

The Influence of Destination Image on Visit Intention in the Halal Tourism Destination of the Aceh Tsunami Museum with Destination Familiarity as a Moderating Variable

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ARTICLE INFO

Keywords: Destination Image, Visit Intention, Destination Familiarity, Halal Tourism

Received : 26, October

Revised : 28, November

Accepted: 30, December

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ABSTRACT

This study aims to analyze the impact of destination image on visit intentions to the halal tourism attraction of the Tsunami Museum Aceh. The sample consists of 100 respondents who have visited the Tsunami Museum Aceh at least once. The data analysis technique used is Moderate Regression Analysis (MRA). The results indicate that the destination image has a positive and significant effect on visit intentions to the halal tourism attraction of the Tsunami Museum Aceh. Furthermore, the destination familiarity variable moderates the effect of destination image on visit intentions. However, since the regression coefficient is negative, destination familiarity weakens the influence of destination image on visit intentions. Based on these findings, it can be concluded that a destination image built through promotion and communication aligned with visitor values affects tourist visit intentions.

INTRODUCTION

Halal tourism involves travel experiences that provide halal products and services aligned with Islamic principles and values. (Adinugraha et al., 2021). This type of tourism employs a system designed to meet Sharia requirements and is tailored to the lifestyle of Muslim travelers during their vacations, addressing the specific needs of Muslim tourists. The goal of halal tourism is to motivate travelers to seek happiness and gain the blessings of Allah SWT (Ratnasari, 2020). Halal tourism is rapidly becoming one of the most expanding segments within the global tourism industry (Rahman et al., 2020). It has become a rapidly expanding trend and necessity, not only in Muslim-majority countries but also globally (Adinugraha et al., 2021).

As the nation with the largest Muslim population globally, Indonesia has considerable potential to advance halal tourism. In 2023, Indonesia and Malaysia topped the Global Muslim Travel Index (GMTI, 2023), showcasing Indonesia's achievements in establishing halal tourism destinations on the global stage. Indonesia, the largest archipelagic country in the world, consists of 38 provinces spread across the archipelago. Among these provinces, the Ministry of Tourism has identified at least 15 provinces to focus on developing halal tourism destinations, with 13 provinces already prepared to serve as halal tourism hubs (Ferdiansyah, 2020). In Indonesia, Aceh is a key halal tourism destination with the potential to become a global halal tourism hub (Heriani et al., 2018; Razali et al., 2021). Known as the "Veranda of Mecca," Aceh ranks second after West Nusa Tenggara (NTB) in the top Muslim-friendly tourism destinations according to The Crescent Rating-Mastercard (IMTI, 2023).

The Tsunami Museum is a prominent halal tourism site in Aceh that attracting a large number of visitors. When visiting Aceh, represents the resilience of the Acehnese people after the catastrophic tsunami in 2004, which caused immense destruction and loss of life. The Tsunami Museum plays a crucial role in enhancing Aceh's global recognition as a halal tourism destination (Kamaliah et al., 2019). According to Nuryasmin & Furqan (2023), the Tsunami Museum in Aceh meets six criteria for halal tourism attractions in Banda Aceh: the availability of adequate and gender-segregated restrooms; a complete prayer facility; halal-certified food and beverage services; courteous staff; directional signs to places of worship; and management's reminders for visitors to wear Islamic attire and behave respectfully. This applies to both foreign and non-Muslim tourists. If visitors wear inappropriate clothing, the museum management will provide shawls, sarongs, or skirts for women and sarongs for men, ensuring everyone can enjoy the site while adhering to established guidelines.

The Tsunami Museum has received several awards at both international and national levels. In 2020, it won the Hamaguchi Award from the Japanese government and was named the Most Popular Unique Tourist Destination in Indonesia at the 2020 Anugerah Pesona Indonesia (API) Awards. In 2018, the museum recorded its highest visitor numbers, with 744,205 visitors, including 710,951 domestic tourists and 33,254 international visitors. However, the COVID-19 pandemic led to a significant drop in visitor numbers during 2020-2021, as shown in Table 1.

