

Perceptions, Attitudes, and Interests of Halal Tourism: An Empirical Study in Indonesia

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Abstract

The aim of this study is to analyze the correlation between concept perceptions and people's attitudes in halal tourism, development perceptions and people's attitudes, attitude and people's interest, concept perceptions and people's interest, development perceptions and people's interest, concept perceptions and people's interest, and development perceptions and people's interest. The method used in this research is SEM (Structural Equation Modeling) method. The population in this study was all Banten people. The samples in this study were respondents in five districts/cities in Banten, namely Tangerang (127 respondents), Serang (63 respondents), Pandeglang (97 respondents), Lebak (69 respondents), and Tangerang City (62 respondents). The sampling technique used is cluster random sampling. The data collection method used by researchers is a survey through filling out an online questionnaire. Based on regression test results shows concept perceptions has a significant effect on people's attitudes Development perceptions has no significant effect on people's attitudes, the attitude has no significant effect on people's interest, concept perceptions have no significant effect on people's interest, development perceptions have no significant effect on people's interest. Concept perceptions have no significant effect on people's interests through people's attitudes. Development perceptions have no significant effect on people's interests through people's attitudes.

Keywords: Perceptions, Attitudes, Interests, Halal Tourism

JEL Classification Code: M31, L22, L25, O16

1. Introduction

Indonesia has enormous halal tourism potential. Since 2015, the growth of the halal tourism industry in Indonesia has

continued to increase. Indonesia's ranking in the Global Muslim Travel Index (GMTI) as one of the countries with the best halal destinations also continues to experience improvement. In 2015, Indonesia was ranked sixth. According to Adinugraha et al. (2021), Indonesia also won 12 awards in the World Halal Tourism Award (WHTA) which was held in 2016. These successes are, of course, inseparable from the government's strategy in developing halal tourism in Indonesia. To reach first place in the 2019 GMTI, the Ministry of Tourism in collaboration with the Crescent Rating Mastercard compiled the Indonesia Muslim Travel Index (IMTI) program. In addition, there are 3 main strategies carried out by the government in developing halal tourism in Indonesia, namely: 1) marketing development; 2) destination development and 3) industrial and institutional development. In marketing, the government develops a marketing concept based on destination, origin, and time. Then carry out promotions through branding, advertising, and selling, as well as media development through endorsers, social media, and public media.

According to Rahmawati et al. (2021) and Risfandini et al. (2021) concerning halal tourism destinations,

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the government has developed 10 of the best halal destinations in Indonesia, namely Lombok, Aceh, Riau Islands, DKI Jakarta, West Sumatra, West Java, Yogyakarta, Central Java, Malang and Makassar. Meanwhile, industrial and institutional development is carried out through the formation of a Halal Tourism Development Acceleration Team in collaboration with DSN MUI, PHRI, and ASITA. However, this strategy still requires support from the Indonesian people as human resources in the development of halal tourism. Therefore, socialization, capacity building, and guidance to empower the economy of the community are needed so that hospitality for tourists and awareness of halal tourism is built. In addition, the government also needs to promote and cooperate to sell 10 Indonesian halal tourism destinations abroad so that the number of visits and length of stay of foreign tourists will increase.

