

The Effect of Halal Tourism Attributes, Halal Tourism Awareness, and Social Media on Traveling Interest

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ARTICLE INFO

Keywords: Halal Tourism, Awareness, Social Media, Interest

Received : 19, April

Revised : 18, May

Accepted: 20, June

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ABSTRACT

This article aims to analyze the effect of halal tourism attributes, halal tourism awareness, and social media use on travel interest. Data analysis was conducted using regression techniques to assess the relationship between the independent variables (halal tourism attributes, halal tourism awareness, and social media) with the dependent variable (travel interest) using the GSCA Pro application. The results showed that halal tourism attributes and social media usage significantly influenced travel interest. However, halal tourism awareness was not found to have a significant effect on travel interest. This suggests that, although there is an increasing awareness of halal tourism, this factor may not be the main one in influencing tourists' decision to choose a halal tourism destination.

INTRODUCTION

Halal tourism has become one of the fastest growing sectors in the global tourism industry. The tourism sector is one of the pillars of the Indonesian economy and the main source of foreign exchange, the Organization for Economic Co-Operation and Development (2022) explained that in 2019, the tourism sector contributed 5.0% of Indonesia's GDP. However, the impact of the Covid-19 pandemic in 2020 resulted in a decrease in tourism's contribution to GDP by 56%, which became only 2.2% of the total economy (Purwowidhu, 2023).

The concept of halal tourism not only includes religious aspects, but also emphasizes the principles of sustainability, social justice, and respect for local culture. In this era of globalization, public interest in halal tourism is increasing, creating a great opportunity for the development of destinations that are friendly to Muslim tourists (May et al., 2020).

The importance of halal tourism lies not only in meeting the needs of Muslim travelers, but also in its positive impact on the local economy, environmental sustainability, and cultural heritage preservation (Rahmi, 2020; Dewi et al., 2022; Bustamam & Suryani, 2021). As a result, many countries and tourism destinations around the world are beginning to recognize the potential of halal tourism and are striving to develop infrastructure, services, and tourism experiences that conform to the principles of halal tourism (Satriana & Faridah, 2018).

The development of halal tourism has become an important focus for many countries, to attract Muslim tourists from around the world. Tourism development plays an important role as a source of foreign exchange, and there are many opportunities that can be utilized in this field. Unlike other industries, tourism objects and attractions are generally not consumed (the industry will never run out). In addition, as one of the largest Muslim countries in the world, Indonesia offers great opportunities for the development of halal tourism (Satriana & Faridah, 2018).

In Indonesia, the term "Muslim Friendly Tourism" was coined to describe the concept of halal tourism (Jaelani, 2017). Samsuduha (2020) explains that the potential of halal tourism is now very large in meeting the market needs of the international community who are starting to move towards a sharia economy either based on Islamic understanding or simply because of taste and convenience.

Indonesia as a country with a mostly Muslim population has great potential in the development of Muslim friendly tourism. Muslim friendly tourism (MFT) refers to the provision of sharia-compliant services and facilities that meet the needs of Muslim travelers. This includes aspects such as halal food, prayer facilities, separate facilities for men and women, and other considerations in line with Islamic principles. The MFT concept has received attention in countries with significant Muslim populations, such as Malaysia and Indonesia (Yahya et al., 2022).

Halal tourism has become an integral part of the development of the global tourism industry, giving rise to various considerations that include halal tourism attributes, the level of halal awareness, and the role of social media in shaping travel interests (Battour & Ismail, 2018; Abror et al., 2020; Werthner &

Ricci, 2004). The sustainability and rapid growth of halal tourism not only reflects the market demand from Muslim tourists, but also illustrates the changes in consumer behavior and the influence of certain factors in guiding travel preferences.

Attributes of halal tourism, such as the availability of facilities that meet halal standards, aspects of a family-friendly environment, and respect for religious values, are important factors in determining tourists' interest in choosing a particular destination (Battour et al., 2013). In addition, increasing halal awareness among the public has also contributed to shaping tourists' preferences for destinations that offer tourism experiences in accordance with halal principles (Abror et al., 2020). The development of social media as an information and interaction platform plays an important role in shaping travel perceptions and interests. Through social media, information about the diversity of halal tourism destinations can quickly spread, influencing consumer perceptions and driving tourist interest (Muslim, 2018).

