TOURIST-INTEREST ANALYSIS IN VISITING HALAL TOURISM POST COVID-19 IN WEST JAVA, INDONESIA USING SEM

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\textbf{Keywords:}
Halal Tourism Industry; Destinations in Indonesia; West Java; Post Covid-19; Quantitative Research; SEM-PLS.

\textbf{Purpose:}
This study aims to determine the perceptions of Muslim tourists interested in visiting halal West Java post Covid-19 pandemic has ended.

\textbf{Theoretical framework:}
West Java is a region of Indonesia that has the potential to become the cornerstone of Indonesia's halal tourism industry so that it can increase its income. However, the government and the community have yet to find solutions to issues with tourism management, particularly in promoting tourism to a larger community.

\textbf{Design/methodology/approach:}
The non-probability sampling technique used in the quantitative research method yields a sample of 260 respondents. The hypothesis is tested for significance utilizing Path and the Partial Least Square (PLS) analyses of Structural Equation Modelling (SEM).

\textbf{Findings:}
The result shows that halal tourism and destination image influence visiting intentions of Muslim tourists in West Java tourist destinations, and halal tourism indirectly influences visiting intentions through destination image as an intervening variable in West Java tourist destinations.

\textbf{Research, Practical & Social implications:}
This research contributes by examining Muslim tourists' behaviour patterns when visiting destinations in West Java. These findings' academic and managerial implications help design halal tourism marketing strategies in West Java, Indonesia.

\textbf{Originality/value:}
This study is the first conducted tourism interest on Halal tourism in West Java, Indonesia using SEM.

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ANÁLISE DE INTERESSE TURÍSTICO EM VISITAR HALAL TOURISM POST COVID-19 EM JAVA OCIDENTAL, INDONÉSIA USANDO SEM

RESUMO
Estrutura teórica: Java Occidental é uma região da Indonésia que tem o potencial de se tornar a pedra angular da indústria de turismo halal da Indonésia para que possa aumentar sua renda. No entanto, o governo e a comunidade ainda precisam encontrar soluções para problemas com a gestão do turismo, particularmente na promoção do turismo para uma comunidade maior.
Design/metodologia/abordagem: A técnica de amostragem sem probabilidade usada no método de pesquisa quantitativa produz uma amostra de 260 respondentes. A hipótese é testada para significância utilizando Path e a análise Parcial Least Square (PLS) da Modelagem de Equações Estruturais (SEM).
Descobertas: O resultado mostra que o turismo halal e a imagem de destino influenciam as intenções de visitas de turistas muçulmanos em destinos turísticos de Java Occidental, e o turismo halal influencia indiretamente as intenções de visitas através da imagem de destino como uma variável intervincente em destinos turísticos de Java Occidental.
Pesquisa, implicações práticas e sociais: Esta pesquisa contribui examinando os padrões de comportamento dos turistas muçulmanos ao visitar destinos em Java Occidental. As implicações académicas e gerenciais dessas descobertas ajudam a projetar estratégias de marketing turístico halal em Java Occidental, Indonésia.
Originalidade/valor: Este estudo é o primeiro interesse turístico realizado em turismo Halal em Java Occidental, Indonésia usando SEM.


ANÁLISIS DEL INTERÉS TURÍSTICO EN VISITAR EL TURISMO HALAL DESPUÉS DE COVID-19 EN JAVA OCIDENTAL, INDONESIA USANDO SEM

RESUMEN
Objetivo: Este estudio tiene como objetivo determinar las percepciones de los turistas musulmanes interesados en visitar la zona halal de Java Occidental después de que haya finalizado la pandemia de Covid-19.
Marco teórico: Java Occidental es una región de Indonesia que tiene el potencial de convertirse en la piedra angular de la industria del turismo halal de Indonesia para que pueda aumentar sus ingresos. Sin embargo, el gobierno y la comunidad aún no han encontrado soluciones a los problemas de la gestión del turismo, particularmente en la promoción del turismo a una comunidad más grande.
Diseño/metodología/enfoque: La técnica de muestreo no probabilístico utilizada en el método de investigación cuantitativa arroja una muestra de 260 encuestados. La hipótesis se prueba para la significancia utilizando los análisis de Path y de mínimos cuadrados parciales (PLS) del Structural Equation Modeling (SEM).
Hallazgos: El resultado muestra que el turismo halal y la imagen de destino influyen en las intenciones de visita de los turistas musulmanes en los destinos turísticos de Java Occidental, y el turismo halal influye indirectamente en las intenciones de visita a través de la imagen de destino como una variable interviniente en los destinos turísticos de Java Occidental.
Investigación, implicaciones prácticas y sociales: Esta investigación contribuye examinando los patrones de comportamiento de los turistas musulmanes cuando visitan destinos en Java Occidental. Las implicaciones académicas y gerenciales de estos hallazgos ayudan a diseñar estrategias de marketing de turismo halal en Java Occidental, Indonesia.
Originalidad/valor: Este estudio es el primer interés turístico realizado sobre el turismo Halal en Java Occidental, Indonesia utilizando SEM.

Palabras clave: Industria del Turismo Halal, Destinos en Indonesia, Java Occidental, Post Covid-19, Investigación Cuantitativa, SEM-PLS.
INTRODUCTION

Tourism is a vital economic activity, income, employment, and cross-border trading source for many nations (Haber & Lerner, 1998). This tourism sector generates considerable annual profits for many wealthy nations (Kunt & Gülcan, 2021). Other nations, therefore, focus on developing this tourism sector to provide their nation with a competitive edge. However, to meet the demands of tourists, a nation must build adequate infrastructure. The tourism industry could profit from proper amenities (Batra & Kaur, 1996). Nearly all nations are initiating to draw Middle-Eastern tourists, including Singapore, Korea, Japan, Malaysia, Thailand, and others, to boost tourism and their economies (Perbawasari et al., 2019).

