

Analysis of Factors Influencing Literacy of Halal Tourism in West Java, Indonesia

Sufyati HS ^{1*}, Fadhli Suko Wiryanto ², Anggi Angga Resti ³, Prasetyo Hadi ⁴

^{1,2,3,4,5} Faculty of Economics and Business, Universitas Pembangunan Nasional Veteran Jakarta, Indonesia

* Corresponding author: sufyati@upnvj.ac.id

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ABSTRACT

The aim of this research is to analyze the influence of perceptions and attitudes on halal tourism literacy which is mediated by interest in visiting halal tourist destinations. This research uses a quantitative approach design with the Partial Least Square/PLS-SEM method, namely analysis used to develop or predict an existing theory. Data collection was carried out by distributing questionnaires online and offline to visitors to tourist destinations in the Depok City Area as a satellite city of Indonesia. The population in this study were all visitors to halal tourist destinations under the guidance of the Depok City government, with samples selected using purposive sampling techniques. The number of research samples used was 101 people. The research results show that people's perceptions, attitudes and interest in halal tourism have a positive influence on halal tourism literacy. People's perceptions and attitudes towards halal tourism can each have a direct or indirect influence on halal tourism literacy and interest in halal tourism.

Keywords: halal tourism literacy, perceptions, attitudes, interests

The potential growth of the world's Muslim population is a major factor in the growth of the halal industry¹. There are 7 main aspects in the halal industry, namely Islamic finance, halal food, modest fashion, Islamic-themed media & recreation, Muslim-friendly travel, halal pharmaceuticals, and halal cosmetics. Indonesia's sharia economic indicators are ranked 4th in the world so that Indonesia is a leading country along with Malaysia, Saudi Arabia and the United Arab Emirates². The development of the halal industry in Indonesia still has weaknesses including the awareness of industry players and the public on the

¹ Azam, Md Siddique E, and MOHA ASRI ABDULLAH. "Global Halal Industry: Realities and Opportunities." *International Journal of Islamic Business Ethics* 5, no. 1 (2020): 47.

² Dinar Standard, *Global Muslim Lifestyle Tourism Market 2012; Landscape & Consumer Needs Study*, 2012.

importance of the halal aspect is still low. The policy framework and product guarantee protection are still unstable and halal certification is still lacking³.

The halal industry in Indonesia is developing in various aspects including the tourism aspect⁴. In 2021, 1.9 billion Muslims spend US\$102 billion on overseas trips. It is projected that by 2025 it will reach US\$189 billion⁵. Muslim travel activities (halal tourism) can be found in various countries, both Muslim-majority countries⁶, Muslim minorities⁷. Indonesia's halal tourism is included in the list of the top 20 destinations in the 2022 Global Muslim Travel Index (GMTI) ranking⁸.

There are 10 top destinations for Indonesian halal tourism based on an assessment on the 2019 Indonesia Muslim Travel Index (IMTI), one of which is West Java⁹. West Java managed to maintain its ranking in 6th position from 2018. With a score of 52, West Java is included in the adopter category along with Jakarta and West Sumatra. There are 4 main keys to the IMTI assessment, namely access, communication, environment, and services. Services have the largest weight, namely 45%, including halal restaurants, places of worship, airports, hotels and attractions (tourist attractions/tourist attractions). West Java has 2 international airports namely Husein Sastranegara International Airport in Bandung and Kertajati International Airport in Majalengka Regency. Other halal tourism services in West Java are halal-certified restaurants, places of worship, 12 hotels with halal-certified restaurants and more than 700 dry hotels (hotels that do not serve alcohol)¹⁰.

The potential of tourists in West Java reaches tens of millions of people consisting of domestic tourists and foreign tourists. The number of tourists in West Java in 2017, 2018, 2019 is 64,628,105 people, 65,896,063 people, and 68,256,265 people. The number of tourists continues to increase. In 2020, the number of tourists in West Java has decreased from 2019 due to the Covid-19 pandemic, to 38,429,728 people. The number of tourists in West Java in 2021 has increased from 2020 to 47,352,669 people¹¹.

Depok City is a city in West Java¹² and part of the Jabodetabek-Punjur (Puncak Cianjur) metropolitan area¹³. One of the directions of Depok City as a

³ F.K Mubarok and M.K Imam, "Halal Industry in Indonesia; Challenges and Opportunities," *Journal of Digital Marketing and Halal Industry* 2, no. 1 (2020): 55–64.

⁴ Ibid.

⁵ Mastercard-Crescentrating, *Global Muslim Travel Index 2022 Report*.

⁶ Sulaiman Ainin et al., "Sentiment Analyses of Multilingual Tweets on Halal Tourism," *Tourism Management Perspectives*, no. 34 (2020).

⁷ Said M.F. et al., "Exploring Halal Tourism in Muslim-Minority Countries: Muslim Travellers' Needs and Concerns," *Journal of Islamic Marketing* (2020).

⁸ Mastercard-Crescentrating, *Global Muslim Travel Index 2022 Report*.

⁹ Kemenparekraf RI Mastercard-Crescentrating, *Indonesia Muslim Travel Index (IMTI)*, 2019.

¹⁰ Mastercard-Crescentrating, *Indonesia Muslim Travel Index (IMTI)*.

¹¹ (West Java Open Data, 2022)

¹² Depok.go.id, "Sejarah," *Depok.Go.Id*.

¹³ Allan Fatchan G. W., "Relasi Kewenangan Pemerintah Pusat dan Daerah dalam Penataan Kawasan Metropolitan Jabodetabek-Punjur," *Jurnal Hukum Ius Quia Iustum* 29, no. 3 (2022): 494.

buffer zone for the State Capital is the city of tourism¹⁴. Apart from being a buffer city, Depok is one of the main satellite cities in Jakarta¹⁵. In 2019, Depok has a Muslim population of 92.46% of the total. In 2020, the Muslim population of Depok City will increase to 94.56% of the total population population¹⁶.

Halal tourism communication carried out by the West Java provincial government is still in the form of recommendations not binding rules so that halal tourism in West Java is still limited to political discourse¹⁷. The development of halal tourism in West Java has not been maximized because there is still a lack of facilities, promotion, assurance of halal food and halal certificates¹⁸. Another problem with halal tourism in West Java is public knowledge about halal tourism¹⁹. Tourism development can be constrained due to a lack of understanding of halal tourist destinations and low public literacy²⁰, even literacy issues are included as an internal problem for halal tourism development²¹.

