

Analisis Faktor-Faktor yang Mempengaruhi Intensi Wisatawan Muslim Indonesia dalam Mengunjungi Negara Jepang = Analyzed Determinants the Intention of Indonesian Muslim Travellers to Visit Japan

Nurjannah, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920556286&lokasi=lokal>

Abstrak

Penelitian ini menjadikan Theory of Planned Behavior (TPB) sebagai teori dasar penelitian dengan tujuan untuk menganalisis faktor-faktor yang mempengaruhi intensi wisatawan Muslim Indonesia dalam mengunjungi negara Jepang dengan mengidentifikasi pengaruh religiosity, perceived Islamic value, perceived halal risk dan attitude toward non-Islamic country terhadap intensi mengunjungi negara non-Islam. Responden penelitian ini merupakan 219 Warga Negara Indonesia (WNI) yang beragama Islam, kemudian data diolah menggunakan metode Structural Equation Model (SEM) dengan bantuan perangkat lunak SPSS22 dan LISREL 8.8. Hasil penelitian menunjukkan bahwa religiosity secara signifikan mempengaruhi perceived Islamic value, perceived halal risk dan attitude. Perceived Islamic value signifikan mempengaruhi attitude. Namun, perceived halal risk tidak berpengaruh terhadap attitude toward non-Islamic country. Menariknya, hasil penelitian ini menunjukkan bahwa intensi seorang Muslim untuk mengunjungi negara Jepang secara tidak langsung dipengaruhi oleh sikap.

.....This study use Theory of Planned Behavior (TPB) as the basic theory of research with the aims to analyzing the factors that influence the intention of Indonesian Muslim tourists to visit Japan by identifying the influence of religiosity, perceived Islamic value, perceived halal risk and attitude toward non-Islamic countries on the intention to visit non-Islamic countries. The respondents of this study were 219 Indonesian citizens (WNI) who were Muslim, the data has processed using Structural Equation Model (SEM) method with SPSS22 and LISREL 8.8 software. The results showed that religiosity significantly affected the perceived Islamic value, perceived halal risk and attitude. Perceived Islamic value significantly affects attitude. However, perceived halal risk has no effect on attitudes toward non-Islamic countries. Interestingly, the results of this study indicate that a Muslim's intention to visit Japan is indirectly influenced by attitude.