Asia is home to most of the world's Muslims, who comprise more than two-thirds of the world's population (Yazid et al., 2023). By 2020, there will be 4.7 billion people living in Asia, up from 1.4 billion in 1950. Muslims made up 31% of the population in Asia in 2020, up more than 1% from 23% in 1950. (Kettani, 2010). Even the most recent statistics demonstrate the high population growth of Muslims worldwide, with Indonesia's Muslim population growing faster between 1950 and 2050 than that of the rest of the globe (Kettani, 2014). Presently, Indonesia is the world's largest nation of Muslim-majority and compared to other nations, Indonesia has the highest population of Muslim (Alim et al., 2023). According to the data above, a stable commercial environment has formed based on the demands and tastes of the approximately 1.6 billion Muslims worldwide. It allows businesses to exploit the halal goods market, particularly in developing markets (Adinugraha et al., 2021).

Halal tourism is a novel strategy for increasing Indonesian tourism that upholds Islamic principles. Halal tourism incorporates cultural norms into all facets of travel-related activities. Halal tourism is the accreditation of a concept based on a list where the primary standards are haram and net values. Clean certification, a standard for all tourism operations, does not exempt any components of such activities. Muslims adhere to the value of Islamic law as Aqidah and belief as a basis for developing tourism activities (Chookae w et al., 2015). According to the 2019 Indonesia Muslim Travel Index Report, Indonesia has experienced the fastest four-year rise in worldwide travel.

Indonesia ranks 32nd out of 117 nations according to the Travel and Tourism Competitiveness Index, abbreviated TTCI, ahead of other ASEAN nations, including Malaysia, Thailand, and Vietnam. Whereas Indonesia was rated 44th the year before, there has been an improvement (World Economic Forum, 2020). In addition, Indonesia received a score of 70 from the Mastercard-Crescent rating agency, placing it second among 138 other tourism
destinations worldwide regarding halal tourism according to the Global Muslim Travel Index (GMTI) criteria (IMTI, 2019). It rises in accomplishment is believed to draw more Muslim visitors from around the world to Indonesia. Given that Indonesia has the world's largest population of Muslim and a rapidly expanding tourism industry, it has an edge in promoting itself as a halal and family-friendly travel destination (Wahyudin et al., 2021).

West Java is a region that has the potential to become one of the cornerstones of Indonesia's halal tourism industry because it is home to a predominately Muslim community and upholds highly regarded values as one of the destinations of halal tourism in Indonesia. West Java also has a wealth of exciting works of art, cultural wealth, and natural resource potential (Wahyudin et al., 2021). The federal government's aim for the growth of Halal tourism in West Java Province is carried out by the ministry of tourism. The federal government's aim for the growth of Halal tourism in West Java Province is carried out by the ministry of tourism. It was selected because it possesses the natural potential and a sizeable population that may be utilized as social capital in developing good halal tourism destinations. The West Java Province Government anticipates support from all tourist stakeholders to contribute suggestions, funding, and other tangible forms to create original, inventive, reasonable, and culturally-based Halal tourism destinations (Perbawasari et al., 2019).

The West Java Province Government is working with the its Ulema Council of Indonesia (MUI) to promote halal food certification as part of regional strategic policies to increase the competitiveness of Medium and Small-Sized Enterprises (SMEs). It is to meet GMTI standards to achieve halal tourism destinations (Wahyudin et al., 2021). Infrastructure and superstructure for tourist spots in the Regencies/Cities of West Java are still being developed. Future growth for this tourist resort in West Java is very promising. Nonetheless, several issues continue to impede the growth of the tourism industry, including access roads to tourist destinations, insufficient facilities, assistance from associated stakeholders or parties, human resources, and unauthorized taxes. Facilities are a place's primary source of support, including tourism. Assume that tourist attractions’ amenities need to be upgraded. As a result, the West Java Provincial Government will continue to develop tourism that complies with GMTI standards and establish itself as a halal tourism destination that can draw Muslim visitors who are excellent and family-friendly from various countries. Several designations of West Java as a highly commended halal tourism destination have led to growth in domestic and international tourism visits over two years.
Data on international visitors to West Java are getting less and less every year, notably in 2021 (Open Data Jabar, 2022). It is because some foreign visitors are prohibited and subject to rigorous rules when they seek to travel in West Java due to large-scale social restrictions (PSBB) that the provincial government implemented. There has been a noticeable reduction. Thus, a thoughtful tourism strategy is required. One is using halal tourism and digital marketing to enhance the perception of West Java's halal tourism sites among other foreign travellers. It is because Muslim travellers from Europe, South Asia, the United Kingdom, and the United States, as well as those from Bahrain, Qatar, Indonesia, the United Arab Emirates, Jordan, Kuwait, Oman, Saudi Arabia, Malaysia, and Brunei. It makes up a significant portion of the market for this halal tourism (Mohsin et al., 2016).

Regarding Indonesia's top 10 halal family-friendly tourist attractions, West Java typically ranks sixth. West Java Province has the third-highest potential for an Islamic economy in the 2019–2024 Indonesian Sharia Economic Master Plan. Given that Indonesia has 46.5 million inhabitants, West Java is crucial to the growth of the Islamic economy. 98% of them are Muslims in total. In addition, 32% of Indonesia's 28,961 Islamic boarding schools are in West Java. This possibility led Bank Indonesia to research West Java's potential as the centre of the sharia economy (Planning Indonesia Ministry, 2018).