Table 1. Recapitulation of Visitor Data for the Tsunami Museum of Aceh 2016-2023

Years	Domestic Tourist	Foreign Tourist	Total
2016	683.172	29.441	712.613
2017	677.932	28.714	706.646
2018	710.951	33.254	744.205
2019	537.093	31.670	568.769
2020	71.102	9.178	80.280
2021	98.518	34	98.552
2022	264.684	1.185	265.869
2023	309.760	17.262	327.022

Source: Banda Aceh Dalam Angka (BADA)

Based on Table 1, it is evident that from 2022 to 2023, as recovery from the COVID-19 pandemic progresses, the number of visitors to the Tsunami Museum in Aceh has begun to increase. However, this increase remains significantly lower compared to visitor numbers in 2019 and prior years. To enhance visitor numbers, it is essential to identify factors influencing tourists' visit intention. This would help the Tsunami Museum develop into a sustainable halal tourism destination.

Several factors influence destination choice, including tourist attractions (Juliana et al., 2023; Yacob et al., 2019; Julita et al., 2022; Maulana et al., 2021), electronic word of mouth (Doosti et al., 2016; Ngah et al., 2018; Aprilia & Kusumawati, 2021; Jalilvand et al., 2013), destination image (Musa et al., 2021; Sitepu et al., 2023; Battour & Ismail, 2014; Liu et al., 2018), accessibility (Shan et al., 2020; Napitupulu et al., 2021; Nguyen et al., 2021; Apollo, 2017), promotion (Rahjasa et al., 2022; Hanafiah & Ahmad, 2021; Zhou & He, 2024; Yim et al., 2022), and motivation (Luo & Ye, 2020; Hasan et al., 2018; Khan et al., 2017; Hosany et al., 2020).

Among these factors, destination image plays a crucial role in the success of a tourism destination (Wayan et al., 2017). The construction of a destination's image is vital for predicting tourist behavior, especially regarding their intention in visiting specific locations (Yang et al., 2022). Destination image significantly impacts decision-making in tourism, influencing visitors both before and during their trips. Tourists often have limited knowledge about unvisited destinations, and their perceptions can greatly affect their choices (Musa et al., 2021). Previous studies indicate that destination image positively contributes to attracting visitors (Musa et al., 2021; Sitepu et al., 2023; Battour & Ismail, 2014; Suwarduki et al., 2016; Liu et al., 2018; Ramadhani et al., 2019).

Additionally, destination familiarity is also important in influencing tourists' visit intention (Chaulagain et al., 2019). Past research has shown that familiarity positively moderates the impact of destination image on visit intention (Horng et al., 2012; Chaulagain et al., 2019; Kim & Kwon, 2018). Although several prior studies have examined how familiarity moderates the relationship between destination image and visitor intention, none have focused on the context of halal tourism or museums. Therefore, this research seeks to address the gap in literature by exploring how destination familiarity moderates the impact of destination image on the intention to visit halal tourist destinations.

LITERATURE REVIEW

Destination Image and Visit Intention

Destination image refers to the perceptions, beliefs, and overall impressions that individuals or groups hold about a particular place. Lopes (2011) describes it as a combination of objective knowledge, biases, imagination, and emotional responses toward a destination. This image is shaped by a mix of positive and negative perceptions, with tourists favoring destinations that project a predominantly positive image. Research emphasizes that creating a strong, positive destination image is essential for enhancing a destination's competitiveness and attracting visitors (Goodall, 2013). Al-Gasawneh and Al-Adamat (2020) highlighted a significant link between destination image and tourists' interest in visiting, reinforcing findings from prior studies (e.g., Ryu et al., 2013; Suwarduki et al., 2016; Prayogo et al., 2017; Musa et al., 2021). These studies collectively suggest that destination image positively influences visit intention, leading to the following hypothesis:

