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### EFFECT OF HALAL AWARENESS, DESTINATION IMAGE, AND DESTINATION TRUST ON VISIT INTENTION

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**Abstract**  
Potensi halal food sebagai ekosistem penggerak ekonomi masyarakat daerah pada umumnya di Indonesia perlu ditumbuhkan agar Indonesia menjadi pusat halal dunia. Berdasarkan kondisi fakta menunjukkan bahwa masih ada masyarakat muslim yang kurang paham ketika mengunjungi tempat wisata dan restoran yang harus diperhatikan lagi non-muslim. Tujuan penelitian untuk mengetahui pengaruh halal awareness, destination image, dan destination trust terhadap visit intention ke Bali, Manado, dan Kota Medan. Penelitian ini menggunakan beberapa kriteria target responden yaitu Muslim Indonesia berusia 20 tahun ke atas, mengetahui istilah wisata halal, belum pernah dan ingin mengunjungi Bali, Manado, dan Kota Medan di masa yang akan datang. Pendekatan penelitian dengan metode kuantitatif dan teknik survei pada bulan Oktober hingga Desember 2022 sebanyak 236 responden. Analisis data menggunakan SEM-AMOS. Berdasarkan temuan penelitian, penelitian ini menyimpulkan bahwa visit intention dapat dituliskan dengan meningkatkan halal awareness, destination image, dan destination trust. Pengelola obyek wisata diharapkan menyediakan tempat dan makanan khusus sehingga dapat meningkatkan kunjungan wisatawan muslim.

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**Keywords:**  
Klasideran halal-Citra destinasi  
Kepercayaan destinasi Niat berkunjung



#### PENDUGUMAHAN

1. Kewajiban Publikasi
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#### ADDITIONAL MENU

## **EFFECT HALAL AWARENESS, DESTINATION IMAGE, DESTINATION TRUST ON VISIT INTENTION**

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### **Abstrak**

Potensi halal food sebagai ekosistem penggerak ekonomi masyarakat daerah pada umumnya di Indonesia perlu dikembangkan agar Indonesia menjadi pusat halal dunia. Berdasarkan beberapa fakta menunjukkan bahwa masih ada masyarakat muslim yang kurang paham ketika mengunjungi tempat wisata dan restoran yang hanya diperuntukkan bagi nonmuslim. Tujuan penelitian untuk mengetahui pengaruh *halal awareness*, *destination image*, dan *destination trust* terhadap *visit intention* ke Bali, Manado, dan Kota Medan. Penelitian ini menetapkan beberapa kriteria target responden yaitu Muslim Indonesia berusia 20 tahun ke atas, mengetahui istilah wisata halal, belum pernah dan ingin mengunjungi Bali, Manado, dan Kota Medan di masa yang akan datang. Pendekatan penelitian dengan metode kuantitatif dan teknik survei pada bulan Oktober hingga Desember 2022 sebanyak 236 responden. Analisis data menggunakan *SEM-AMOS*. Berdasarkan temuan penelitian, penelitian ini menyimpulkan bahwa *visit intention* dapat dilakukan dengan meningkatkan *halal awareness*, *destination image*, dan *destination trust*. Pengelola obyek wisata diharapkan menyediakan tempat dan makanan khusus, sehingga dapat meningkatkan kunjungan wisatawan muslim.

**Kata Kunci:** Kesadaran halal, Citra destinasi, Kepercayaan destinasi, Niat berkunjung

### **Abstract**

The potential of halal food as an ecosystem driving the economy of local communities in general in Indonesia needs to be developed so that Indonesia becomes the world's halal center. Based on several facts, it shows that there are still Muslim people who do not understand when visiting tourist attractions and restaurants that are only intended for non-Muslims. The aim of the study was to determine the effect of halal awareness, destination image, and destination trust on visit intentions to Bali, Manado and Medan City. This study establishes several criteria for target respondents, namely Indonesian Muslims aged 20 years and over, know the term halal tourism, have never visited Bali, Manado and Medan City in the future. The research approach uses quantitative methods and survey techniques from October to December 2022 with a total of 236 respondents. Data analysis using *SEM-AMOS*. Based on the research findings, this study concludes that visit intention can be carried out by increasing halal awareness, destination image, and destination trust. Tourism object managers are expected to provide special places and food, so as to increase Muslim tourist visits.