On the other hand, after coal, palm oil, and oil and gas, this tourist attraction in West Java is the fourth most significant contributor to the region's budget. The function of tourism in learning about and visiting a destination supports the idea of boosting the regional economy through travel. Managers' promotion role of a great tourist destination supports tourism knowledge by informing potential visitors about the goods and services offered to pique their interest in visiting (Bashir et al., 2019).

Halal has previously solely been a problem for Muslims, but in recent years, it has expanded to encompass all economic and industrial sectors on a global scale (Elias et al., 2016). The public's interest in halal goods reveals that Muslims are becoming more conscious of the importance of halal goods. Halal tourism, developed on the principles of Islamic religious beliefs, is a new form of travel that is distinguished by hospitality in service, the viability of places of worship, the assurance of a wide choice of halal foods, sharia lodging, and other technical aspects of travel (Abdullah & Lui, 2018). Halal is becoming more well-known because all parties see it as a possible way to boost the economy through value-added trade, tourism, and exports. Businesses react fast to consumers' product and service demands (Baharuddin et al., 2015). Since a Muslim must confirm the legality of any item before

The term "halal" is now used to apply to all aspects of a Muslim's everyday life without exception (Tawil et al., 2015). The same is true for Muslims who desire to travel: Halal tourism is travel that complies with Islamic law. As a result, various countries can draw tourists because of the significance of halal tourism sites (Adinugraha et al., 2021).

The possibility of growing Halal tourism in the region of West Java is still open when considering the scenario and conditions for doing so in Indonesia. It mainly occurs because the bulk of West Java's Muslim population, which is also pleasant, creative, and intelligent, supports it (Perbawasari et al., 2019). Also, creating a halal tourism industry can be strengthened by laws, regulations, and urgent outside interventions to modify religiously-based tourism services. Investors are encouraged by the Provincial Government of West Java to fund initiatives in the travel and tourism sector, notably in the accommodation sector. Restaurants Synergy is required between the Ministry of Tourism, Tourism Industry, Community, Provincial Government, and Universities to support the development of an Halal-tourism integrated vision from a policy perspective. It will strengthen the position of West Java tourism as one of the halal tourism destinations. It is especially true in regencies/cities still needing international standard tourism facilities.

Its high selling power for economic expansion in West Java could be inspired by the nature potential combined with the religion idea. However, there is always room for improvement in terms of communication for the growth of halal tourism destinations. As shown by the lack of information in the mass media regarding the halal tourism destinations many visitors in the West Java region visit, perceptions of people will become uncontrollable without communication, leading to an image of tourism that is immeasurable and unclear in the minds of domestic and foreign tourists even though the provincial government has been working hard to promote the creation, expansion, and dominance of halal tourism attractions.

According to Suhud and Allan (2022), travel motive greatly influences destination image, significantly influencing the intention stage for Indonesian volcano tourism. According to Hartono et al. (2020), virtual guide pages enhance tourism information and draw travellers to a destination. According to the respondents' assessments, tourism sites must offer digital guides to promote domestic and international visits. Next, Bi and Gu (2019), who studied 729 potential tourists in China, looked at how cultural distance affected their intention to travel to destination nations. They explained that culture affects tourists' interest in traveling to destination countries. To boost Muslim tourists' opinions of the value of visiting Indonesian tourist areas, the government must actively promote halal tourism using a variety of channels,
including social media, seminars, and workshops. It is also hoped that stakeholders in the tourism industry will raise awareness to support and encourage halal tourism (Juliana et al., 2022).

A halal tourist communication model was researched and created in the West Java region with case studies in different districts and cities using specific field observations and secondary data as the foundation. In general, the research goals should help the government and the community find solutions to issues with tourism management, particularly in promoting tourism to a larger community. Based on this phenomenon and field data, the author is interested in examining what measures the West Java provincial government should take to address the interest in visiting foreign tourists, particularly as well as addressing the decline in visits from tourism following the Covid-19 impact. It is done by using variables research such as travel motivation, digital marketing, halal tourism, culture, destination image, and visit intention using descriptive analytic techniques (PLS).

LITERATURE REVIEW

Travel Motivation

When it comes to tourists, motivation is a factor that can influence their attitudes, convictions, and feelings. It also catalyses them to satisfy their varied wants, which is one of the primary motivations for partaking in tourism-related activities (Ramli et al., 2021). Motivational elements are critical in persuading someone to see a psychological imbalance that travel can remedy (Fan et al., 2015). Every person has a unique motive, which reflects the variety of needs they each have. People travel mainly to unwind, take a holiday, escape their regular routines, meet new people, visit friends and family, and see sites of histories (Ramli et al., 2021). Motivation primarily means physical or psychological wants, desires, and vital factors that produce, coordinate, and lead an individual's behaviour and actions (Mohammed et al., 2018). The definition of motivation focuses on internal and external reasons, with internal motives having to do with instincts, moods, and motivations, and external motives having to do with ideas in one's head, such as beliefs or knowledge (Juergen Gnoth, 1997).