According to Astuti and Asih (2021), as a large country with very diverse tourism potentials, Indonesia is still far behind in terms of the number of foreign tourist arrivals entering Indonesia. Indonesia has a tourism line called Wonderful Indonesia or *Pesona Indonesia* to attract tourists. Compared to ASEAN countries, Indonesia is still in the 4th position in terms of the number of tourist visits to Indonesia. Table 1 shows the number of foreign tourists visiting ASEAN 2018. In terms of numbers in millions, the number of people visiting (1) Thailand is 38.3 (2) Malaysia is 25.8 (3) Singapore is 18.5 (4) Indonesia is 15.8. According to Indonesian Economic Development Based on Halal Tourism, Indonesia is still far from in terms of the number of foreign tourist arrivals which only reached 15.8 million. In fact, a small country, Singapore which has the tagline “*Your Singapore Tourism*”, is ahead of Indonesia in the number of tourist visits. Singapore is in third place with 18.5 million visits. Malaysia with its tagline “*Malaysia Truly Asia*” is in second place with 25.8 million visits. Thailand still dominates in terms of the number of visits, amounting to 38.3 million, a very fantastic number. This figure has a difference of approximately 22.5 million when compared to tourist visits that enter Indonesia. It seems that the “*Amazing Thailand*” travel tagline can really grab the interest of tourists to visit Thailand. Even though Indonesia ranks fourth in terms of the number of tourist visits, it should appreciate the concerned department which is the Indonesian Ministry of Tourism as it has helped increase the number of visits to Indonesia by foreign tourists recorded in BPS by 12.58% compared to 2017 which amounted to 14.04 million visits.

Bali, it seems, is still the mainstay of Indonesia’s main tourism sector. Bali is still a favorite destination for domestic and foreign tourists. In the 2015 Travel + Leisure magazine, Bali Island was named the second-best island in the world and the first best in Asia beating beautiful islands around the world. It could be because of this factor that tourism in Indonesia is difficult to develop because the outside world knows Indonesia is synonymous with Bali.

In fact, Indonesia is vast, diverse, and there are still many tourist attractions that are no less good than Bali. In 2019, it was mentioned through the government’s Tourism Channel and the Indonesian Ministry of Tourism that they targeted 20 million foreign tourist visits. Therefore, since 2016 the government has started to develop 10 tourist attractions that will become a mainstay of new tourism in Indonesia besides Bali. The ten tourist attractions that will be developed by the government are Lake Toba (North Sumatra), Tanjung Kalayang (Bangka Belitung), Mandalika (NTB), Wakatobi (Southeast Sulawesi), Morotai Island (North Maluku), Thousand Islands (Jakarta), Tanjung Lesung (Banten), Borobudur Temple (Central Java), Bromo Tengger Fitrianto Semeru (East Java), and Labuan Bajo (NTT). It is hoped that with the development of ten new tourist destinations in Indonesia, more and more foreign tourists will come to Indonesia as they will have a lot more options than just visit the old favourite Bali, in this way the target of foreign tourist visits will be achieved.

According to Ghozali et al. (2021), tourism as the core economy of Indonesia has many competitive and comparative advantages, namely, first, tourism is the largest foreign exchange earner. The tourism industry is projected to contribute the largest foreign exchange in Indonesia amounting to US dollar 20 billion in 2019. In 2017, the tourism sector generated US dollar 12.5 billion in foreign exchange from the US dollar 15.2 billion in total foreign exchange generated by Indonesia. Second, Indonesia’s tourism is targeted to be the best in the region and even surpass ASEAN with Thailand’s as the main competitor, which has tourism foreign exchange of more than US dollar 40 billion. Third, country branding “Wonderful Indonesia”, was ranked 47th in the world, beating country branding “Truly Asia” Malaysia (ranking 96) and country branding “Amazing Thailand” (ranking 83). The recognition of the “Wonderful Indonesia” branding is increasing every year. This is proven by the receipt of 46 awards at various events in 22 countries during 2016, 27 awards at various events in 13 countries during 2017, and 66 awards at various events in 15 countries in 2018. Likewise, the growth of the halal tourism industry until 2015 can be said to be the largest growth compared to other types of tourism. According to Goeltom et al. (2020), Lesmana and Sugiarto (2021), and Ong et al. (2020). Halal tourism is able to support the development of the Indonesian economy, especially the Islamic economy. Bank Indonesia assesses that the tourism sector is the key to strengthening the Indonesian economy. Based on data from the Ministry of Tourism, the average growth in the number of foreign Muslim tourists from 2015 to 2017 in Indonesia was 18%, namely 2 million (2015), 2.4 million (2016), and 2.7 million (2017).