Ma'rifah²² shows that most tourists prefer and decide to visit tourist sites that are friendly to Muslim tourists when traveling. Meanwhile, Mohsin²³ found that local awareness of halal services, products and needs is one of the things needed to build halal tourism destinations²⁴. In a study entitled "Problem and Solution Models for Halal Tourism Development in West Java" stated that the socialization of halal tourism to the community is one of the solutions in the development of halal tourism²⁵.

Research by Perbawasari entitled "Developing Halal Travel and Halal Tourism To Promote Economic Growth: a Confirmatory Analysis" found that massive literacy activities are one of the efforts to increase halal tourism

¹⁴ Depok.go.id, "Sejarah."

¹⁵ Wiwik Dwi Pratiwi, Anastasia Widyaningsih, and Medria Shekar Rani, "Ecosystem Services and Green Infrastructure Planning of Peri-Urban Lakes: The Multifunctionality of Situ Jatijajar and Situ Pengasinan in Depok," *Landscape Research* 47, no. 3 (2022): 414–433.

¹⁶ (Central Bureau of Statistics for West Java Province, n.d.)

¹⁷ Susie Perbawasari et al., "Halal Tourism Communication Formation Model in West Java," *Geojournal of Tourism and Geosites* 25, no. 2 (2019): 309–320.

¹⁸ Perbawasari et al., "Halal Tourism Communication Formation Model in West Java."

¹⁹ Nurul Huda et al., "Problem and Solution Models for Halal Tourism Development in West Java," *KnE Social Sciences* (2020): 708–720.

²⁰ Dony Burhan Noor Hasan, Anik Sunariyah, and Enni Endriyati, "Potential For Development of Heritage In Pesantren As A Halal Tourism Destination In Madura With Community-Based Tourism," *Indonesian Journal of Tourism and Leisure* 3, no. 1 (2022): 47–57.

²¹ Khodijah Ishak et al., "Strengthening Halal Tourism Development in Riau Province in Indonesia," *International Journal of Islamic Business* 5, no. 2 (2020): 72–82.

²² (Aulia Nurul Ma'rifah et al., 2020), "Literacy Level in Halal Tourism and Travel Decisions on Halal Tourism" (Studies on Domestic Tourists in Indonesia)

²³ Asad Mohsin, Ana Brochado and Helena R., "Halal Tourism Is Traveling Fast: Community Perceptions and Implications," *Journal of Destination Marketing and Management* (2020): 18.

²⁴ Mohsin, Brochado, and Rodrigues, "Halal Tourism Is Traveling Fast: Community Perceptions and Implications."

²⁵ Huda et al., "Problem and Solution Models for Halal Tourism Development in West Java."

marketing that can be carried out by relevant stakeholders^{26,27} In a study entitled "The Urgency of Halal Tourism Literacy in Responding to Rejection of Halal Tourism in Indonesia" said that increasing literacy in halal tourism can also increase public knowledge that halal tourism is universal, tourism is for all people, religions, government, and culture, as well as increasing public understanding that halal tourism is a service to the expanded Indonesian tourism industry, not the Islamization of tourism²⁸. There are 5 strategies for developing and increasing literacy in halal tourism that can be carried out by Islamic institutions as presented by²⁹ in a study entitled "An Effort to Increase the Role of Halal Tourism: West Nusa Tenggara Islamic Center" namely 1) collaboration with stakeholders, 2) creation of new attractions, 3) destination marketing, 4) service quality improvement, and 5) strengthening the destination concept³⁰.

Thus, the novelty of this research is: 1) the focus is on halal tourism literacy in the people of Depok City as a satellite city of Jakarta. 2) Conduct an analysis of the factors that influence halal tourism literacy, such as education, public awareness, access to information and other factors that can influence literacy levels in the context of halal tourism in West Java. 3) Contribute to the understanding of halal tourism by viewing it from a literacy perspective.

Literature Review

Halal Literacy and Halal Tourism

Literacy is a person's ability to understand and use information appropriately from reading, writing and listening³¹. Literacy is also a social event that uses critical thinking skills in various fields to convey or obtain information in written form³².

The goals of literacy are based on Oktariani³³ as follows; 1) helps increase one's knowledge. 2) Help improve one's understanding in decision making. 3) Improving one's critical thinking skills towards written works.

²⁶ Devi and Firmansyah, "Developing Halal Travel and Halal Tourism To Promote Economic Growth: A Confirmatory Analysis."

²⁷ Abdul Rachman et al., "The Urgency of Halal Tourism Literacy in Responding to Rejection of Halal Tourism in Indonesia," *Jurnal AFKARUNA* 18, no. 1 (2022).

²⁸ Rachman et al., *ibid*

²⁹ Uwi Murtayadi, Muhammad Azizurrohman, and Supiandi Supiandi, "An Effort to Increase the Role of Halal Tourism: West Nusa Tenggara Islamic Center," *Journal of Economics Research and Social Sciences* 6, no. 1 (2022): 54-63.

³⁰ Murtayadi, Azizurrohman, and Supiandi, *ibid*.

³¹ Aam Bastaman, "Lombok Islamic Tourism Attractiveness: Non-Moslem Perspectives," *International Journal of Supply Chain Management* 7, no. 2 (2018): 206-210.

³² Dyah Pikanthi Diwant and Sigit Ary Wijayanto, "Analisis Literasi Wisata Halal Destinasi Lombok Nusa Tenggara Barat (Studi Kasus Pada Mahasiswa Perguruan Tinggi Di Kota Mataram)," *Jurnal Ilmiah Ekonomi* 9, no. 02 (2023): 2099-2104.

³³ Oktariani and Evri Ekadiansyah, "Peran Literasi Dalam Pengembangan Kemampuan Berpikir Kritis," *Jurnal Penelitian Pendidikan, Psikologi Dan Kesehatan (J-P3K)* 1, no. 1 (2020): 23-33.