Tourism marketers can use customer motivation, destination preferences, service quality, and satisfaction to estimate future travel demand and achieve profitable results (Fan et al., 2015). Mohammed et al. (2018) discovered that the friendliness of service providers, the friendliness of the local community, the local culture, and attractive sights to motivate employees to visit are the factors that influence tourism visits to Terengganu. As a result, a
cooperative effort is required to increase tourism satisfaction. That affected whether or not they would go back to the state in the future. Crompton and McKay (1997) give three examples of why event planners should investigate participants’ motivations. First, understanding how people's motivations differ can help with product design and offerings. Second, motivation is critical in determining tourist pleasure and repeat business. Third, visitor decision-making processes can be predicted using motivation. Motivation affects the decision to travel to a place or participate in an activity (Yan & Halpenny, 2019). To recap, the following are the proposed hypotheses for this study:

\[ H_1: \text{Travel Motivation is positively associated with the Visit Intention of Muslim Travelers to the West Java Halal Tourism Destination.} \]

\[ H_{1a}: \text{Travel Motivation, directly or through Destination Image, impacts the Visit Intention of Muslim Travelers to the West Java Halal Tourism Destination.} \]

\[ H_6: \text{Travel Motivation is positively associated with the Destination Image of Muslim Travelers to the West Java Halal Tourism Destination.} \]

**Digital Marketing**

Social media platforms can manage a interact, destination's image, and work with tourists, and seize hitherto untapped growth potential (Canovi & Pucciarelli, 2019). Furthermore, social media platforms for the tourism sector are used to disseminate information and news about publicize local events and activities, destinations, maintain and build communities, solicit user-generated content, promote campaigns, and conduct promotional activities (Morrison, 2019). Tourist sites and businesses increasingly use social media to exchange information, advertise their services and products, and interact with visitors (Jiang & Wen, 2020). Tourism destinations rely on traditional and online marketing techniques in modern tourist marketing (Magno & Cassia, 2018). Social media impacts consumer choices and subtly encourages potential tourists to visit locations that successfully generate customer intent to visit or revisit locations (Caraka et al., 2022). According to Molinillo et al. (2018), the mental image of the destination is created from the data on the destination that potential visitors gather from numerous sources. Today, digital marketing is one of the primary emphasis areas for organizations worldwide. It began as a means of communication and has developed into a second source of income and, more importantly, a way to build and preserve enduring relationships with various market participants (Kaur, 2017). In brief, the following are the proposed hypotheses for this study:
**H2**: Digital Marketing is positively associated with Visit Intention Muslim Traveller’s on the West Java Halal Tourism Destination.

**H2a**: Digital Marketing, directly or through Destination Image, impacts the Visit Intention of Muslim Traveller to the West Java Halal Tourism Destination.

**H7**: Digital Marketing is positively associated with Destination Image Muslim Traveller’s on the West Java Halal Tourism Destination.

**Halal Tourism**

Halal tourism refers to providing travel goods and services to Muslim travellers to accommodate their worship and dietary restrictions per Islamic principles (Mohsin et al., 2016). Halal travel is identical to regular travel (Adinugraha et al., 2021). Muslim travellers can quickly meet their travel needs thanks to halal tourism. These requirements include halal-certified dining establishments, mosques in public spaces, gender-specific swimming pool facilities, and others (Battour et al., 2018). According to Vargas and Mirko (2018), millennial tourism groups are currently very connected to their surroundings through the internet and social media, which is vital for Muslim tourists who want to make sure the goods they purchase adhere to their Islamic law. demonstrates that Halal Tourism is a crucial requirement and must be met by requiring that product attributes be halal, affordable, authentic, and accessible. There are six requirements for Muslim tourism that a halal tourism industry must meet, according to (Deputy for Policy Development Tourism Indonesia, 2015), including (1) halal products and food, (2) places of worship, (3) restrooms with facilities of washing, (4) managers of tourism attractions and lodging must ensure that there are no immoral activities, (5) Ramadan worship or fasting, and (6) providing facilities for specific activities that are between women and men.

Sharia tourism is a novel strategy for promoting Indonesian tourism while upholding Islamic values and culture. Sharia tourism is now considered a tour of a mosque or cemetery (pilgrimage), a place of devotion for Muslims. Although sharia tourism has yet to be understood, Islamic principles are reflected in tourism that derives from nature, culture, or manufacturing (Adinugraha et al., 2021). Although non-Muslim tourists can also take advantage of sharia services, the growth of sharia tourism is a unique kind of travel. Sharia tourism comprises religious and pilgrimage sites and the accessibility of ancillary services like eateries and lodging that serve Halal cuisine and prayer spaces (Perbawasari et al., 2019). If they do not go against Islamic principles and practices, the tourist attractions and services that fall under sharia tourism are the same as those that go under conventional tourism. Sharia
tourism is an industry supported by a range of amenities and services offered by the public, private businesses, the federal government, and municipal governments by sharia laws (Han et al., 2019). Physical and non-physical characteristic variables make up Islamic values. The value of the goods and services provided by industrial tourism is derived from physical attribute variables. It comprises all utensils, Muslim equipment, and Halal food and drink. Nonetheless, non-physical qualities are immaterial qualities that adhere to sharia laws, such as prayer rooms, Muslim-only swimming pools, and male-only spas and hair salons (Eid & El-Gohary, 2014). In brief, the following are the proposed hypotheses for this study:

\( H_3 \): Halal Tourism is positively associated with the Visit Intention of Muslim Travelers to the West Java Halal Tourism Destination.

\( H_{3a} \): Halal Tourism, directly or through Destination Image, impacts the Visit Intention of Muslim Travelers to the West Java Halal Tourism Destination.

\( H_8 \): Halal Tourism is positively associated with the Destination Image of Muslim Travelers in West Java Halal Tourism Destination.