However, although there have been many studies on halal tourism, awareness of halal tourism, and the role of social media in tourism, there are still few studies that combine these three variables. In addition, the research was conducted after the Covid-19 pandemic where the socio-economic conditions of the community have begun to stabilize and the situation has gradually improved so that people's purchasing power is not only focused on primary needs.

Therefore, this study aims to examine and analyze the influence of halal tourism attributes, awareness of halal tourism, and social media on a person's travel interest. This research is expected to provide deeper insights into how these factors are interrelated and contribute to a person's interest in traveling that follows Islamic religious principles.

With an in-depth understanding of the relationship between halal tourism attributes, halal awareness, and social media on travel interest, this study aims to identify the most significant factors in shaping tourists' preferences and interest in halal tourism destinations. It is expected that the results of this study can provide valuable insights for stakeholders in the tourism industry to improve marketing strategies, infrastructure, and services that support the development of halal tourism in a sustainable manner.

LITERATURE REVIEW

Halal Tourism Attributes

Halal tourism attributes are attributes that meet the needs of Muslim tourists in complying with Sharia rules, such as the fulfillment of worship facilities, the availability of halal food and drinks, no attributes that conflict with Islam, and a social environment that contains Islamic elements. Islamic attributes are an important factor in meeting the needs of Muslim tourists who go on a trip to a tourist attraction. West Sumatra has been named the best halal tourist destination in the world because it has excellent halal destination attributes. Standardization is definitely needed in the use of non-standard words such as 'halal tourism', 'Islamic tourism', 'religious tourism' and many more. Halal tourism attributes include various aspects that reflect a

destination's commitment to providing travel experiences in accordance with halal principles, involving not only religious aspects but also cultural and environmental aspects. Some of the significant halal tourism attributes include: Availability of Places of Worship (Facilities, Cleanliness, and Purity); Availability of Halal Certified Food and Beverages; Clean and Sacred Public Toilets; Lactation Facilities; Prohibition of Bringing Pets (Especially those that cause severe uncleanness / mughallazah); Friendly and polite service (clothing, attitude, speech).

H1: It is suspected that Halal Tourism Attributes affect travel interest

Halal Tourism Awareness

Halal awareness in traveling refers to the awareness to choose tourist destinations and facilities that prioritize Islamic values, such as halal food and beverages, adequate supporting facilities for worship, free from non-halal activities, provision of separate recreation areas for women and men, and lodging in accordance with Islamic rules for foreign tourists visiting Indonesia. The concept of halal tourism itself is a tourism activity that provides services and facilities by prioritizing Islamic values. Halal tourism destinations in Indonesia have begun to be developed and some regions have implemented the concept of halal tourism, such as West Sumatra. The development of halal tourism requires halal awareness and destination marketing, with halal certification from MUI for each standardization of facilities to create a sense of security, comfort, and hygiene in consuming tourist services or goods.

H2: It is suspected that Halal Tourism Awareness affects travel interest

Social Media

Social media is a tool on the Internet that allows users to express themselves, interact, collaborate, share and communicate with others, and form virtual social bonds (Angela & Yoedtadi, 2019). Social media is an important part of a larger, comprehensive sales, service, communication, and marketing strategy that reflects and adapts to the market and the people who interpret it (Solis, 2010).

The tourism industry currently requires digital media to facilitate access to tourism information via the internet and social media, so it is very useful for marketers to build strong brands and create competitive advantages (Hermawan, 2022). So that tourism promotion is no longer done manually through billboards, pamphlets, etc. The presence of social media provides a great opportunity for the development of tourism. The presence of social media provides a great opportunity for the development of the tourism industry in today's digital era. When tourists visit a destination in a country, they need to find information about the destination they want to visit in that country. This information requires the use of information technology through social media (Ismail & Frinaldi, 2022).