The 2015 Ministry of Tourism’s report noted that there are 13 provinces that are ready to become halal tourist destinations, namely Aceh, Banten, West Sumatra, Riau, Lampung, DKI Jakarta, West Java, Yogyakarta, East Java, South

Sulawesi, Central Java, West Nusa Tenggara (NTB), and Bali. The provinces of Aceh and West Nusa Tenggara are provinces that have developed halal tourism for foreign Muslim tourists quite well. Crescentrating.com, a page that provides information on halal tourism in the world, published a report on the ranking of countries with the best halal tourist destinations in 2015. The first edition of the MasterCard-Crescent Rating Global Muslim Travel Index (GMTI) published in March 2015 covers 100 tourist destinations worldwide. This ranking list is divided into two, namely the ranking for countries that are members of the Organization of Islamic Cooperation (OIC) and countries that are not members of the OIC. The main criteria that are taken into account in determining the ranking are 1) suitability of the destination as a family vacation destination; 2) the level of services and facilities provided for Muslim tourists; 3) marketing initiatives. In 2015, Indonesia, which is a member of the OIC, was ranked sixth after Malaysia, Turkey, United Arab Emirates, Saudi Arabia, and Qatar. Meanwhile, the ranking of the top 10 halal tourist destination countries that are not part of the OIC is namely: Singapore, Thailand, England, South Africa, France, Belgium, Hong Kong, the United States, Spain, and Taiwan.

Based on the Thomson Reuters report in the 2016–2017 Global Islamic Economy Report, the expenditure of Muslim tourists in 2015 amounted to US dollar 151 billion, and it is estimated that the expenditure of Muslim tourists abroad could reach US dollar 243 billion in 2021. In the 2016 GMTI, there was an increase in the number of destinations to become 130 destinations consisting of 48 OIC member countries and 82 other countries that are not members of OIC or also known as non-OIC. There are two new criteria assessed in the 2016 GMTI, namely air transportation and visa regulations so that the criteria and sub-criteria are: 1) Family-friendly tourist destinations 2) Security in general and specifically for Muslim tourists; 3) Number of Muslim visits 4) Choice and guarantee of halal food 5) Prayer facilities 6) Airport facilities 7) Choice of accommodation 8) Awareness of the needs of Muslim tourists and efforts to fulfill them 9) Ease of communication 10) Air transportation 11) Visa requirements. In 2016, Indonesia ranked 4th after Malaysia, United Arab Emirates, and Turkey. Malaysia is still in the first position since the launch of Crescent Rating (before collaborating with Master Cards) in 2011. Meanwhile, for non-OIC countries, Singapore has managed to maintain its position in the first place. In 2016 also, Indonesia won 12 categories from 16 categories of the World Halal Tourism Award (WHTA) in Abu Dhabi, United Arab Emirates, which it participated from 24 October to 25 November 2016. In the previous year (2015), Indonesia was the overall champion by winning three categories at once from 15 categories that it participated in. Indonesia was awarded the WHTA 2015, World Best Halal Honeymoon 2015 for Lombok, and World Best Halal Hotel 2015 for Sofyan Hotel. 16 winners were determined based on voting, aka the most votes through the official website of the World Halal Tourism Award. As quoted from the official website, the number

of votes that came in was around 1.8 million votes from 116 countries. This award was attended by 383 participants (both countries and brands).