H₁: Destination image influences visit intention

Destination Familiarity, Destination Image, and Visit Intention

Destination familiarity can be understood as a mental or visual impression of a destination formed through previous visits or exposure to information (Maestro et al., 2007). Familiarity plays a critical role in shaping tourist behavior, particularly in their decision-making and destination search process (Chaulagain et al., 2019). A high level of familiarity with a destination enhances individuals' ability to form a clearer image of it, which subsequently influences decisions related to destination choice, satisfaction, and even word-of-mouth recommendations (Chen & Lin, 2012). Research also suggests that familiarity strengthens both destination image and visit intention (e.g., Chen et al., 2014;

Horng et al., 2012; Kim & Kwon, 2018). Based on this, the following hypothesis is proposed:

H₂: Destination familiarity moderates the relationship between destination image and visit intention

This research model examines the effect of destination image on visit intention, with destination familiarity serving as a moderating variable. Therefore, the research model is illustrated in Figure 1 below.

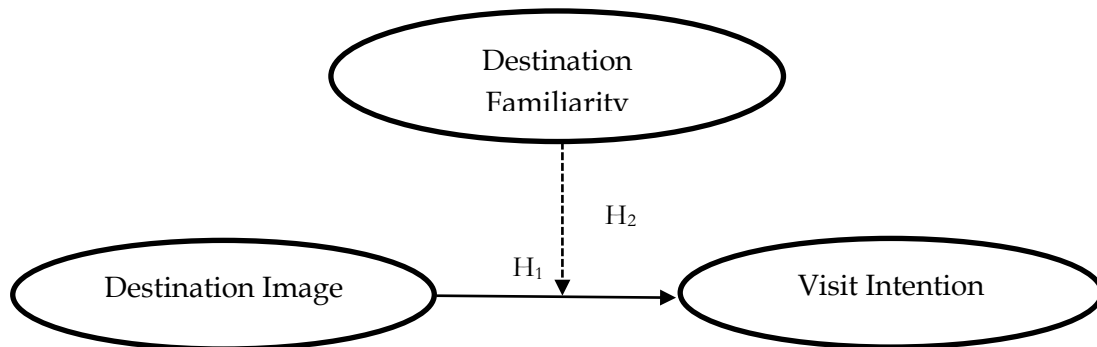


Figure 1. The Conceptual Framework (Adopted from Chaulagain et al., 2019)

METHODOLOGY

This study falls under the quantitative research category, focusing on hypothesis testing. The population consists of tourists who visited the Tsunami Museum in Aceh between 2022 and 2023, totaling 592,891 individuals (BADA, 2023). The sampling method employed is Probability Sampling through Simple Random Sampling. The sample size calculation utilizes Slovin's formula with an error estimate of 10%, resulting in approximately 99.98 respondents, rounded to 100.

This research uses primary data obtained from field observations. Data analysis employs Moderated Regression Analysis (MRA). The research equation model is as follows:

$$Y = a_1 + b_1 X + b_2 Z + e$$

$$Y = a_2 + b_1 X + b_2 Z + b_3 X_1 Z + e$$

Source: (Sharma et al. 1981)

Where:

Y = visit intention

a = a constant

b = regression coefficient

X = destination image

Z = destination familiarity

e = error term

This study involved 100 tourists who had previously visited the Aceh Tsunami Museum. The respondents' characteristics were categorized based on several factors, including gender, age, educational background, monthly income, and frequency of visits to the museum. Detailed demographic information about the participants is presented in Table 2..