In Islam, halal literacy is a person's ability to distinguish halal and haram goods according to their knowledge of Islamic law³⁴. The existence of halal literacy will have a positive impact on the use of halal products because halal literacy will affect halal awareness in individuals and this halal awareness will affect the use of halal products by individuals³⁵. The importance of the halal certificate is used to indicate that the product meets Islamic legal standards so that it can be consumed by a Muslim. Based on Ismail and Ibrahim,³⁶

Islam encourages Muslims to travel, in order to fulfill recreational purposes, socialize and seek new knowledge³⁷. Halal tourism terminologically has the same meaning as Islamic Tourism and Sharia Tourism³⁸. Based on Maryam³⁹ halal tourism is tourism with an open concept without discriminating against religion, culture, ethnicity and others as long as tourism activities do not conflict with Islamic teachings. In addition, in the view of⁴⁰ Halal tourism is very closely related to all tourist objects that are suitable for Muslim tourists⁴¹. Currently, many Muslim tourists have paid attention to halal services from every tourist destination⁴². In Islam, there are obligations that have been set when traveling. For example, in the context of food, Islam holds a strict categorization between halal and haram⁴³. One important aspect that needs to be considered by Muslim tourists is the availability of halal food at tourist destinations⁴⁴. One of the food ingredients that needs to get the attention of Muslim tourists before consumption is meat, both from the ingredients to the processing method which must be in accordance with Islamic teachings⁴⁵. However, the halal concept of halal tourism

³⁴ Andi Maryam and Sumar'in, "Analysis of Halal Literacy Level on Halal Awareness and Use of Halal Products," *IQTISHODUNA: Jurnal Ekonomi Islam* 1, no. 85 (2022).

³⁵ Maryam and Sumar'in, "Analysis of Halal Literacy Level on Halal Awareness and Use of Halal Products."

³⁶ Ismail & Ibrahim (2011)

³⁷ Salman Yousaf and Fan Xiucheng, "Halal Culinary and Tourism Marketing Strategies on Government Websites: A Preliminary Analysis," *Tourism Management*, no. 68 (April) (2018): 423.

³⁸ Slamet, Irwan Abdullah, and Nur Quma Laila, "The Contestation of the Meaning of Halal Tourism. *Heliyon* 8, no. 3 (2022).

³⁹ Ahmed, Mohammed Jemal, and Atilla AKBABA. "The Potential of Halal Tourism in Ethiopia: Opportunities, Challenges and Prospects." *International Journal of Contemporary Tourism Research* January 20, no. 13-22 (2018).

⁴⁰ Olya, Hossein G.T., and Amr Al-ansi. "Risk Assessment of Halal Products and Services: Implication for Tourism Industry." *Tourism Management*, no. 65 (2018): 279-291

⁴¹ Yunia Wardi, Abror and Okki Trinanda, "Halal Tourism: Antecedent of Tourist's Satisfaction and Word of Mouth (WOM)," *Asia Pacific Journal of Tourism Research* 23, no. 5 (2018): 463-472.

⁴² Mohamed Battour and Mohd Nazari Ismail, "Halal Tourism: Concepts, Practises, Challenges and Future," *Tourism Management Perspectives* 19, no. Juli (2016): 150-154.

⁴³ Yousaf and Xiucheng, "Halal Culinary and Tourism Marketing Strategies on Government Websites: A Preliminary Analysis."

⁴⁴ Dinar Standard, *Global Muslim Lifestyle Tourism Market 2012; Landscape & Consumer Needs Study*, 2012.

⁴⁵ Yousaf and Xiucheng, "Halal Culinary and Tourism Marketing Strategies on Government Websites: A Preliminary Analysis."

does not only focus on consumption by Muslim tourists but on all tourism products and services that comply with Islamic law⁴⁶.

Tourism in the View of the Al-Qur'an

Several issues related to the tourism industry are currently the center of attention for writers with various perspectives, such as seeing the potential for economic growth⁴⁷ religion, politics, culture, social⁴⁸. In addition, halal tourism has been recognized as a segment of the tourism industry which is growing rapidly and has the opportunity to bring large economic benefits to a country⁴⁹. Currently, halal tourism is no longer viewed purely as a religious issue but as a business realm with concepts that are in line with Islamic teachings. In addition, there are several countries with Muslim minorities that use the halal concept in the tourism sector to attract Muslim tourists⁵⁰. One of them is Japan. Japan has provided several halal facilities that can be used by Muslim tourists such as prayer rooms, halal food and other halal knowledge that can be accessed on Japan's national tourist website⁵¹.

Perception, Interest and Attitude

Perception is a process that occurs after the sensing process (sensory process), namely the individual process of receiving a stimulus with the senses⁵² to obtain information and knowledge⁵³. During the perceptual process, individuals organize and interpret stimuli so that individuals realize and understand something received by the senses⁵⁴. The result of the perceptual process is the impression that is determined from the point of view⁵⁵.

Factors that influence perception are values, needs, phenomena, experiences, and desires⁵⁶ perceived objects, sensory organs, nerves, and nervous system centers, individual attention to an object, perception organization, and

⁴⁶ C Ryan, "Halal Tourism," *Tourism Management Perspectives*, no. 19 (2016): 121–123.

⁴⁷ Nasihin Aziz and Athoillah, "Economic Development through Halal Tourism," *Munich Personal RePEc Archive* 94834, no. 94834 (2019).

⁴⁸ Wildan Insan Fauzi, Murdiyah Winarti, and Ayi Budi Santosa, "Islamic Tourism: A Form of Harmonization of Religion, Politics, Social, Culture and Economy," *Atlantis Press* (2019).

⁴⁹ Bastaman, "Lombok Islamic Tourism Attractiveness: Non-Moslem Perspectives."

⁵⁰ Aula Nurul Ma'rifah, Nasor dan Anggraeni, "Tingkat Literasi Pariwisata Halal Dan Keputusan Berwisata Pada Wisata Halal (Studi Pada Wisatawan Domestik Di Indonesia)."

⁵¹ Ainin et al., "Sentiment Analyses of Multilingual Tweets on Halal Tourism."

⁵² A.A Saleh, *Pengantar Psikologi*, 1st ed. (Penerbit Aksara Timur, 2018).

⁵³ Amin Safuan, *Pengantar Psikologi Umum*, ed. Syahrizal & T. H. Yasin, 3rd ed. (Yayasan PeNa Banda Aceh, 2016).

⁵⁴ Saleh, *Pengantar Psikologi*.

⁵⁵ Firdausa Kumala Sari, Novita Safitri, and Wahyu Anggraini, "Persepsi, Sikap Dan Minat Pariwisata Halal Di Daerah Istimewa Yogyakarta," *Ihtifaz: Journal of Islamic Economics, Finance, and Banking* 2, no. 2 (2019): 137–155.