According to Ong et al. (2020) halal tourism development aims to attract Muslim and non-Muslim tourists and domestic and foreign tourists. Tangerang Regency is one of the areas designated by Banten Province to implement halal tourism. This is in line with the vision of the Tangerang Regency which is smart, prosperous, religious, and environmentally friendly. Based on this, the Tangerang Regency government has proposed four tourist locations that have the potential to develop halal tourism, namely Tanjung Pasir, Tanjung Kait, Cup Island, and Telaga Biru tours. Halal tourism here is not only a tour of pilgrimage places but a tour that includes the availability of supporting facilities for Muslim tourist activities. Based on the phenomenon that occurs, the authors conducted a study of halal tourism readiness in Tanjung Pasir, Tanjung Kait, Cup Island, and Telaga Biru. The research method used is a qualitative method supported by quantitative methods. The analysis used is stakeholder analysis and demand and supply analysis. The results of this study indicated that the tourist sites of Tanjung Pasir, Tanjung Kait, Cup Island, and Telaga Biru have halal tourism readiness, but tourism facilities and infrastructure that support halal activities need to be improved. In addition, the results of this study also generate tourism potential on existing demand and supply to consider tourist locations that are ready to develop halal tourism.

According to Purwanto et al. (2021), the tourism sector is currently experiencing significant development. This development is in line with industrialization and digitalization in various sectors, hence, it is possible if tourism becomes one of the strategic industries in increasing foreign exchange income, creating jobs, and being able to contribute to poverty alleviation. According to Purnamasari et al. (2020), tourism with its various positive aspects is seen as a passport to development, tools for regional development, invisible export non-polluting industry, and so on. In other words, the tourism industry has various elements that can encourage economic change and improve the quality of life for people in developing countries. The tourism industry in Indonesia is an important sector of the country's economy. According to BPS data, Indonesia received foreign exchange from the tourism industry sector of USD 16.426 billion. This was an increase of 20% from the achievement in 2018. If you look at this figure, it is evident that tourism is an important sector in increasing the country's foreign exchange. Halal tourism has been known by the wider community in the last few years. This concept is also a development of religious tourism which was previously known by the Indonesian people.

Researchers will analyze whether perceptions affect attitudes and attitudes influence people's interest in visiting halal tourism. If so, then it is necessary to know what kind of perception is developing in Banten society. Through this

data processing analysis, conclusions will be generated regarding the level of influence of the perception of each individual's halal tourism on the interest in halal tourism. When the results show a positive number, the realization of halal tourism in Banten needs to be improved according to the needs and demands of potential tourists. Beliefs about the existence of factors that can facilitate or inhibit behavioral performance (control beliefs) consider how human attitudes are confidence control that gives rise to perceptions of behavior control that will affect attitudes. According to Theory of Planned Behavior, interest is influenced by three variables, namely attitudes, subjective norms, and perceptions of behavior control. This theory is proven in research conducted by Adinugraha et al. (2021), Astutiy and Asih (2021), Ghozali et al. (2021), Goelton et al. (2020), Lesmana and Sugiarto (2021), Ong et al. (2020), Pangaribuan et al. (2021), Purwanto et al. (2020a, 2020b), Purwanto et al. (2021), Rahmawati et al. (2021), Risfandini et al. (2021), Yuliantoro et al. (2020) the results of his research show that a positive and significant attitude towards interest.

The hypothesis in this study is as follows:

H1: Concept perceptions have a positive effect on people's attitudes toward halal tourism.

H2: Development perceptions have a positive effect on people's attitudes toward halal tourism.

H3: Attitude has a positive effect on people's interest in halal tourism.

H4: Concept perceptions have a positive effect on people's interest in halal tourism.

H5: Development perceptions have a positive effect on people's interest in halal tourism.

H6: Concept perceptions have a positive effect on people's interest in halal tourism through people's attitudes.

H7: Development perceptions have a positive effect on people's interest in halal tourism through people's attitudes.

The research model is as follows (Figure 1):

Concept perceptions (CP), Development perceptions (DP), Attitude (AT), and people's interest (PI).