Culture

Even within a subset of collectivist societies, where seemingly trivial cultural distinctions, such as conduct at the moment of decision-making, significantly impact consumer marketing, national culture affects tourism decision-making (Nabila et al., 2021). A person's social reality is based on their cultural knowledge, and the laws and regulations that govern it are taught to children and reinforced via social interactions (Lau et al., 2001). Matzler et al. (2016) examined how cultural variations affect how people perceive brands and their inclinations to travel. The impact of culture on travel intention is one of the items being studied. According to the study's findings, culture can impact travellers’ intentions. Tourism research has thoroughly documented how culture affects many aspects of human behaviour, and the current growth of international travel has inspired academics to investigate how culture affects tourism. According to Gnoth and Zins (2013), culture comprises beliefs that influence behaviour, values, morality, symbols, and outward manifestations. In brief, the following are the proposed hypotheses for this study:

\( H_4 \): Culture is positively associated with Visit Intention of Muslim Travelers on the West Java Halal Tourism Destination.
**Destination Image as an Intervening Variable**

The Covid-19 pandemic has imposed new standards on daily living in tourist places, including tight sanitation, constant mask wear, temperature monitoring, and social seclusion. According to this new standard, tourist areas produce tourism marketing emphasizing Covid-19 safety (Ketter & Avraham, 2021). Consumer confidence in the place and their inclination to travel can rise by addressing the emotions and worries of the target audience (Hang et al., 2020). According to theories, travellers choose their locations based on their perceived appeal. Their emotional connections to those places are crucial to decision-making, ultimately affecting their pleasure (Silva et al., 2013). The primary draw of a place is its attractiveness, which must be utilized to draw tourists. It concerns how tourists feel and how well they think the place can meet their demands (Vengesayi, 2003). A destination's distinctive experience and enjoyment can influence the primary reason for travel. For a location to succeed in rivalry with other locations, it may be required to do well (Armis & Kanegae, 2020). According to Hahm et al. (2018), a destination image can represent a particular city, region, state, or nation and refers to tourism's perceptions of tourism qualities. (Suhud & Allan, 2022) investigate the effects of Indonesia's image as a travel destination. The findings demonstrate that travel motivation considerably influences destination image, and destination image strongly affects the intention to visit volcanoes in Indonesia. In brief, the following are the proposed hypotheses for this study:

\[ H_5: \text{Destination Image associated with Visit Intention Muslim Travelers to the West Java Halal Tourism Destination, positively.} \]

**Visit Intention**

According to Chalip et al. (2003),’s explanation of the dimension of intention to visit, all forms of media impact how the destination is perceived, which in turn impacts the intention to visit. A recurrent theme in evaluating behavioural intentions is visit intention, according to Zhang et al. (2014). The significance of foreign visitors' purpose for visiting is connected to their future actions because they will spread good word of mouth (WOM) by recommending the destination to their friends and family (Phillips et al., 2013). Return on tourism is still crucial for positioning Malaysia as a top vacation spot and predicting its future growth in tourism (Abdullah & Lui, 2018). Interest in traveling to tourist destinations is increasing as Indonesia’s tourism industry thrives, placing ninth for worldwide tourism growth, third in Asia, and first in Southeast Asia (The Jakarta Post, 2018). The results of an analysis of the effect of Indonesia’s
destination image (Ahmad et al., 2021) reveal that physical characteristics are the primary factors influencing tourism's visiting intentions. Moreover, the destination's image greatly influences visitors' intentions to visit, which mediates the relationship between attributes and intentions. Figure 2 depicts the framework model for the path analysis investigation discussed earlier.

![Figure 2. The Framework of Model](source: Prepared by the authors (2023))

**METHODOLOGY**

**Instrument**

To ensuring validity, most of the items in this study, such as Travel Motivation, were adapted from (Fan et al., 2015) so that six statements were formed; Digital Marketing was adapted from (Kaur, 2017) so that six statements were formed; Halal Tourism was adapted from (Adinugraha et al., 2021) so that six statements are formed; Culture is adopted from (Jürgen Gnoth & Zins, 2013) so that four statements are formed; Five statements based on the destination image and seven based on the visit intention were adapted from Suhud & Allan (2022) and Zhang et al. (2014), respectively. A 5-point Likert-type scale, ranging from 1 (strongly disagree) to 5, was used to evaluate each component (strongly agree). Questionnaires were prepared in English. To enhance measurement quality, redundant and unclear items were eliminated, and some missing items were added. So, the survey research's validity and reliability are sufficient.

**Procedure and Sample**

This study was planned as a quantitative study. This study used a questionnaire survey to determine how destination image mediation affected the connections between visiting intentions, halal tourism, digital marketing, and travel motivation. To support the idea, relevant secondary data from the literature and earlier studies are evaluated. The sample was taken using a straightforward random sampling procedure because this is the most efficient and wise
approach when the study's target population is known. The study's sample and demographic comprises tourists visiting West Java's tourist sites between 2017 and 2020. Goeldner and Ritchie (2006) contend that visitors are willing to participate in research if they go more than 50 miles from their residences for business, pleasure, or both. Due to this, questionnaires were randomly distributed at each tourist attraction in West Java, visiting up to 300 questionnaires. In the end, 272 questionnaires were received as a total sample for this study via the e-form. However, only 260 samples could be used to evaluate the data.

This study assesses the data distribution across various respondents' demographic traits. According to this study, respondents were questioned about their gender, age, level of education, number of visits or trips to West Java, the reason for visit, type of lodging while visiting West Java, time spent in West Java while visiting, e.g., trips, travel companions, and knowledge of West Java prior to the trip. The quantitative analysis of the survey responses is succinctly and precisely stated. The data were analysed using SMARTPLS Version 3 statistical analysis.

**Measures and Analysis**

A Structural Equation Model (SEM) model utilizing Partial Least Squares was used to test the measurement model (PLS).