Table 2. Demographic Profile of the Respondents

No.	Content	Frequency	Percentage
1.	Gender:		
	Male	28	28%
	Female	72	72%
2.	Age:		
	18 - 25 years old	66	66%
	26 - 35 years old	26	26%
	> 35 tyears old	8	8%
3.	Education:		
	Senior High School	53	53%
	Diploma	6	6%
	Bachelor	38	38%
	Master/Doctor	3	3%
4.	Times of visiting:		
	1 st time	39	39%
	2 nd - 3 th time	42	42%
	> 3 th time	19	19%
5.	Income Per Month:		
	< Rp 2,000,000	27	27%
	Rp 2,000,000 - Rp 4,000,000	36	36%
	Rp 4,000,000 - Rp 8,000,000	24	24%
	> Rp 8,000,000	13	13%

The majority of survey respondents were women (72%) with a young age group, namely 18-25 years (66%), followed by the 26-35 year age group (26%). Respondents with the latest education of Senior High School dominated (53%), while 38% had a Bachelor's degree. Only a small number had a diploma background (6%) and Master/Doctor (3%). This data shows that respondents are dominated by young individuals with secondary to higher education backgrounds. Most respondents have visited 2-3 times (42%), while 39% have only visited once, and 19% have visited more than 3 times, indicating a tendency for repeat visits. In terms of income, the majority come from the lower middle income group, with 36% earning IDR 2,000,000-IDR 4,000,000 and 27% below IDR 2,000,000. Meanwhile, only 13% of respondents have an income of more than IDR 8,000,000. This reflects that the primary segmentation of the survey involved middle-income individuals with relatively repeat visit preferences.

RESEARCH RESULT

Validity and Reliability Testing

Validity testing is performed to ensure that the questionnaire items effectively measure the relevant concepts, utilizing Pearson correlation tests. As shown in Table 3, all items are valid according to the SPSS analysis. The questionnaire is considered valid since the calculated correlation coefficient (r) exceeds the table value (r_{table}) of 0.196, with a significance level below 0.05.

Reliability testing assesses the consistency and dependability of an instrument or questionnaire in producing stable research outcomes (Arikunto, 2006). This is typically measured using the Cronbach's Alpha coefficient. According to Malhotra (2005), a questionnaire is deemed reliable if the Cronbach's Alpha value exceeds 0.60. As shown in Table 3, all variables have Alpha values greater than 0.60, indicating that the questionnaire is a reliable measurement tool for this study.

Tabel 3. Validity and Reliability Test Result

Variable	Item	r_{value}	Cronbach's <i>Alpha</i>	r_{table}
Destination Image (X)	X01	0,811	0,771	0,196
	X02	0,770		0,196
	X03	0,778		0,196
	X04	0,725		0,196
Visit Intention (Y)	Y01	0,800	0,712	0,196
	Y02	0,798		0,196
	Y03	0,792		0,196
Destination Familiarity (Z)	Z01	0,743	0,754	0,196
	Z02	0,684		0,196
	Z03	0,658		0,196
	Z04	0,725		0,196
	Z05	0,749		0,196

Source: Primary Data (Processed 2024)

Normality Test

The normality test evaluates whether the dependent and independent variables in the regression model exhibit a normal distribution. A well-fitting regression model should ideally exhibit a normal or nearly normal distribution. In this study, normality testing was conducted using the Kolmogorov-Smirnov test through a Monte Carlo approach. According to Ghozali (2018), normal distribution of residuals can be assessed from the Monte Carlo significance value. The normality test is considered passed if the Monte Carlo value is greater than 0.05.

Table 3 shows that the Monte Carlo significance value is 0.260, which exceeds 0.05, indicating that the data follows a normal distribution. This implies that there are no extreme values in the data collected, either too high or too low, confirming that there were no sampling errors and no data input errors in the research.

Table 4. Normality Test Results

	Unstandardized Residual
Kolmogorov-Smirnov Z	0,100
Asymp. Sig. (2-tailed)	0,016
Monte Carlo Sig. (2-tailed)	0,260

Source: Primary Data (Processed 2024)

Heteroskedasticity Test

Based on the heteroskedasticity test conducted using the Glejser method, as presented in Table 5, the destination image variable has a significance value of 0.161, which is higher than 0.05. Similarly, the destination familiarity variable shows a significance value of 0.834, also exceeding 0.05. These results indicate that the regression model does not exhibit heteroskedasticity.