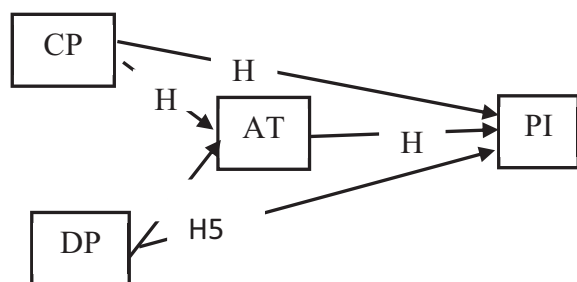


Figure 1: Research Model

2. Research Methods

The method used in this research is SEM (Structural Equation Modeling) because the SEM method is suitable for proving this theory. The SEM method has an advantage over regression because it can analyze several relationships at one time or can test several dependent (endogenous) variables through several independent (exogenous) variables. SEM can be said to be a combination of factor analysis and multiple regression analysis. In addition, SEM is often referred to as Path Analysis or Confirmatory Factor Analysis because it needs theoretical justification or a strong reasoning process to confirm whether the indicators used must have a theoretical basis so that they can confirm the construct/variable. SEM is divided into two types, namely PLS-SEM (Partial Least Square SEM) and CB-SEM (Covariance Based SEM). The type that is suitable for use in this research is CB-SEM. Because the approach in this study is based on covariance, the method used is Likelihood and requires that the data is normally distributed and meets the goodness of fit criteria before parameter estimation.

The tool that is suitable for processing data with the CB-SEM type is the SmartPLS software because SmartPLS is able to answer problems that are regressive correlation and can identify the dimensions of a concept. SEM is an analysis technique of several / one independent variable and several/one dependent variable that cannot be analyzed using simple or multiple regression. Meanwhile, the application program used for SEM analysis in this study is SmartPLS useful for analyzing the causality relationship in the proposed structural model. SEM is an analytical technique that allows testing a series of relationships simultaneously. This relationship is built between one or more independent variables with one or more dependent variables. SEM is an integrated approach between two analyzes, namely factor and path analysis.

The population in this study was all Banten people. The samples in this study were respondents in five districts/cities in Banten, namely Tangerang (127 respondents), Serang (63 respondents), Pandeglang (97 respondents), Lebak (69 respondents), and Tangerang City (62 respondents). The sampling technique used is cluster random sampling, which explains that cluster random sampling is a random sampling that is not individual, but small unit groups. The clusters here are grouped by age, gender, income, and last education. The data collection method used by researchers is a survey through filling out a questionnaire. A survey is a careful examination of the facts or behavioral and social phenomena of a large number of subjects. Meanwhile, data collection through literature study is carried out by exploring and studying information or theories related to the themes being studied by researchers through existing books, journals, and research.

The first variable, concept perspective, is measured using a research instrument with indicators: activities, facilities, access, and services. Measured using a scale between 1 to 4, where for Strongly Disagree (STS = 1), Disagree (TS = 2), Agree (S = 3), and Strongly Agree (SS = 4). The second variable Perception of Development uses a research instrument with indicators: economic development, cultural development, and social development. Measured using a rating scale between 1 to 4. The third variable uses research instruments with indicators: attitudes about goals, choices, urgency, and expectations of halal tourism. Measured using a rating scale between 1 to 4. The fourth variable uses research instruments with indicators: cognitive, affective, and behavior interest. Measured using a rating scale between 1 to 4.

3. Results and Discussion

3.1. Validity and Reliability of Research Indicators

The testing phase of the measurement model includes testing for convergent validity, discriminant validity, and composite reliability. The results of the PLS analysis can be used to test the research hypothesis if all indicators in the PLS model have met the requirements of convergent validity, discriminant validity, and reliability testing. A convergent validity test is done by looking at the loading factor value

of each indicator against the construct. In most references, a factor weight of 0.5 or more is considered to have sufficiently strong validation to explain latent constructs (Purwanto, 2021). In this study, the minimum limit for the accepted loading factor is 0.5, provided that the AVE value of each construct is > 0.5 (Purwanto, 2020a, 2020b).

Based on the estimation results of the PLS model in the image above, all indicators have a loading factor value above 0.5 so that the model has met the convergent validity requirements. Apart from looking at the loading factor value of each indicator, convergent validity was also assessed from the AVE value of each construct (see Figure 2). The AVE value for each construct of this study is more than 0.5. So the convergent validity of this research model has met the requirements. The value of loadings, Cronbach's alpha, composite reliability, and AVE for each complete construct can be seen in Table 1.