**RESULTS AND DISCUSSION**

The online poll generated 272 replies, of which 260 were valid. Gender Men dominate halal tourism in West Java, then the average participant age is 20 to 30 years with an age range of <20 to 40 years. The income owned by respondents is in the interval <4-9 million. The reasons for visiting respondents are to carry out vacation activities as much as 32.69%. Some respondents mostly make their first visits to halal tourism destinations in West Java, as much 36.54%. More details, it can be seen in Table 1.

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<tr>
<td>&lt;20</td>
<td>29</td>
<td>11.15</td>
</tr>
<tr>
<td>20-30</td>
<td>82</td>
<td>31.54</td>
</tr>
<tr>
<td>31-40</td>
<td>76</td>
<td>29.23</td>
</tr>
<tr>
<td>41-50</td>
<td>48</td>
<td>18.46</td>
</tr>
<tr>
<td>&gt;50</td>
<td>25</td>
<td>9.62</td>
</tr>
</tbody>
</table>

### Evaluation of the Outer Model

A measuring model used to assess the accuracy and reliability of the model is the outer model measurement model. Based on composite reliability, convergent validity, and discriminant validity, data analysis using SmartPLS software is conducted. As a rule, the loading factor value for a confirmation study must be more than 0.7 to be considered genuine. For exploration, a loading factor value of 0.6 to 0.7 is still sufficient. It is acceptable if the AVE (Average Variance) number is more than 0.5. (Hair et al., 2014). The dependability test is the next phase of the data instrument testing for the researchers. For PLS reliability tests, the reliability of Cronbach’s alpha and Composite might be used. Cronbach's alpha and Composite reliability coefficient measurement, which displays a value of 0.6, indicates dependability rated as unacceptable but can still be used for more study. The dependability can be accepted if Cronbach’s alpha and Composite have reliability coefficients between 0.6 and 0.7. Reliability is deemed to be good if the coefficient value is 0.8. (Cooper & Schindler, 2014). The outcomes of the testing analysis and outer model will be shown in Table 2.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Outer Loadings</th>
<th>Discriminant Validity</th>
<th>Cronbach Alpha</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Motivation</td>
<td>0.876</td>
<td>0.808</td>
<td>0.902</td>
<td>0.918</td>
</tr>
<tr>
<td>TM_1</td>
<td>Tourism in West Java Indonesia is a comfortable holiday</td>
<td>0.806</td>
<td>0.806</td>
<td></td>
</tr>
<tr>
<td>TM_2</td>
<td>Tourism in West Java Indonesia is a cheap holiday</td>
<td>0.759</td>
<td>0.759</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Indicators</th>
<th>Outer Loadings</th>
<th>Discriminant Validity</th>
<th>Cronbach Alpha</th>
<th>Composite Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>TM_3</td>
<td>Tourism in West Java Indonesia provides excitement</td>
<td>0.779</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TM_4</td>
<td>Tourism in West Java Indonesia offers physical exercise</td>
<td>0.857</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TM_5</td>
<td>I've heard about Tourism in West Java Indonesia has an interesting natural scenery</td>
<td>0.762</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TM_6</td>
<td>Tourism in West Java Indonesia is a safe place to visit</td>
<td>0.876</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DM_1</td>
<td>I can easily find tourism destination information about West Java on social media accounts.</td>
<td>0.877</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DM_2</td>
<td>The information listed on tourism social media regarding West Java is complete, making it easier for me to ask the admin about the latest information.</td>
<td>0.799</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DM_3</td>
<td>Admins from social media for West Java tourism destinations always reply to questions in their comments so that tourists feel enthusiastic about visiting.</td>
<td>0.767</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DM_4</td>
<td>The media content presented on social media for West Java tourism destinations entertains me.</td>
<td>0.788</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DM_5</td>
<td>An interesting video presented by West Java tourism destination social media attracted my interest to visit.</td>
<td>0.867</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DM_6</td>
<td>Potential tourists can easily understand the latest information conveyed by West Java destination social media</td>
<td>0.768</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HT_1</td>
<td>Tourism in West Java Indonesia provides adequate prayer facilities for Muslim tourists</td>
<td>0.844</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HT_2</td>
<td>Tourism in West Java Indonesia is following the principles of halal tourism globally</td>
<td>0.912</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HT_3</td>
<td>Tourism in West Java Indonesia is a friendly tourism destination for Muslim tourists</td>
<td>0.88</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HT_4</td>
<td>Muslim tourists can easily find halal food at Tourism in West Java Indonesia</td>
<td>0.723</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HT_5</td>
<td>Many restaurants serve halal food at Tourism in West Java Indonesia</td>
<td>0.522</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HT_6</td>
<td>Many hotels are comfortable for Muslim tourists when visiting Tourism in West Java Indonesia</td>
<td>0.668</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CL_1</td>
<td>I would research the past of several significant locations in West Java, Indonesia.</td>
<td>0.719</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CL_2</td>
<td>After the epidemic, I would discover the features of the neighbourhood’s population.</td>
<td>0.829</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CL_3</td>
<td>I’d go to West Java since I enjoy discovering new places.</td>
<td>0.813</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Tourist-Interest Analysis in Visiting Halal Tourism Post Covid-19 in West Java, Indonesia Using SEM

<table>
<thead>
<tr>
<th>CL_4</th>
<th>I'd learn more about Indonesian culture if I went to West Java.</th>
<th>0.784</th>
</tr>
</thead>
</table>