H3: It is suspected that Social Media has an effect on travel interest

Conteptual Framework

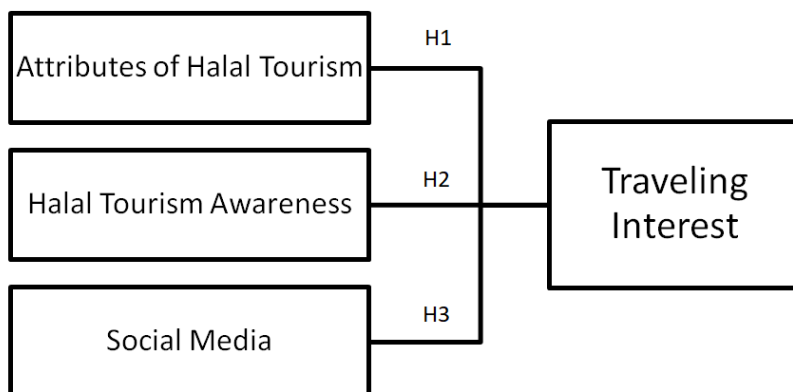


Figure 1. Conceptual Framework

METHODOLOGY

The type of research used in this study is associative quantitative research which is then processed using the SEM (Structural Equation Modeling) model. This study aims to determine the relationship between the variables of halal tourism attributes, halal tourism awareness, and social media on travel interest. The type of data used in this study is primary data collected by utilizing a questionnaire instrument. The questionnaire contains statements regarding indicators that are thought to influence travel interest. The questionnaire was distributed online utilizing Google Forms due to considerations of efficiency and ease of process. The population used in this study were all active social media users in Indonesia with a minimum age of 18-32 years (Hakim, 2018). Determination of the number of samples used in this study using the help of the G*power application calculation due to the unknown population size (Buchner et al, 2009). In this study using probability sampling techniques or by taking random samples from the existing population. The reason for choosing this technique is because it allows researchers to make generalizations from sample characteristics to population characteristics.

RESEARCH RESULT

Respondent Overview

Based on the results of the questionnaire distributed online through Google Form, 133 respondents were obtained and were sufficient for the total sample required. The results of filling out the questionnaire were filled in by the Indonesian people in general, dominated by respondents aged 18-23 years as much as 86%, with the requirement to have active social media which can be WA, Facebook, Instagram, X, etc.

Tabel 1. Respondent Overview

| Age | Amount | |
|-------|----------------|-------|
| 18-23 | 114 respondent | (86%) |
| 24-28 | 12 respondent | (9%) |
| 29-32 | 7 respondent | (5%) |

The summary of the questionnaire results is as follows: almost 80% of respondents agreed with the statement regarding halal tourism attributes can affect their interest in traveling. Respondents tend to choose tourist destinations that provide complete Muslim-friendly facilities; less than 30% of respondents understand and implement halal awareness of tourist attractions. Some respondents are still less awake and do not implement their halal awareness even though they know the halal products of tourist destinations; meanwhile, the tendency of respondents in choosing their preferred social media base is quite balanced between photos, videos, and articles. Respondents also tend to like sharing and interacting between other social media users to convey information about travel experiences to excellent facilities offered by tourist destinations.

Research Instrument Test

The research instrument test was carried out to ensure that the questionnaire used was really good at measuring the symptoms or variables under study, in this study using the SPSS application. The main objective is to assess the validity and reliability of the measuring instrument.

The results of the validity test conducted in this study indicate that all indicators used are valid except X3_11 and have been eliminated, the value of $r_{count} > 0.361$ from each statement point for a total pilot test of 30 respondents. While the results of the reliability test in this study show reliable results, obtained the Cronbach alfa value of each variable of Halal Tourism Attributes (X1), Halal Tourism Awareness (X2), Social Media (X3), and Interest in Traveling (Y) is more than 0.6. So the decision, the existing questionnaire is reliable and research can be continued.

Tabel 2. Research Instrument Test

| Description | X1 | X2 | X3 | Y |
|--------------------|-----------|-----------|-----------|----------|
| CA | 0,889 | 0,862 | 0,925 | 0,768 |
| Total | 21 | 6 | 13 | 10 |

Measurement Model

The first test carried out on the measurement model or outer model is convergent validity, which can be seen through the estimated loading value. Convergent validity will be fulfilled if the estimated loading value is > 0.5 and there is no value 0 in the CI interval. Alpha shows the value of Cronbach alpha to determine whether the latent variable explanatory indicators are reliable. The reliability test results for each indicator have a value greater than or equal to 0.7 so that the indicator reliability test is fulfilled.

