

Pengaruh Islamic attributes, Destination Image, Scepticism, Perceived Value, dan Halal Awareness Terhadap Niat Melakukan Perjalanan Wisata Luar Negeri ke Negara Ramah Muslim = Influence of Islamic attributes, Destination Image, Scepticism, Perceived Value, and Halal Awareness on Intention to Travel Overseas to Muslim-Friendly Countries

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Abstrak

Industri pariwisata halal mengalami pertumbuhan yang signifikan dan menjadi segmen penting dalam industri pariwisata global. Hal ini didorong oleh meningkatnya populasi Muslim dan daya beli mereka yang memperkuat permintaan akan layanan wisata yang sesuai dengan nilai-nilai Islam. Wisatawan muslim Indonesia di usia 17-64 tahun menjadi pasar yang potensial bagi destinasi wisata asing. Penelitian ini bertujuan melihat faktor-faktor yang mempengaruhi niat wisatawan muslim Indonesia dalam melakukan perjalanan wisata luar negeri ke negara ramah muslim. Desain penelitian ini adalah deskriptif, menggunakan metode PLS-SEM dengan software SmartPLS3. Pengumpulan data dilakukan dengan menyebarkan kuesioner melalui Google Form. Kriteria responden meliputi Warga Negara Indonesia (WNI), beragama Islam, berusia minimal 17 tahun, dan pernah melakukan perjalanan wisata ramah Muslim ke luar negeri dalam lima tahun terakhir. Dari 350 sampel yang telah diteliti, ditemukan bahwa destination image, emotional value, dan functional value memberikan pengaruh langsung terhadap intention to engage in muslim-friendly travel. Emotional value tidak memediasi hubungan antara Islamic attributes terhadap intention to engage in muslim-friendly travel, tetapi scepticism dan functional value memediasi hubungan antara Islamic attributes terhadap intention to engage in muslim-friendly travel. Scepticism memiliki pengaruh negatif terhadap intention to engage in muslim-friendly travel.

.....The halal tourism industry is experiencing significant growth and has become an important segment in the global tourism industry. This is driven by the increasing Muslim population and record purchasing power which strengthens the demand for tourism services that are in line with Islamic values. Indonesian Muslim tourists aged 17-64 years are a potential market for foreign tourist destinations. This research aims to look at the factors that influence the intentions of Indonesian Muslim tourists to travel abroad to Muslim-friendly countries. The design of this research is descriptive, using the PLS-SEM method with SmartPLS3 software. Data collection was carried out by distributing questionnaires via Google Form. Respondent criteria include Indonesian citizens (WNI), Muslim, at least 17 years old, and have taken a Muslim-friendly tourist trip abroad in the last five years. Of the 350 samples that were studied, it was found that destination image, emotional value, and functional value had a direct influence on intention to engage in Muslim-friendly travel. Emotional value does not mediate the relationship between Islamic attributes and intention to engage in Muslim-friendly travel, but skepticism and functional value mediate the relationship between Islamic attributes and intention to engage in Muslim-friendly travel. Skepticism has a negative influence on intention to engage in Muslim-friendly travel.