positif langsung terhadap *intention to visit*. *Halal awareness*, *destination image*, *travel motivation*, dan *moral reflectiveness* tidak secara langsung memengaruhi intensi tersebut. *Travel motivation*, *moral reflectiveness*, dan *religiosity* berpengaruh positif terhadap *attitude*. *Religiosity* juga berpengaruh positif terhadap *halal awareness*. *Religiosity* dan *travel motivation* memengaruhi *destination image*, yang kemudian memengaruhi *intention to visit* setelah dimediasi oleh *destination trust*. Hasil penelitian ini diharapkan dapat bermanfaat bagi praktisi dan industri pariwisata dalam mengembangkan strategi serta memperluas literatur terkait *green halal tourism*.

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Halal tourism in Indonesia is growing rapidly after lifting the lockdown regulations and travel restrictions. The development of sustainable tourism has also become crucial due to rising awareness of sustainability. This research aims to identify factors influencing the intention to visit green halal tourism among Indonesian muslims. This research uses the Theory of Planned Behavior (TPB) with added variables such as religiosity, travel motivation, and moral reflectiveness. This quantitative research was analyzed with Partial Least Square–Structural Equation Modeling (PLS-SEM). Data was collected from 310 muslim respondents in Indonesia through non-probability sampling. The survey questionnaire was distributed online via WhatsApp, Line, Instagram, and Twitter (X). The results show that attitude, subjective norm, perceived behavioral control, religiosity, and destination trust positively influence the intention to visit. Halal awareness, destination image, travel motivation, and moral reflectiveness do not directly affect this intention. Travel motivation, moral reflectiveness, and religiosity positively impact attitude. Religiosity also positively affects halal awareness. Religiosity and travel motivation influence destination image, which then affects the

intention to visit, after mediated by destination trust. These results are expected to be useful for practitioners and the tourism industry in developing strategies and expanding the literature on green halal tourism.