Structural Model

This study shows that only the Halal Tourism Awareness variable is not significant to Traveling Interest, it can be seen in table 3.10 where the halal tourism awareness variable has a value of 0 in the interval. All formulas or formulas must also be numbered.

Tabel 3. Path Coefficients

| Path Coefficients | Estimate | SE | 95%CI | |
|------------------------|----------|-------|------------|-------|
| X1→Traveling Interest | 0.587 | 0.078 | 0.449 | 0.724 |
| X2→ Traveling Interest | 0.1 | 0.058 | - 0.017 | 0.202 |
| X3→ Traveling Interest | 0.355 | 0.064 | 0.234 | 0.481 |

Goodness of Fit Evaluation

In this study, it was found that the FIT value was 0.47, which means that the overall model was able to explain the variation of the data by 47%. The resulting Goodness of Fit (GFI) value of 0.944 or 94.4% indicates the overall model has a good level of fit.

Tabel 4. Goodness of Fits

| FIT | GFI |
|-------|-------|
| 0.474 | 0.947 |

DISCUSSION

Attributes of Halal Tourism

Based on the results of the analysis, it is found that halal tourism attributes affect travel interest. It shows that Indonesian people know and understand the attributes of halal tourism in traveling. Such as the availability of worship facilities in the form of prayer rooms/mosques, halal food and drinks, and other supporting facilities that are Muslim-friendly. Based on the criteria of answers collected from respondents, it can be concluded that halal tourism attributes affect travel interest because respondents agree that worship facilities, halal food, public toilets, lactation rooms, prohibition of bringing in animals, to friendly and polite service are components of halal tourism.

These results support the findings of Sudigo (2018); Battour, Battor, and Bhatti (2013) which state that prayer facilities and morality affect travel interest; Battour and Ismail (2016); Satriana and Faridah (2018) which state that guaranteed halal food, polite staff clothing and friendly service to Muslims can increase tourist interest in visiting.

But contrary to some research results, such as comfort, safety, and quality of experience, which are more important to create interest in revisiting and increasing tourist visits. For example, in Situ Cangkuang Tourism Village, which has not been certified by CHSE (Cleanliness, Health, Safety, Environment), does not have road directions to tourist sites, and only relies on selfies so that it does not generate interest in visiting again (Lestari & Fitriani, 2023). At Water Park Bojongsari Indramayu, the Water Park focuses on efforts to increase tourist visits by conducting a product attribute program for water tourism, which affects tourist interest in visiting the location (Sutrisno, 2013). In this case, halal attributes are not considered as a factor that significantly affects travel interest.

The command to choose, consume and use halal products is also found in several verses of the Koran and Hadith, such as in Q.S Al-Baqarah verse 168, in

the verse Allah SWT commands humans to choose, use and consume halal products, not only about food but also other products and services offered by tourist destinations such as halal tourism attributes.

With the growth in the number of Muslim tourists and the increasing need for halal tourism, halal tourism attributes are an important factor in attracting Muslim tourists and influencing their loyalty to tourist destinations. Therefore, the development and promotion of tourist destinations by paying attention to halal tourism attributes can have a positive impact on travel interest and the tourism industry as a whole.

Halal Tourism Awareness

Halal tourism awareness has no effect on travel interest. In Pratiwi's research (2016) shows similar results that only 3% of the total respondents understand the concept of halal tourism, but most studies show significant results in several aspects such as purchasing decisions and halal food selection (Shafi and Sahwan, 2015; Juliana et al., 2022; Golnaz et al., 2010; Vizano et al., 2021).

This could be due to the lack of awareness about halal tourism or Muslim-friendly tourism. It can be seen through the varied answers, 30% of the total respondents still do not understand halal awareness and its implementation. While the Prophet said, "Seeking something halal is an obligation for every Muslim." (H.R. Al-Thabarani from Ibn Mas'ud). The hadith is a warning for Muslims to continue to be istiqomah in following the commands of Allah SWT and His Messenger. So whatever the conditions of the times, a Muslim must still pay close attention to the origin of what he consumes.