⁵⁶ Cut Erniati et al., "Minat Beli Konsumen Terhadap Sayuran Organik Pada Pasar Tradisional Ditinjau Dari Persepsi Harga Dan Sikap Konsumen (Studi Pada Pasar Sambas Medan)," *Tirtayasa EKONOMIKA* 16, no. 2 (2021): 282–295.

perceptual objects⁵⁷. Perceptual factors are divided into three aspects, namely the perpetrators of perception, objects of perception, and the context of the situation where the perception is carried out⁵⁸. Perception actors' personalities, such as attitudes towards objects, interests, interests, motives, and past experiences that come into contact with perceptual objects influence the interpretation of an object carried out by perceiving actors⁵⁹.

Interest is a desire that exists in an individual's mind and cannot be seen⁶⁰. Interest is defined as a motive that arises from an individual's interest in an object⁶¹. Interest has two aspects according to namely cognitive aspects and affective aspects⁶². Interest has factors that influence it, namely attitudes, subjective norms, and perceptions of behavioral control⁶³. There are other factors that can influence interest according to Crow and Crow in Abdul Rahmat Saleh's book in Hapsari's research, namely motivation within the individual, social motives, and emotional factors⁶⁴.

The definition of attitude is a self-statement to do something⁶⁵. Attitude is also defined as a form of response or reaction to objects, in the form of pleasure or displeasure, likes or dislikes⁶⁶. Attitude is a disposition to respond negatively or positively to people, objects, events, or institutions⁶⁷. A behavior resulting from consideration is also called an attitude⁶⁸. There are three categories of attitudes based on the suitability of something with what is inside, namely accepting, rejecting, and neutral.⁶⁹. There are three components of attitude according to Pratkanis, Anthony R Breckler & Greenwald (2014), namely 1) cognitive, 2) affective, 3) conative⁷⁰.

Perception and Literacy of Halal Tourism

Diwanti and Wijayanto explained that the promotion of halal tourism in Lombok (NTB) both through social media and public figures can increase literacy

⁵⁷ Saleh, *Pengantar Psikologi*.

⁵⁸ Taufik Riza Mahendra, "Pengaruh Persepsi Dan Minat Masyarakat Yogyakarta Terhadap Sikap Masyarakat Dalam Wakaf," *Berdikari : Jurnal Ekonomi Dan Statistik Indonesia* 1, no. 1 (2021): 14–21.

⁵⁹ Mahendra, "Pengaruh Persepsi Dan Minat Masyarakat Yogyakarta Terhadap Sikap Masyarakat Dalam Wakaf."

⁶⁰ Ermiati et al., "Minat Beli Konsumen Terhadap Sayuran Organik Pada Pasar Tradisional Ditinjau Dari Persepsi Harga Dan Sikap Konsumen (Studi Pada Pasar Sambas Medan)."

⁶¹ Safuan, *Pengantar Psikologi Umum*.

⁶² Sari, Safitri, and Anggraini, "Persepsi, Sikap Dan Minat Pariwisata Halal Di Daerah Istimewa Yogyakarta."

⁶³ I Ajzen, *Attitudes, Personality and Behavior*, 2nd ed. (University Press, 2005).

⁶⁴ Mahendra, "Pengaruh Persepsi Dan Minat Masyarakat Yogyakarta ...

⁶⁵ Saleh, *Pengantar Psikologi*.

⁶⁶ Kandi Bakar et al., *Pengantar Psikologi Umum*, 1st ed. (Wisina Bhakti Persada Bandung, 2023).

⁶⁷ Ajzen, *Attitudes, Personality and Behavior*.

⁶⁸ Mahendra. "Pengaruh Persepsi Dan Minat Masyarakat Yogyakarta ...

⁶⁹ Saleh, *Pengantar Psikologi*.

⁷⁰ Ermiati. "Minat Beli Konsumen Terhadap Sayuran Organik

in halal tourism⁷¹. Perceptions or beliefs can be formed from the opinions of figures or people who are important and have influence on other individuals⁷². Perception is a continuation of the process of the senses capturing stimuli and processes that produce information to the individual about something that is captured by the senses⁷³. Promotion of both social media and public figures is an activity that stimulates the senses. Thus, an increase in perceptions formed from social media promotions and public figures can increase halal tourism literacy.

H1: Perception has a positive effect on literacy in halal tourism.

Halal Tourism Attitudes and Literacy

Attitude is defined as a form of response or reaction to objects, in the form of pleasure or displeasure, likes or dislikes⁷⁴. Attitudes are divided into three, namely accepting, not accepting, and neutral⁷⁵. Attitude is also called a behavior resulting from consideration⁷⁶. The results of Diwanti and Wijayanto's namely the promotion of halal tourism in NTB through social media and public figures has a positive influence on halal tourism literacy in NTB. Promotion builds communication with other regions or countries and invites local individuals to promote halal tourism in NTB⁷⁷. Thus, the more halal tourism attitudes increase, the more halal tourism literacy will also increase.

H2: Attitude has a positive effect on halal tourism literacy.

Halal Tourism Interest and Literacy

Interest is a human trait that is determined by sensory experience⁷⁸. In research conducted by Diwanti and Wijayanto halal tourism literacy in NTB is positively influenced by social media promotions and public figure promotions⁷⁹. Individual sensory experience of promoting halal tourism in NTB determines individual interest in halal tourism. Thus, an increase in interest in halal tourism increases literacy in halal tourism.

H3: Interest has a positive effect on literacy in halal tourism.

Perceptions and Interests

One of the factors that influence interest, namely the perception of behavioral control⁸⁰. The results of research by⁸¹ found that perceptions of halal

⁷¹ Diwant et al. "Analisis Literasi Wisata Halal Destinasi....

⁷² Ajzen, *Attitudes, Personality and Behavior*.

⁷³ Saleh, *Pengantar Psikologi*.

⁷⁴ Bakar et al., *Pengantar Psikologi Umum*.

⁷⁵ Saleh, *Pengantar Psikologi*.

⁷⁶ Mahendra, "Pengaruh Persepsi Dan Minat Masyarakat Yogyakarta ...

⁷⁷ Diwant et al. "Analisis Literasi Wisata Halal Destinasi.

⁷⁸ Safuwan, *Pengantar Psikologi Umum*.

⁷⁹ Diwant et al. "Analisis Literasi Wisata Halal Destinasi.

⁸⁰ Ajzen, *Attitudes, Personality and Behavior*.

⁸¹ Sari, Safitri, and Anggraini, "Persepsi, Sikap Dan Minat Pariwisata Halal Di Daerah Istimewa Yogyakarta."

tourism have a positive influence on interest in halal tourism but not a direct influence but mediated by attitudes towards halal tourism.⁸² in their research explained that there was an indirect positive influence from public perceptions of halal tourism on people's interest in traveling on halal tourism which was mediated by people's attitudes towards halal tourism.⁸³

H4: Perception has a positive effect on interest.