**Keywords:** *Halal awareness, Destination image, Destination trust, Visit intention*

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## **INTRODUCTION**

Erich Thohir as Minister of BUMN said that, Indonesia needs to develop the potential of halal food which is one of the pioneers of the ecosystem so that it becomes the center of world halal. (Ahyani et al., 2021). In addition, Brodjonegoro, stated that halal tourism is one of the potential halal

industries that Indonesia can exploit or develop. Muslim friendly halal tourism in Indonesia can contribute to increasing state revenues (Yazan & Arwemi, 2020).

Research by Amalia & Gunawan (2022), states that Indonesian consumers like restaurants that have a halal logo. Halal awareness and destination image have a direct effect on visiting intentions. Destination image through destination trust can affect the intention to visit. Halal awareness and destination image can be mediated by religiosity. Thus, strong halal awareness is owned by Indonesian consumers. Setyaningsih & Marwansyah (2019), expressed interest in consumer decisions as a mediator of the influence of halal certification and halal awareness. Laily et al (2022) stating that halal food in cities in Java is relatively easy, for example in East Java Provincial Government. The East Java Provincial Government establishes a halal tourism program for each destination. However, when Muslim consumers are going to travel, they are looking for information about halal food at that destination. Not all destinations in Indonesia always provide halal food, such as Bali, Manado, North Sumatra, Nusa Tenggara which are not Muslim-majority area.

Pambudi (2018) said that the understanding of Muslims about the concepts, principles and processes of halal, could influence the consumption of food and beverages consumed by Muslims is called halal awareness. The concepts, principles and processes of halal is deeply understood, tends to be selective for consumption by Muslims.

Choirisa et al (2021), destination image is perception of tourist that comes from prejudice, knowledge, imagination and emotional feelings towards tourist attractions. The importance of destination image as a process of determining visits to tourist destinations for consumers. Tourists who have visited a tourist destination are experiences that are given to others. The intention to visit is positively and significantly influenced by the destination image and the attitude of tourists visiting a tourist spot.

Sirdeshmukh et al (2002) states that the notion of destination trust is a certainty possessed by one party in terms of the reliability and integrity of its exchange partner. Al-Ansi et al (2019) said based on the perspective of a tourist destination, destination trust is reliability that focuses on important elements related to location. Marinao et al (2012), destination trust has indicators of honesty, benevolence, competence, and public institutions. Close relationship and promotion is a way of sustainable tourism industry.

Visit intention in the context of tourism is a decision to purchase a trip. Choosing an alternative that suits consumer needs is a purchase choice (Alsheikh et al., 2021). According to the opinion of Prakoso (2019) states that intention to visit is a person's desire to visit certain destinations based on known information with indicators of intending to visit tourist destinations, most likely will visit tourist destinations, in the future have the intention to visit, will choose the next tourist

destination. The emergence visit intention is thought to be effect several factors including awareness halal, image and trust destination.

Based on several facts, it shows that there are still Muslim people who do not understand when visiting tourist attractions and restaurants that are only intended for non-Muslims. Therefore, it is necessary to study halal awareness, image and trust destination, and visit intention. The research objective was to determine the effect of halal awareness, destination image, and destination trust on visit intention.

## **LITERATURE REVIEW**

### **Halal Awareness**

Intrinsic halal awareness influences religious values in life according to Islamic religious beliefs. Muslims ensure that the food and drink they consume is halal. While extrinsic halal awareness is obtained from religious commitment through halal products (Mutmainah, 2018). Muslim understanding of the concepts, processes and principles of halal which prioritizes halal food and beverages consumed is the notion of halal awareness (Dina et al., 2021).

### **Destination Image**

Han et al (2021) states that destination image in halal tourism is a tourist's perception of Islamic attributes. Battour et al (2020) said that, the destination image that is not halal makes Muslim tourists refuse to visit the destination. Meanwhile, destinations that have good Islamic attributes get a place in the minds of tourists. Research result Han et al (2021) shows that the attributes of Muslim tourist destinations in non-Muslim areas consist of culinary indicators, hotel staff, local residents, social environment, as well as services and facilities. Nuraini et al., (2022) said that in tourism in general, the relationship between destination image and visit intention has been widely studied in previous studies.