### Destination Image

<table>
<thead>
<tr>
<th>DI_1</th>
<th>When I travelled to West Java, Indonesia, the people there made me feel at home.</th>
<th>0.775</th>
</tr>
</thead>
<tbody>
<tr>
<td>DI_2</td>
<td>Being in West Java, Indonesia, so soon after the pandemic makes me happy.</td>
<td>0.831</td>
</tr>
<tr>
<td>DI_3</td>
<td>After the pandemic, West Java, Indonesia, has a lot of unique tourist attractions.</td>
<td>0.728</td>
</tr>
<tr>
<td>DI_4</td>
<td>After the outbreak, numerous remarkable occurrences occurred in West Java, Indonesia.</td>
<td>0.849</td>
</tr>
<tr>
<td>DI_5</td>
<td>West Java Indonesia is a safe travel destination after the pandemic.</td>
<td>0.815</td>
</tr>
</tbody>
</table>

### Visit Intention

<table>
<thead>
<tr>
<th>VI_1</th>
<th>I am willing to visit West Java Indonesia after the pandemic.</th>
<th>0.746</th>
</tr>
</thead>
<tbody>
<tr>
<td>VI_2</td>
<td>After the pandemic, I plan to keep visiting West Java, Indonesia.</td>
<td>0.718</td>
</tr>
<tr>
<td>VI_3</td>
<td>After the pandemic, I will keep trying to visit West Java, Indonesia.</td>
<td>0.616</td>
</tr>
<tr>
<td>VI_4</td>
<td>I plan to continue traveling to West Java, Indonesia, as a tourism destination after the pandemic.</td>
<td>0.532</td>
</tr>
<tr>
<td>VI_5</td>
<td>I will visit West Java, Indonesia, which has more value of history than other countries after the pandemic.</td>
<td>0.804</td>
</tr>
<tr>
<td>VI_6</td>
<td>If everything goes as I thought, I will plan to visit West Java Indonesia, after the pandemic while on holiday</td>
<td>0.084</td>
</tr>
<tr>
<td>VI_7</td>
<td>I am interested in visiting West Java tourism destinations because they have beautiful natural beauty</td>
<td>0.046</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023)

The model of measurement already has sufficient validity of convergent, as evidenced by the factor coefficients of weight, which are more significant than 0.50. Below is an explanation of the variable structures in this study, where all indicators have loading factors above 0.5. The analysis measurement of data will next be assessed using the Discriminant Validity test. The measurement model's testing findings show that each variable's construct is more significant than its AVE square root value (0.808, 0.812, 0.843, 0.788, 0.801, and 0.757). All statement items were determined to be "Valid" after being tested using the Average Variance Extracted and Discriminant Validity tables. The readings for each variable's Cronbach alpha and Composite reliability show that the dependability can be deemed sufficient.
Hypothesis Test

SEM PLS can be viewed after model analysis; each indication can then be described as a latent construct, allowing for the analysis of a full SEM model. Figure 3 depicts the end outcome of SMART-PLS processing.

![Figure 3. Structure Equation Model](image)

Next, the significant value is calculated using the value of coefficient on the path ($\beta$) for the independent variable and the value of t-statistic of each path for the dependent variable. The inner or structural model is shown in Table 3.

| Hypothesis Test | Original Sample ($O$) | T Statistics ($|O/STDEV|$) | P Values | Decision |
|-----------------|-----------------------|-----------------------------|----------|----------|
| Travel Motivation -> Visit Intention | 0.432 | 0.489 | 0.625 | Reject |
| Digital Marketing -> Visit Intention | -0.184 | 0.207 | 0.836 | Reject |
| Halal Tourism -> Visit Intention | 0.139 | 2.177 | 0.030 | Accept |
| Culture -> Visit Intention | -0.101 | 1.398 | 0.163 | Reject |
| Destination Image -> Visit Intention | 0.443 | 4.871 | 0.000 | Accept |
| Travel Motivation -> Destination Image | 0.446 | 0.716 | 0.474 | Reject |
| Digital Marketing -> Destination Image | -0.265 | 0.424 | 0.672 | Reject |
| Halal Tourism -> Destination Image | 0.469 | 5.243 | 0.000 | Accept |

Source: Prepared by the authors (2023)
Results of testing the data analysis of hypothesis testing, the following explanation is obtained:

- **Travel Motivation Does Not Affect Visit Intention**
  
  The model utilized for this investigation was rejected, according to the findings of the hypothesis of the test, which showed that the relationship between visit intention and travel motivation had a value of beta coefficient of 0.625 > 0.05. It demonstrates that Muslim travellers’ intentions to visit the West Java Halal Tourist Destination are unaffected by their motivation for traveling.

- **Digital Marketing Does Not Affect Visit Intention**
  
  The model employed for this investigation was rejected, according to the findings of the hypothesis of the test, which showed that the relationship between visit intention and digital marketing had a value of beta coefficient of 0.836 > 0.05. It demonstrates that Muslim tourists' intentions to visit the West Java Halal Tourist Destination are unaffected by digital marketing.

- **Halal Tourism Affects Visit Intention**
  
  The findings of the hypothesis of the test demonstrate that the model employed for this study was approved since the relationship between visit intention and halal tourism has a value of beta coefficient of 0.030 0.05. It demonstrates how halal tourism has influenced Muslim tourists' intentions to visit the West Java Halal Tourist Destination. This claim is supported by research done by Juliana et al. (2021), who found that halal tourism is a significant predictor of the intention to visit Muslim tourists at tourist destinations. This implies that the more tourist destinations that implement the idea of halal tourism, the greater interest in visiting Muslim tourists in these destinations.

- **Cultural Does Not Affect Visit Intention**
  
  The model employed for this investigation was rejected, according to the findings of the hypothesis of the test, which reveal that the relationship between visit intention and culture has a value of beta coefficient of 0.163 > 0.05. It demonstrates that Muslim tourists' intentions to visit the West Java Halal Tourist Destination are unaffected by cultural factors.