Attitudes and Interests

Attitude has a positive effect on interest^{84,85} proved that attitudes towards halal tourism have a direct and positive influence on interest in halal tourism⁸⁶. It is also proven that people's attitudes towards halal tourism have a direct and positive effect on people's interest in traveling on halal tourism^{87,88}.

H5: Attitude has a positive effect on interest.

Mediation of Interest in Perception and Literacy of Halal Tourism, as well as Mediation of Interest in Attitude and Literacy of Halal Tourism

Research by Sari and Awwal⁸⁹. Explain that perceptions and attitudes of halal tourism can have a positive influence on interest in halal tourism. Diwanti and Wijayanto in their research explained that halal tourism literacy is influenced by the promotion of halal tourism both through social media and public figures⁹⁰. Promotion as an activity can stimulate the human senses (sensing process). Interest is a human trait that is determined by the sensing process⁹¹ so that the sensing process of halal tourism promotion determines interest in halal tourism. Thus, interest in halal tourism has a positive influence on halal tourism literacy. H6: Interest can mediate the influence of perceptions on halal tourism literacy. H7: Interest can mediate the influence of attitudes towards halal tourism literacy.

METHODS

Research design

The type of research conducted in this research is descriptive quantitative. Descriptive quantitative research examines certain populations or samples and collects data using research instruments and statistical data analysis with the aim

⁸² Sari, Safitri, and Anggraini, "Persepsi, Sikap Dan Minat Pariwisata Halal Di Daerah Istimewa Yogyakarta."

⁸³ Awwal & Rini (2019)

⁸⁴ Ajzen, *Attitudes, Personality and Behavior*.

⁸⁵ Sari et al., (2019)

⁸⁶ Sari, Safitri, and Anggraini, op cit.

⁸⁷ Awwal and Rini (2019)

⁸⁸ Awwal and Rini, ibid

⁸⁹ ⁹⁰ Sari, Safitri, and Anggraini, "Persepsi, Sikap Dan Minat Pariwisata Halal Di Daerah Istimewa Yogyakarta."

⁹⁰ Diwant et al. "Analisis Literasi Wisata Halal Destinasi.

⁹¹ Safuan, *Pengantar Psikologi Umum*.

of testing established hypotheses.⁹² In figure 1. Describes the conceptual framework for research regarding the influence of perceptions and attitudes on halal tourism literacy by mediating interest.

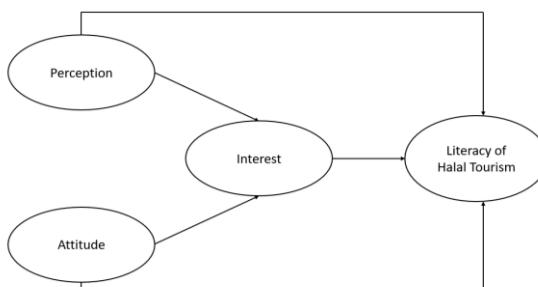


Figure 1 Conceptual Framework

Population and Sample

Population is the entire research subject, while the sample is part of the population. Calculated values and obtained from this population are called parameters. Population is the entire number of subjects that will be researched by a person researcher. Data collection was carried out by collecting data on the number of visitors to tourist destinations developed by the Depok City Government to become halal tourist sites. The location of halal tourism is in three reservoirs under the guidance of the City of Depok, namely Rawa Kalong Situ, Jatijajar Situ and Seven Muara Situ. The three lakes (reservoirs) were chosen because they are developments under the Depok City Government, so they need further investigation. The sampling technique was carried out by purposive sampling focusing on halal tourism destinations under Depok Government.

Types of Data and Data Collection Methods

The type of data used is primary data obtained directly from respondents at the research location. Primary data from survey results regarding the level of perception, interest and attitude towards halal tourism literacy. Data collection techniques are by observing, questionnaires, literature study, and documentation.

Research Indicators and Measurement Scales

The classification of the research variables, namely the variables of perception, interest, and literacy in halal tourism are presented in table 1. The various indicators were measured using the Likert measurement scale with intervals strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5). The Likert scale is a psychometric scale that is commonly used in questionnaires, and is the most widely used scale in survey research.

⁹² Nur Ainna Ramli, Hengky Latan, and Gilbert V. Nartea, in Avkiran, N., Ringle, C. (Eds) "Partial Least Squares Structural Equation Modeling," *International Series in Operations Research & Management Science* 267, no. Springer, Cham (2018).

Analysis Techniques

In this study using data analysis Descriptive Statistics and Partial Least Square SEM, namely an analysis used to develop or predict an existing theory. Descriptive method used to obtain a complete and precise description of the research objectives. It uses PLS structural model analysis of SmartPLS 4.0 software. As for testing the effect of mediation using the sobel test (sobel test).

RESULT AND DISCUSSION

Characteristics of Respondents

This study determined 101 respondents with seven categories, namely gender, generation, education, occupation/profession, income, marital status, and religion. The profile of the respondents can be seen in the table below.

Table 1. Respondent Profile

	Total	Percentage
SEX		
Man	32	31.7%
Woman	69	68.3%
Generation		
Generation Z (born 1996 -2010)	48	47.5%
Millennial Generation (born 1977-1995)	19	18.8%
Generation X (born 1965 -1976)	23	22.8%
Baby Boomers (born 1946 – 1964)	11	10.9%
Education		
S3	2	2%
S2	13	12.9%
S1	54	64.5%
D3	2	2%
SENIOR HIGH SCHOOL	26	25.7%
JUNIOR HIGH SCHOOL	2	2%
SD	0	0%
Occupation/Profession		
Student	42	41.6%
Businessman	5	5%
Housewife	19	18.8%
Government employees	18	17.8%
Private employees	11	10.9%
Other	5	5%
Income		
Less than IDR 2,000,000	45	44.6%
Rp. 2,000,000-Rp. 5,000,000	18	17.8%
More than Rp. 5,000,000	29	28.7%
Other	8	7.8%
Marital status		
Marry	41	40.6%
Not married yet	56	55.4%
Divorced	4	4%
Religion		
Islam	86	85.1%
Non-Islamic	15	14.9%