3.2. Construct Reliability Testing

Construct reliability can be assessed from the Cronbach's alpha value and the composite reliability of each construct. The recommended composite reliability and Cronbach's alpha value is more than 0.7. The results of the reliability test in Table 2 above show that all constructs have composite reliability and Cronbach's alpha values greater than 0.7 (> 0.7). In conclusion, all constructs have met the required reliability.

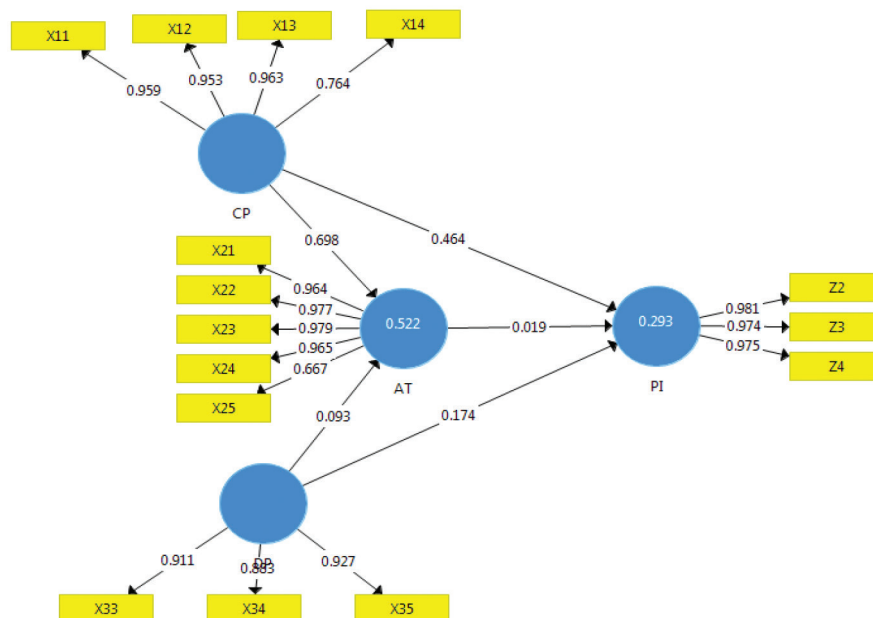


Figure 2: Convergent Validity Testing

Table 1: Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AT	0.949	0.947	0.964	0.844
CP	0.93	0.93	0.952	0.834
DP	0.898	0.986	0.933	0.822
PI	0.976	0.985	0.984	0.954

Table 2: Discriminant Validity

	AT	CP	DP	PI
AT	0.919			
CP	0.717	0.913		
DP	0.235	0.203	0.907	
PI	0.392	0.513	0.273	0.977

Table 3: R-Square

	R-Square	R-Square Adjusted
AT	0.522	0.511
PI	0.293	0.268

Discriminant validity is done to ensure that each concept of each latent variable is different from other latent variables. The model has good discriminant validity if the AVE square value of each exogenous construct (the value on the diagonal) exceeds the correlation between this construct and other constructs (values below the diagonal). The results of discriminant validity testing using the AVE square value, namely by looking at the Fornell-Larcker Criterion Value are obtained as follows:

The results of the discriminant validity test in Table 3 above show that all constructs have a square root value of AVE above the correlation value with other latent constructs (through the Fornell-Larcker criteria) so that it can be concluded that the model has met discriminant validity.