Table 5. Heteroskedasticity Test Result

Variable	Standardized Coefficients	T	Sig.
Destination Image	-0,298	-1,413	0,161
Destination Familiarity	0,042	0,199	0,843

Source: Primary Data (Processed 2024)

Moderated Regression Analysis (MRA)

This study utilizes the regression formula from the interaction test, referred to as Moderated Regression Analysis (MRA). MRA examines causal relationships between independent and dependent variables that are influenced by a moderating variable. According to the regression calculations in Table 5, the simple linear regression formula obtained using SPSS is as follows:

$$Y = a_1 + b_1 X + b_2 Z + e$$

From the regression formula above, the constant value in Table 5 is 4.415, representing the intention in visiting the Tsunami Museum in Aceh. Therefore, considering the destination image as the independent variable and destination familiarity as the moderating variable, the visit intention value is 4.415. The regression coefficient for the destination image variable is 0.745, with a significance level of 0.000, which is below 0.05. This indicates that for each one-unit change in the destination image variable, visit intention on the Tsunami Museum increases by 0.745, equivalent to 74.5%.

$$Y = a_2 + b_1 X + b_2 Z + b_3 X*Z + e$$

The interaction regression coefficient between destination image (X) and destination familiarity (Z) is -2.549, with a significance level of 0.001, which is also less than 0.05. This suggests that destination familiarity (Z) as a moderating variable weakens the effect of destination image (X) on visit intention (Y) to the Tsunami Museum by 254.9%.

Table 6. MRA Test Coefficient Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.415	.716		6.162	.000
	Destination Image	.516	.047	.745	11.042	.000
2	(Constant)	-8.034	3.510		-2.289	.024
	Destination Image	1.172	.257	1.691	4.561	.000
	Destination Familiarity	.927	.224	1.705	4.136	.000
	X*Z	-.050	.014	-2.549	-3.557	.001

a. Dependent Variable: Minat Berkunjung

Source: Primary Data (Processed 2024)

Determination Test

In this research, the coefficient of determination (R^2) test evaluates how well the linear regression model explains the variability in the dependent variable based on the independent variables. As presented in Table 6, the R^2 value is 0.576, signifying that 57.6% of the variation in visit intention is accounted for by destination image and destination familiarity. Meanwhile, the remaining 42.4% is influenced by other variables not included in this analysis. Thus, it can be inferred that 42.4% of the factors affecting visit intention at the Tsunami Museum in Aceh stem from elements outside the scope of destination image and familiarity investigated in this study.

Table 7. Determination Coefficient Test Result

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,759	0,576	0,568	1,297

Source: Primary Data (Processed 2024)

Partial Test (t-Test)

The t-Test, or partial test, assesses the individual significance of independent variables on the dependent variable within a regression model, applying a 5% (0.05) significance threshold for a two-tailed test. As shown in Table 8, the destination image variable (X) has a t-value of 11.042 and a significance level of 0.00, which is below the threshold of 0.05. This confirms that destination image significantly impacts visit intention to the Tsunami Museum in Aceh. This result is consistent with prior research indicating that destination image influences visit intention (e.g., Musa et al., 2021; Sitepu et al., 2023; Battour & Ismail, 2014; Suwarduki et al., 2016; Liu et al., 2018; Ramadhani et al., 2019).

Furthermore, as highlighted in Table 6, the interaction between destination image and destination familiarity (X*Z) yields a t-value of -3.557 with a significance level of 0.001, also below 0.05. This demonstrates that destination familiarity moderates the relationship between destination image and visit intention. However, the negative regression coefficient suggests that higher familiarity reduces the strength of the destination image's influence on visit intention. This observation aligns with earlier studies (Chi et al., 2020; Tan & Wu, 2016).