In table 1, it can be seen that the number of female respondents was more than male, namely 69 female respondents (68.3%) and 32 male respondents (31.7%). Based on generation, the number of respondents to Generation Z was more than others, namely 48 respondents (47.5%) and the number of respondents to the Baby Boomer generation was the least than others, namely 11 respondents (10.9%). Respondents belonging to the X generation totaled 23 respondents (22.8%) and the Millennial generation totaled 19 respondents (18.8%). In the education category, half of the total number of respondents were respondents who were in undergraduate education with a total of 54 respondents (64.5%). Respondents who are in elementary school education are the least, namely 0 respondents (0%). Respondents who were in high school education were 26 respondents (25.7%), Masters degree education were 13 respondents (12.9%), Doctoral, Diploma, and Junior High School education were 2 respondents (2%). Based on the category of work or profession, there were 42 respondents (41.6%) who worked as students, this number was the highest among other professions. Respondents who work as housewives are 19 respondents (18.8%), profession as civil servants are 18 respondents (17.8%), profession as private employees are 11 respondents (10.9%), profession as entrepreneurs and others are at least 5 respondents (5%). In the income category, income less than IDR 2,000,000 has the most number of respondents, namely 45 respondents (44.6%) and the least with 8 respondents (7.8%) being other income. Income of more than IDR 5,000,000 had 29 respondents (28.7%) and income of IDR 2,000,000-IDR 5,000,000 had 18 respondents (17.8%). There are three categories of marital status with single status having the highest number of respondents, namely 56 respondents (55.4%) and the status with the smallest number of respondents, namely divorced status with 4 respondents (4%). Respondents who are married are 41 respondents (40.6%). The last category is the category of religion which is divided into 2. Some of the respondents are Muslim, namely 86 respondents (85.1%) and the remaining 15 respondents (14.9%) are non-Muslims.

Outer Model and Cross Loading

In the evaluation of the measurement model or Outer Model, reflective indicators are evaluated based on the convergent and discriminant validity of these indicators, as well as the reliability of the composite for the indicator block. This evaluation refers to the framework proposed by Chin in Ghazali. Meanwhile, Cross Loading is a phenomenon in which there is a stronger correlation between latent constructs and measurement items from certain blocks compared to other blocks. This indicates that the latent construct can more effectively predict the size in that block than the size in other blocks (Fornell and Larcker, in Ghazali⁹³. The test results on cross loading as below.

Table 2. Test results Cross Loading

⁹³ Ghazali, *Structural Equation Modeling : Metode Alternatif Dengan Partial Least Square (PLS)*.

Halal Tourism Literacy	Interest	Perception	Attitude
X1_2	0.625	0.671	0.516
X1_4	0.776	0.73	0.692
X1_5	0.643	0.659	0.641
Z_1	0.807	0.882	0.706
Z_2	0.708	0.908	0.643
Z_3	0.75	0.859	0.651
Z_4	0.65	0.837	0.618
Z_6	0.503	0.702	0.575
Z_7	0.692	0.847	0.664
X2_2	0.76	0.754	0.925
X2_3	0.693	0.636	0.902
Y_1	0.781	0.642	0.637
Y_2	0.898	0.725	0.729
Y_3	0.787	0.579	0.638
Y_4	0.876	0.707	0.723
Y_5	0.912	0.775	0.698
Y_6	0.871	0.699	0.656
Y_7	0.91	0.821	0.732

Average Variance Extracted (AVE)

Another way to evaluate discriminant validity is to compare the square root value of the average extracted variance (AVE) of each construct with the correlation between that construct and the other constructs in the model. If the AVE square root value of each construct is greater than the correlation between the construct and the other constructs in the model, then it can be said that the construct has good discriminant validity (Forwell and Lacker, in Ghazali)⁹⁴. Based on the results below known that the AVE value of all variables is > 0.50 , so each measured indicator is capable of validly reflecting each variable.

Table 3. AVE Test results

Average Variance Extracted (AVE)	
Halal Tourism Literacy (Y)	0.746
Interest (X2)	0.709
Perception (X1)	0.736
Attitude (X3)	0.834

Cronbach's Alpha and Composite Reliability

The data for each variable can be said to be reliable if the composite reliability value or Cronbach's alpha value is greater than 0.70⁹⁵. Based on the table below, all variables are said to be reliable. This is indicated by the value of composite reliability or Cronbach's alpha > 0.70 .

Table 4. Cronbach's Alpha and Composite Reliability Test results

⁹⁴ Ghazali, *Structural Equation Modeling...*

⁹⁵ Ghazali, *Structural Equation Modeling...*

	Cronbach's Alpha	Composite Reliability
Halal Tourism Literacy (Y)	0.943	0.953
Interest (Z)	0.917	0.936
Perception (X1)	0.82	0.893
Attitude (X2)	0.802	0.91

Inner Model

One of the techniques used in this test is bootstrapping, which is a statistical resampling procedure or technique. In a study conducted by⁹⁶, bootstrapping was used as a method to obtain observations by taking repeated random samples from the original sample. This allows a more accurate and reliable analysis of the relationship between latent constructs that have been proposed in research.

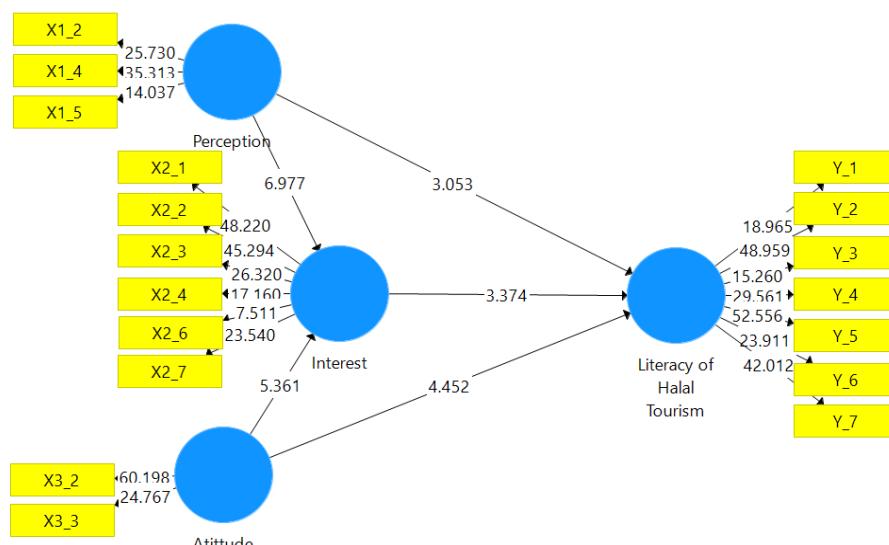


Figure 2 Correlation Coefficient Framework

It can be seen that all paths in the model have met the level of significance with a 95% confidence interval > 1.96 . When the confidence interval value of a path exceeds 1.96 indicates that the relationship between the latent construct and the construct is statistically significant. Based on the test results below known that the relationship between latent variables and other variables is valid, because all variables > 1.96 with a 95% confidence level. To see how strong the variables that influence can be seen in the size of the R square as follows.