However, this study shows the opposite result, people know about halal-haram but do not care and do not implement their knowledge on halal products, especially when traveling. This is in line with the hadith narrated from Abu Hurairah RA that the Prophet Muhammad SAW said:

عَنْ أَبِي هُرَيْرَةَ رَضِيَ اللَّهُ عَنْهُ عَنِ النَّبِيِّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ قَالَ: يَأْتِي عَلَى النَّاسِ زَمَانٌ لَا يُبَالِي الْمَرْءُ مَا أَخَذَ مِنْهُ، أَمِنَ الْخَلَالَ أَمْ مِنَ الْحَرَامِ

"The time will come when many people will no longer care about what they have taken, whether it is halal or haram" (HR Bukhari).

Although Indonesians are aware of halal tourism, there are also those who disagree with the prohibition of bringing pets (especially dogs) to tourist destinations. So that some of us who are not willing to really think and try always assume that finding something purely halal is a difficult thing, and finally they underestimate their halal knowledge to obtain mere pleasure in traveling. People travel without really caring whether the tourist destination is fully halal or Muslim-friendly.

Social Media

Social media has an effect on travel interest, this shows that Indonesians use social media as a tool to interact and find information about tourist destinations in planning their tourism activities.

In some studies, it is stated that the use of good social media marketing with an effective strategy can reach a wider market and can improve services

from tourism managers. Through social media, potential visitors can see positive or negative reviews about tourist destinations before deciding to travel to that place (Sari, 2022; Firmansyah et al., 2022; Khotimah and Sulistyowati, 2022). In addition, creatively packaged photo communication and reviews from influencers are quite important factors in attracting consumer attention (Indika and Jovita, 2017; Julita, 2022).

When viewed based on the results of the questionnaire, the choice/preference of social media from respondents is quite balanced between product promotion through images, videos, and stickers/writing. Respondents also tend to seek further information when interested in the promotion of certain tourist destinations seen through influencers they follow or offers seen directly on the tourist destination's own social media platform.

Respondents also often interact through social media about travel trips that they share or see reviews from other people who have traveled. In addition, the liveliness of tourist destinations in maintaining good relations with customers is also an important factor so that tourists continue to visit again and give positive value to these tourist destinations.

CONCLUSIONS AND RECOMMENDATIONS

Halal tourism attributes affect the interest in traveling. This can be caused by the habits of Indonesian people who choose tourist destinations based on the presence of prayer rooms/mosques, halal food, services, regulations, and other supporting facilities that are Muslim-friendly.

Halal tourism awareness has no effect on travel interest. Factors that influence this are the lack of understanding of the Indonesian people about halal tourism or Muslim-friendly tourism and less than optimal implementation when traveling.

Social media has an effect on travel interest. This can happen because Indonesian people are active on social media to find information and references about tourism that makes them interested.

1. Suggestions for tourist destination managers
 - a. In order to improve halal tourism attributes such as the availability, cleanliness, and sanctity of Muslim-friendly facilities and review the rules of traveling so that tourists feel comfortable visiting these tourist destinations.
 - b. In addition, the manager of tourist destinations can also increase promotion through social media, especially those based on photos and videos. So that people become more interested in visiting, the contents of promotions on social media not only favor tourist destinations but also things that can benefit tourists such as entrance ticket vouchers/discounts.
2. Travelers/Community

Although people know about halal products in traveling, it will be useless if this is not practiced in traveling. Therefore, it would be better if people care more about halal awareness in traveling.

ADVANCED RESEARCH

There are still some shortcomings found in this study, therefore the researcher suggests several things to do in further research as follows:

- a. Adding indicators to the halal tourism awareness / halal awareness variable and making questionnaires aimed at the public.
- b. Clarify the criteria (such as occupation, income, domicile, how often traveled, etc.) of respondents so that the results obtained are maximized and data processing becomes more specific.

ACKNOWLEDGMENT

The author would like to thank the researchers who are the source of reference for this literature review article, to the Formosa publisher who has published the results of this scientific work, the campus where the research was conducted, and the friends and loved ones who support the spirit of researchers to always produce written work.

The author realizes that this article is far from perfect. Therefore, constructive criticism and suggestions are highly expected for future improvements. Hopefully the results of this study can contribute and benefit the development of halal tourism in Indonesia.

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