3.3. Hypothesis Testing

Hypothesis testing in PLS is also known as the inner model test. This test includes a significance test for direct and indirect effects as well as a measurement of the magnitude of the influence of exogenous variables on endogenous variables. The effect test was performed using the t-statistic test in the partial least squared (PLS) analysis model using the SmartPLS 3.0 software. With the bootstrapping technique, the R Square value and the significance test value are obtained as shown in the table below:

Based on Table 3 above, the R Square value for Attitude (AT) is 0.522, which means that the Attitude (AT) variable can be explained by Concept perceptions (CP), Development perceptions (DP) by 52.2%, while the remaining 47.8% is explained by other variables not discussed in this study. The value of R Square for people's interest (PI) is 0.268, which means that the people's interest (PI) variable can be explained by Concept perceptions (CP), Development perceptions (DP), and Attitude (AT) variable by 26.8 %, while the remaining 63.2 % is explained by other variables not discussed in this study. The results of hypothesis testing for all variables that have a direct effect are shown in Table 4.

H1: *Concept perceptions have a positive effect on people's attitudes toward halal tourism.*

Based on regression test results, the result of the *p*-value is significant with a *p*-value of $0.000 < 0.050$, which means concept perceptions have a significant effect on people's attitudes. This means that an increase in concept perceptions will encourage people's attitudes and a decrease in concept perceptions will encourage a decrease in people's attitudes. The results of this study align with Risfandini et al. (2021), Pramono et al.(2021) and Yuliantoro et al. (2020) who stated that concept perceptions have a significant effect on people's attitudes.

H2: *Development perceptions have a positive effect on people's attitudes toward halal tourism.*

Based on regression test results, the result of the *p*-value is not significant with a *p*-value of $0.409 > 0.050$, which means development perceptions have no significant effect on people's attitudes. This means that an increase in development perceptions will not encourage people's attitudes and a decrease in development perceptions will not encourage a decrease in people's attitudes. The results of this study align with Pangaribuan et al. (2021), Purwanto et al. (2020a, 2020b), Purwanto et al. (2021), and Rahmawati et al. (2021) who stated that development perceptions have no significant effect on people's attitudes.

Table 4: Hypotheses Testing Direct Effect

	Original Sample	Sample Mean	Standard Deviation	T-statistics	P-values
AT → PI	0.019	-0.026	0.159	0.119	0.906
CP → AT	0.698	0.712	0.073	9.599	0.000
CP → PI	0.464	0.502	0.16	2.893	0.004
DP → AT	0.093	0.09	0.113	0.827	0.409
DP → PI	0.174	0.148	0.128	1.365	0.173
CP → AT → PI	0.013	-0.025	0.117	0.112	0.911
DP → AT → PI	0.002	0.007	0.022	0.08	0.937

H3: Attitude has a positive effect on people’s interest in halal tourism.

Based on regression test results, the result of the *p*-value is not significant with a *p*-value of 0.906 > 0.050, which means Attitude has no significant effect on people’s interest. This means that an increase in Attitude will not encourage people’s interest and a decrease in Attitude will not encourage a decrease in people’s interest. The results of this study align with Ong et al. (2020), Pangaribuan et al. (2021), Purwanto et al. (2020a, 2020b), Purwanto et al. (2021), Rahmawati et al. (2021), Risfandini et al. (2021), and Yuliantoro et al. (2020) who stated that Attitude has no significant effect on people’s interest.

H4: Concept perceptions have a positive effect on people’s interest in halal tourism.

Based on regression test results, the result of the *p*-value is not significant with a *p*-value of 0.004 < 0.050, which means concept perceptions have no significant effect on people’s interests. This means that an increase in concept perceptions will not encourage people’s interests and a decrease in concept perceptions will not encourage a decrease in people’s interests. The results of this study align with Lesmana and Sugiarto (2021), Ong et al. (2020), Pangaribuan et al. (2021), Purwanto et al. (2020a, 2020b), Purwanto et al. (2021), Rahmawati et al. (2021), Risfandini et al. (2021), and Yuliantoro et al. (2020) who stated that concept perceptions have no significant effect on people’s interest.

H5: Development perceptions have a positive effect on people’s interest in halal tourism.