Table 5. Inner Model Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Interest (Z) -> Halal Tourism Literacy (Y)	0.341	0.347	0.092	3.709	0

⁹⁶ Ramli, Latan, and Narte, "Why Should PLS-SEM Be Used Rather Than Regression? Evidence from the Capital Structure Perspective. In: Avkiran, N., Ringle, C. (Eds) Partial Least Squares Structural Equation Modeling."

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Perception (X1) -> Halal Tourism Literacy (Y)	0.288	0.295	0.091	3.152	0.002
Perception (X1) -> Interest (Z)	0.522	0.531	0.074	7.073	0
Attitude (X2) -> Halal Tourism Literacy (Y)	0.329	0.315	0.075	4.409	0
Attitude (X2) -> Interest (Z)	0.388	0.384	0.073	5.302	0

Table 6. Determination Coefficient Test Results (R Square)

	R Square	R Square Adjusted
Halal Tourism Literacy (Y)	0,772	0,765

The table shows that Perception (X1), Attitude (X2) and Interest (Z) simultaneously affect Halal Tourism Literacy (Y) by 0.772 or 77.2% and the remaining 22.8% is influenced by other factors.

Research Hypothesis

To evaluate the suitability of the proposed model in the population, we can look at the relationship between one variable and another, or the path coefficient value between them⁹⁷. This can be done by paying attention to the value of O (original sample) and the statistical value of T as an indicator of the level of significance of the relationship between one variable and another. The level of significance is generally taken at the 5% error rate, which is equivalent to having a T value above 1.96.

Table 7. Hypothesis Test Results

	Original Sample (O)	T Statistics (O/STDEV)	Signifikansi
Interest (X2) -> Halal Tourism Literacy (Y)	0.341	3.709	There is a positive and significant influence
Perception (X1) -> Halal Tourism Literacy (Y)	0.288	3.152	There is a positive and significant influence
Perception (X1) -> Interest (X2)	0.522	7.073	There is a positive and significant influence
Attitude (X3) -> Halal Tourism Literacy (Y)	0.329	4.409	There is a positive and significant influence
Attitude (X3) -> Interest (X2)	0.388	5.302	There is a positive and significant influence

Evaluation of the Inner Model Assessment

The Effect of Perceptions on Halal Tourism Literacy

⁹⁷ Ghazali, *Structural Equation Modeling...*

Hypothesis 1 is proven through testing which produces a p-value of 0.002. The p-value is smaller than the significance of 0.002 <0.05 that perception has a positive effect on halal tourism literacy is accepted. In addition, the test produces a path coefficient value of 0.288 which means it has a positive influence. It means that the better the public's perception of halal tourism, the better literacy of the community's halal tourism.

These results are in accordance with research conducted by Diwanti and Wijayanto (2023) which explains that the promotion of halal tourism in NTB through social media and public figures has a positive influence on halal tourism literacy in NTB⁹⁸. Perceptions can be formed from the opinions of important and influential figures or people that the promotion of halal tourism forms perceptions of halal tourism then perceptions of halal tourism strengthen halal tourism literacy in NTB.⁹⁹

The Effect of Attitudes on Halal Tourism Literacy

Hypothesis 2 is proven through testing and produces a p-value of 0.000. Because the p-value is smaller than the significance of 0.000 <0.05 , the hypothesis which states that attitudes have a positive effect on halal tourism literacy is accepted. Meanwhile, the path coefficient has a value of 0.329 which means it has a positive influence. Thus it can be concluded that the community's attitude towards halal tourism which is getting better can increase the literacy of the community's halal tourism.

Research by Diwanti and Wijayanto explains that the promotion of halal tourism in NTB can have a positive influence on halal tourism literacy in NTB, both through social media and public figures¹⁰⁰. The promotion carried out in NTB created relationships with other regions and countries and invited local individuals to promote halal tourism in NTB. Individuals who actively promote halal tourism in NTB are behaviors that are formed from the results of consideration. Behavior resulting from consideration is also called attitude¹⁰¹.

The Effect of Interest on Halal Tourism Literacy

Hypothesis 3 is proven through testing and produces a p-value of 0.000. Because the p-value is smaller than the significance of 0.000 <0.05 , the hypothesis which states that interest has a positive effect on literacy in halal tourism is accepted. While the influence between variables is positive as evidenced by the path coefficient value of 0.341. This means that the community's literacy in halal tourism can get better when the community's interest in halal tourism is getting higher.

Diwanti & Wijayanto (2023) in their research found that there was a positive influence on social media halal tourism promotion and public figure halal

⁹⁸ Diwanti and Wijayanto, op cit

⁹⁹ Ajzen, *Attitudes, Personality and Behavior*.

¹⁰⁰ Diwanti and Wijayanto, ibid

¹⁰¹ Mahendra, op cit

tourism promotion on halal tourism literacy in NTB¹⁰². Sensory experience determines human traits including interest¹⁰³. Individual sensory experience of promoting halal tourism in NTB both through social media and public figures determines interest in halal tourism in NTB.

The Effect of Perception on Interest

Hypothesis 4 is proven through testing and produces a p-value of 0.000. Because the p-value is smaller than the significance of 0.000 <0.05, the hypothesis that perception has a positive effect on interest is accepted. In addition, the test produces a path coefficient value of 0.522, which means that the variables have a positive influence. It concluded that the community's perception of halal tourism is getting better, making the community's halal tourism literacy even better.

Research conducted by Sari et al. (2019) in the Special Region of Yogyakarta (DIY) also found that people's perceptions of halal tourism were getting better, making people's interest in halal tourism higher, but mediated by people's attitudes towards halal tourism (Sari et al., 2019). Awwal & Rini (2019) explained in their research in five regencies/cities in DIY that perceptions have an indirect positive influence on people's interest in visiting halal tourism with an attitude as mediation¹⁰⁴.