Table 8. Results of Partial Test (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.415	.716		6.162	.000
	Destination Image	.516	.047	.745	11.042	.000
2	(Constant)	-8.034	3.510		-2.289	.024
	Destination Image	1.172	.257	1.691	4.561	.000
	Destination Familiarity	.927	.224	1.705	4.136	.000
	X*Z	-.050	.014	-2.549	-3.557	.001

a. Dependent Variable: Minat Berkunjung
 Source: Primary Data (Processed 2024)

DISCUSSION

The findings of this study demonstrate that destination image has a significant and positive influence on the intention to visit the Tsunami Museum in Aceh. The high average score for "hope to visit in the future" suggests that visitors possess a positive outlook toward the destination. This finding aligns with prior studies, such as Ryu et al. (2013) and Battour & Ismail (2014), which emphasize that a strong destination image positively impacts tourist intentions. However, the lower score for "likelihood of visiting in the future" indicates potential barriers, such as accessibility or perceived value, which need further exploration.

The results also reveal that the image of the destination reflecting the visitor's personality received the highest score, underscoring the museum's alignment with tourist expectations. However, the lower score on "others' perceptions of visiting the destination" suggests a gap in positive word-of-mouth or public perception, which could hinder the destination's attractiveness. As suggested by Liu et al. (2018), addressing this issue through enhanced communication strategies and reputation management could improve public perception and further strengthen the destination's image. Regarding destination familiarity, the findings highlight the highest score for feeling more familiar with various destinations compared to others. However, the lowest score for "collecting information about the destination" indicates a lack of accessible and comprehensive information. This supports previous studies, such as Martins et al. (2017), which found that improving informational accessibility can enhance familiarity and positively influence visit intentions. Strengthening information dissemination through digital platforms and local partnerships can bridge this gap effectively.

Interestingly, the moderating role of destination familiarity shows a negative interaction effect with destination image on visit intentions. This nuanced finding suggests that while both variables are individually significant, their interaction requires careful balance. It resonates with Chew & Jahari (2014), who found that familiarity might alter perceptions in high-risk or complex contexts. The Tsunami Museum's management should integrate strategies that align image-building efforts with enhancing familiarity, avoiding conflicts between the two. These findings offer practical and theoretical contributions. Practically, they guide stakeholders to focus on promotional campaigns, improved facilities, and better service quality to enhance the destination image. Policies that foster infrastructure development and training programs for service providers can also amplify the museum's appeal. Theoretically, the results enrich the literature on destination image and familiarity, particularly in the context of halal tourism. Future research could further investigate other influencing factors, such as electronic word-of-mouth or visitor experiences, to provide a more comprehensive understanding.

CONCLUSIONS AND RECOMMENDATIONS

The results of this study indicate that the destination image significantly affects visit intention on the Tsunami Museum in Aceh. Additionally, the familiarity variable moderates the influence of the destination image on visit intention. However, the negative regression coefficient suggests that destination familiarity weakens this effect. Despite this weakening, the management of the Tsunami Museum should still consider strategies to enhance destination familiarity to improve its appeal to tourists. Future research is encouraged to explore other factors influencing visit intention at the Tsunami Museum using variables beyond those examined in this study, thereby providing deeper insights into what affects visit intention in halal tourism destinations. Furthermore, qualitative research approaches could be employed in subsequent studies.

ADVANCED RESEARCH

This study has certain limitations that can be addressed in future research. First, the research focuses solely on the Museum Tsunami Aceh, which limits the generalizability of findings to other halal tourism destinations. Future studies could expand the scope to include a comparative analysis of multiple destinations to explore broader trends and factors influencing tourist behavior. Second, the study primarily examines destination image and familiarity as determinants of visit intention, potentially overlooking other relevant factors such as digital engagement, service quality, or cultural experiences. Further research could incorporate these variables to provide a more holistic understanding of the factors driving halal tourism.

Third, the data were collected within a specific timeframe, which may not reflect changes in visitor preferences over time. Longitudinal studies are recommended to assess trends and the evolving influence of destination image and familiarity on visit intentions. Lastly, while quantitative methods were utilized, integrating qualitative approaches, such as interviews or focus groups, could offer deeper insights into visitors' motivations and perceptions. This mixed-method approach would enhance the richness and applicability of the findings.

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