Based on regression test results, the result of the *p*-value is not significant with a *p*-value of 0.173 > 0.050, which means development perceptions have no significant effect on people’s interests. This means that an increase in development perceptions will not encourage people’s interest and a decrease in development perceptions will

not encourage a decrease in people’s interests. The results of this study align with Adinugraha et al. (2021), Astuti and Asih (2021), Ghozali et al. (2021), and Goeltom et al. (2020), who stated that development perceptions have no significant effect on people’s interests.

H6: Concept perceptions have a positive effect on people’s interest in halal tourism through people’s attitudes.

Based on regression test results, the result of the *p*-value is not significant with a *p*-value of 0.911 > 0.050, which means concept perceptions have no significant effect on people’s interests through people’s attitudes. This means that an increase in concept perceptions will not encourage people’s interest through people’s attitudes and a decrease in concept perceptions will not encourage a decrease in people’s interests through people’s attitudes. The results of this study align with Adinugraha et al. (2021), Astuti and Asih (2021), Purwanto et al. (2020a, 2020b), Purwanto et al. (2021), Rahmawati et al. (2021), Risfandini et al. (2021), and Yuliantoro et al. (2020) who stated that concept perceptions have no significant effect on people’s interest through people’s attitudes.

H7: Development perceptions have a positive effect on people’s interest in halal tourism through people’s attitudes.

Based on regression test results, the result of the *p*-value is not significant with a *p*-value of 0.937 > 0.050, which means development perceptions have no significant effect on people’s interests through people’s attitudes. This means that an increase in development perceptions will not encourage people’s interests through people’s attitudes and a decrease in development perceptions will not encourage a decrease in people’s interest through people’s attitudes. The results of this study align with Pangaribuan et al. (2021), Purwanto et al. (2020a, 2020b), Purwanto et al. (2021), Rahmawati et al. (2021), and Risfandini et al. (2021) who stated that development perceptions have no significant effect on people’s interests through people’s attitudes.

The prospect of the halal tourism business is huge because halal is not only about religion, but has become a choice, opportunity, and lifestyle. Indonesia has the strength and opportunity in developing halal tourism. These strengths and opportunities must be managed and utilized properly. Commitment and support from the government are needed in dealing with the weaknesses and threats that exist in the development of halal tourism in Indonesia. Good cooperation between the government and various stakeholders is crucial in developing halal tourism in Indonesia. Apart from promotion, infrastructure that supports facilities and infrastructure, as well as access to tourist destinations, is also very much needed. Security and comfort must also be created by local people who become halal tourist destinations. To apply the concept of halal tourism to the four tourist sites, actions are needed including 1. The government must increase the potential of tourist objects or tourist attractions, tourist facilities, tourism accessibility, and increase information and promotion of tourism which will support the development of the application of the concept of halal tourism. 2. The government must involve the community in the process of developing the concept of halal tourism. 3. Government must make special regulations regarding halal tourism that will regulate the process of implementing halal tourism in the Tangerang Regency. 4. The government must make a forum for the community which provides socialization about halal tourism so that the surrounding community understands the concept of halal tourism. 5. The government must provide a halal certification body and facilitate the management process.

4. Conclusion

Based on regression test results shows concept perceptions has a significant effect on people's attitudes, Development perceptions have no significant effect on people's attitudes, the attitude has no significant effect on people's interests, concept perceptions have no significant effect on people's interests, development perceptions have no significant effect on people's interests. Concept perceptions have no significant effect on people's interests through people's attitudes. Development perceptions have no significant effect on people's interests through people's attitudes. Development perceptions will not encourage a decrease in people's interest through people's attitudes. The growth and development of halal tourism are very much supported by the condition of Indonesia. With the state as the majority of the population being Muslim, this industry has the potential to be accepted by the wider community. Coupled with the increasing number of productive people who make tourism a hobby, it has become an added value for halal tourism to become one of the foreign exchange potentials for the country. One of the provinces in Indonesia that has great potential for halal tourism is Banten.

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