The Effect of Attitudes on Interests

Hypothesis 5 is proven through testing and produces a p-value of 0.000. Because the p-value is smaller than the significance of 0.000 <0.05, the hypothesis which states that attitude has a positive effect on interest is accepted. Meanwhile, the path coefficient has a value of 0.388 which means it has a positive influence. Thus it can be concluded that people's attitudes towards halal tourism are getting better, so that people's interest in halal tourism is getting higher.

The results of this study are in line with research conducted by Awwan & Rini (2019) which was conducted in five districts/cities in DIY, namely that there is a direct and positive influence from attitudes towards people's interest in traveling in halal tourism¹⁰⁵. Sari et al. (2019) conducted research in DIY and also found that people's attitudes towards halal tourism had a direct and positive effect on people's interest in halal tourism¹⁰⁶.

Mediation Testing

Testing of the mediator variable can be done by looking at the Variance Accounted For (VAF) value of each mediator variable. If the VAF value exceeds 80%, then it indicates that the variable has a full mediation role. If the VAF value ranges from 20% to 80%, then it is categorized as partially mediating. However,

¹⁰² Diwant and Wijayanto, op cit

¹⁰³ Safuan, *Pengantar Psikologi Umum*.

¹⁰⁴ Muhammad Al Faridho Awwal, Perbandingan Pengaruh Persepsi Terhadap Minat Masyarakat...

¹⁰⁵ Muhammad Al Faridho Awwal, Perbandingan Pengaruh Persepsi Terhadap Minat Masyarakat...

¹⁰⁶ Sari, Safitri, and Anggraini,

if the VAF value is less than 20%, it can be concluded that the mediating effect is almost non-existent.

Table 8. Mediation Test Results

	Variabel mediasi	Direct Influence	Indirect Influence	Total Impact	VAF%	Mediation statement
Perception (X1) -> Halal Tourism Literacy (Y)	Interest	0.288	0.178	0.466	38%	Partial
Attitude (X3) -> Halal Tourism Literacy (Y)	Interest	0.329	0.132	0.461	28%	Partial

Mediating Interest in the Influence of Perceptions on Halal Tourism Literacy and Interest Mediation in the Effect of Attitudes on Halal Tourism Literacy

Based on the calculation of the mediation test, a p-value of 0.001 is obtained which is greater than 1.96 at the 95 percent confidence level and a significance value of 0.001 is less than 0.05, this means that hypothesis 6 is accepted. Meanwhile, the path coefficient has a value of 0.178 which means it has a positive influence. Thus it can be concluded that interest can mediate the influence of perceptions on halal tourism literacy.

Based on the calculation of the mediation test, a p-value of 0.007 is obtained which is greater than 1.96 at the 95 percent confidence level and a significance value of 0.007 is less than 0.05, this means that hypothesis 7 is accepted. Meanwhile, the path coefficient has a value of 0.132 which means it has a positive influence. Thus it can be concluded that interest can mediate the effect of attitudes on halal tourism literacy.

In the research by Sari^{107,108} in DIY found that people's perceptions and attitudes towards halal tourism have a positive influence on people's interest in halal tourism^{109,110}. Interest is one of the human characteristics of the sensing process.¹¹¹ Research by¹¹² conducted in NTB resulted in the promotion of halal tourism in NTB having a positive influence on halal tourism literacy in NTB^{113,114}. The process of sensing halal tourism promotion determines the interest in halal

¹⁰⁷ Firdausa Kumala Sari, Novita Safitri, and Wahyu Anggraini. "Persepsi, Sikap Dan Minat Pariwisata Halal Di Daerah Istimewa Yogyakarta." *Ihtifaz: Journal of Islamic Economics, Finance, and Banking* 2, no. 2 (2019): 137-155.

¹⁰⁸ Muhammad Al Faridho Awwal, and Dewi Wahyu Setyo Rini. "Perbandingan Pengaruh Persepsi Terhadap Minat Masyarakat Untuk Mengunjungi Destinasi Pariwisata Halal Pada Lima Kabupaten/Kota Di Provinsi Daerah Istimewa Yogyakarta." *JUMPA* 6, no. 1 (2019): 157-182.

¹⁰⁹ Firdausa Kumala Sari, Persepsi, Sikap Dan Minat Pariwisata...

¹¹⁰ Muhammad Al Faridho Awwal, Perbandingan Pengaruh Persepsi Terhadap Minat Masyarakat...

¹¹¹ Safuan, *Pengantar Psikologi Umum*.

¹¹² Dyah Pikanthi Diwant, and Sigit Ary Wijayanto. "Analisis Literasi Wisata Halal Destinasi Lombok Nusa Tenggara Barat (Studi Kasus Pada Mahasiswa Perguruan Tinggi Di Kota Mataram)." *Jurnal Ilmiah Ekonomi* 9, no. 02 (2023): 2099-2104.

¹¹³ Firdausa Kumala Sari, Persepsi, Sikap Dan Minat Pariwisata...

¹¹⁴ Muhammad Al Faridho Awwal, Perbandingan Pengaruh Persepsi Terhadap Minat Masyarakat...

tourism. Public interest in halal tourism is getting higher as a result of the better attitudes and public perceptions of halal tourism, making the literacy of the community halal tourism better.

Based on the results, tourism is related to noble goals, including; 1) linking religious; 2) associated with science. In Islam History, there had been a very grand journey with the aim of seeking knowledge even in one hadith (Trisnawati, 2018); and 3) Tourism is not only to entertain but also to get closer to God (Fateturrohman, 2018).

CONCLUSION

Community perceptions, attitudes and interests in halal tourism each have a positive influence on halal tourism literacy. Community perceptions and attitudes towards halal tourism can each have a direct or indirect influence on halal tourism literacy. The indirect effect occurs with the help of community interest in halal tourism as mediation. Community perceptions and attitudes towards halal tourism can each have a positive effect on public interest.

The efforts to increase halal tourism literacy can be done by increasing people's perceptions, attitudes and interest in halal tourism, one of which is by promoting halal tourism. The promotion of halal tourism needs to be carried out massively with the cooperation of all parties, both the government, industry players and the community. Halal tourism promotion is in the form of a series of activities that can perfectly stimulate the senses both from sound, appearance, movement, and promotional media.

Author's Contribution

Anggi Angga Resti: Contribute to formulating research ideas, collecting data, processing data, and interpreting data.

Prasetyo Hadi: Contributing to writing systematics, research methods.

Sufyati HS, Fadhli Suko Wirianto: Contributing to analyzing interpretation results, the language proofread.

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The author declares that there is no conflict of interest.

Ethical Approval

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