- **Destination Image Affects Visit Intention**
  
  According to the findings of the hypothesis the test, the model employed for this investigation was acceptable because the relationship between the visit intention and destination image has a beta coefficient value of 0.000 0.05. This shows that destination image has affected the visit intention Muslim Traveler’s to the West Java Halal Tourism Destination.
This hypothesis is supported by research conducted (Suhud & Allan, 2022) that the destination’s
image significantly influences the intention of visiting tourisms to volcanoes in Indonesia.

- **Travel Motivation Does Not Affect Destination Image**

The findings of the hypothesis test indicate that the model employed for this study was
not accepted since the relationship between travel motivation and destination image has a beta
coefficient of 0.446 > 0.05. This shows that travel motivation does not affect the destination
image Muslim Traveler’s on the West Java Halal Tourism Destination.

- **Digital Marketing Does Not Affect Destination Image**

The model utilized for this study was rejected, according to the findings of the
hypothesis test, which showed that the relationship between digital marketing and destination
image had a beta coefficient value of 0.446 > 0.05. It demonstrates that digital marketing does
not impact Muslim tourists' perceptions of the West Java Halal Tourist Destination.

- **Halal Tourism Affects Destination Image**

The findings of the hypothesis test reveal that the model employed for this study was
accepted since the relationship between halal tourism and destination image has a beta
coefficient value of 0.000 0.05. It demonstrates how halal tourism has impacted Muslims' perceptions of West Java as a destination. This claim is supported by research by (Adinugraha et al., 2021), who discussed how halal tourism affects travelers' decisions to travel to Muslim-friendly areas in Indonesia.

Alternative tests for the hypothesis can then be shown from the models of structural or inner shown in Table 4.

<table>
<thead>
<tr>
<th>Table 4 – Results of hypothesis alternative testing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Original Sample (O)</strong></td>
</tr>
<tr>
<td>-------------------------</td>
</tr>
<tr>
<td>Travel Motivation -&gt; Destination Image -&gt; Visit Intention</td>
</tr>
<tr>
<td>Digital Marketing -&gt; Destination Image -&gt; Visit Intention</td>
</tr>
<tr>
<td>Halal Tourism -&gt; Destination Image -&gt; Visit Intention</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023)

The following explanation is obtained from the results of testing the data analysis of hypothesis testing:

- **Travel Motivation Does Not Affect Visit Intention Through Destination Image**

The findings of the hypothesis test indicate that the model employed for this investigation was not accepted because the relationship between travel motivation, visit
intention, and destination image has a beta coefficient of 0.480 > 0.05. It shows travel motivation does not affect visit intention through destination image Muslim Traveler’s on the West Java Halal Tourism Destination.

- **Digital Marketing Does Not Affect Visit Intention Through Destination Image**

  The findings of the hypothesis test indicate that the model employed for this study was not accepted since the relationship between digital marketing, visit intention, and destination image has a beta coefficient of 0.673 > 0.05. This shows digital marketing does not affect visit intention through destination image Muslim Traveler’s on the West Java Halal Tourism Destination.

- **Halal Tourism Affects Visit Intention Through Destination Image**

  The findings of the hypothesis test demonstrate that the model employed for this study was accepted because the relationship between halal tourism, visit intention, and destination image had a beta coefficient of 0.000 > 0.05. This shows halal tourism has affected visit intention through destination image Muslim Traveler’s on the West Java Halal Tourism Destination.

**IMPLICATION**

This study examined how to visit intention for halal tourism in West Java, Indonesia, is influenced by travel motive, digital marketing, halal tourism, and cultural destination image. After investigation, it was determined that not all variables had a positive link because these three are believed to be related positively. Based on the analysis that has been done, it can be said that halal tourism can considerably and positively influence visit intention, meaning that the more strongly a tourism location adheres to halal standards, the more clearly Muslim travellers intend to travel there. Furthermore, the destination image influences the interest in visiting tourisms, meaning that the better the destination image that is owned by a tour, the stronger the influence on the intention to visit Muslim tourisms at that destination. As for testing other variables, namely travel motivation, digital marketing, and culture, they cannot influence visiting intentions positively and significantly, which means that travel motivation, digital marketing, and culture have a low influence on visiting intentions, so the research hypothesis is rejected. Halal tourism does.

Halal travel is identical to regular travel (Adinugraha et al., 2021). Muslim travellers can quickly meet their travel needs thanks to halal tourism. These requirements include halal-
certified dining establishments, mosques in public spaces, gender-specific swimming pool facilities, and others (Battour et al., 2018). The current model results show that Muslim travel in West Java, Indonesia, is influenced by halal tourism and destination image. Halal is becoming more well-known because all parties see it as a possible way to boost the economy through value-added exports, trade, and tourism. Businesses react fast to consumers' product and service demands (Baharuddin et al., 2015).

CONCLUSION

Visit intention is a variable that the management of a tourism destination must consider after the Covid-19 pandemic in Indonesia, especially in West Java halal tourism destinations. This will impact Muslim tourisms' desires and plans to visit West Java halal tourism destinations. Interestingly, halal tourism strongly influences Muslim tourisms' visiting intentions in West Java tourism destinations in Indonesia. This research can answer the previous question: whether digital marketing, travel motivation, halal tourism, and cultural and destination image can affect the visit intention of Muslim tourisms to West Java halal tourism destinations in Indonesia. A significant relationship between halal tourism and destination image has a direct influence on the intention to visit Muslim tourisms than halal tourism influences visit intention through destination image at halal tourism destinations in West Java in Indonesia.

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