### **Destination Trust**

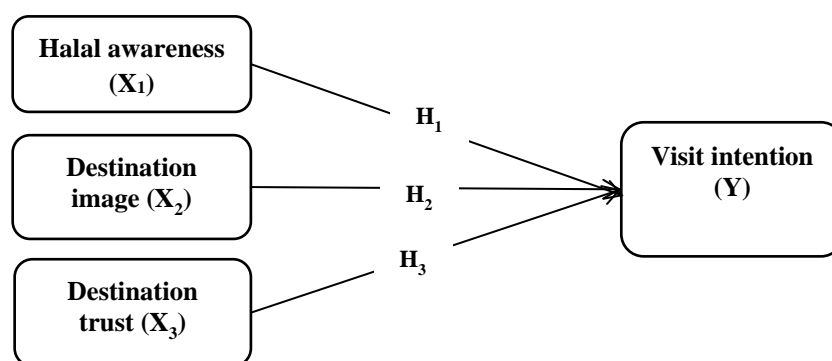
Sirdeshmukh et al (2002) said that destination trust is the trust one has through indicators of reliability and integrity with partners. Marinao et al., (2012) said destination trust is reliability that focuses on important elements related to location. Destination trust has indicators of honesty, benevolence, competence, and public institutions. Close relationship and promotion is a way of sustainable tourism industry.

### **Visit Intention**

Zarrad & Debabi (2015) said that the driving factor that influences behavior to do something is called intention. Mubeen et al (2022) said that sustainable tourism promotes long-term economic growth that benefits indigenous peoples financially and socially.

## **CONCEPTUAL FRAMEWORK**

The conceptual framework for researching halal awareness, destination image and destination trust, so visit intention, is shown in Figure 1 below:



Source: Author (2022)

**Figure 1. Conceptual Framework**

This research shows that several factors affect Visit Intention to a non-halal tourist destination, including Halal Awareness, Destination Image, and Destination Trust. Halal Awareness can affect Visit Intention because awareness of these tourist destinations must see products for halal concepts, halal processes, and halal perceptions.

Destination Image can affect Visit Intention, due to tourists' perceptions of good halal products. Destination image is important to study because destination image is the most important stage in the process of determining a tourist destination. Destination image is a tourist perception that comes from prejudice, knowledge, imagination and emotional feelings towards tourist attractions. Through the image of the destination, it can be seen how well the service, physical form, atmosphere, and other positive presences reflected in a tourist destination achieve satisfaction.

Destination image affect on visit intention, so that the destination believes that reliability focuses on halal tourism sites. From a certain point of view of a tourist destination, trust is defined as reliability which focuses on important elements related to locations.

## **HYPOTHESIS DEVELOPMENT**

### **Hypothesis 1: Halal awareness has a positive effect on visit intention**

The most relevant literature related to halal awareness of visiting intentions is Amalia & Gunawan (2022), the results of the study show that there is a direct influence of halal awareness on visit intention. Bashir (2019) research shows that an important motivation for the intention to buy halal food is the halal awareness of Muslims. Based on studies above, hypothesis is:

H1. Halal awareness has a positive effect on visit invention.

### **Hypothesis 2: Destination image has a positive effect on visit intention**

Han et al., (2021) said that Islamic attributes are perceptions of Muslim tourists regarding the image of halal destinations. Mohamed et al., (2020) said the image of a destination is different from the image of a halal-friendly destination. Muslim tourists may refuse to visit non-Muslim destinations. Based on studies above, hypothesis is:

H2. Destination image has a positive effect on visit invention.

### **Hypothesis 3: Destination trust has a positive effect on visit intention**

Sirdeshmukh et al., (2002) said the trust that someone has regarding the reliability and integrity of partners is the definition of destination trust. Han et al (2021) the results of the study show that there is an influence of destination trust on visiting intentions. Lestari et al., (2022) stated that related to research on destination trust in visiting intentions, there had been much research done before. Based on the various studies above, the conclusions for the hypothesis are:

H3. Destination trust has a positive effect on visit invention.

## **RESEARCH METHODOLOGY**

The method used is quantitative, with a survey. While the data collection method uses a questionnaire. Questionnaires or questionnaires were developed based on previous research.

- a) Halal awareness
  - 1) Indicator 1: I will consuming halal food and drinks is a form of obedience to Islamic teachings;
  - 2) Indicator 2: I have the belief that eating and drinking halal has an impact on better faith;
  - 3) Indictor 3: Consuming halal food makes a good person who can solve concerns about halal and non-halal issues (Rahman et al., 2019).
- b) Destination image
  - 1) Indicator 1: I think the tourism industry in Bali, Manado, and Medan offers safe and hygienic halal food;
  - 2) Indictor 2: I think the tourism industry in Bali, Manado, and Medan provides a variety of halal restaurants;
  - 3) Indicator 3: I think the tourism industry in Bali, Manado, and Medan provides accommodation that is friendly to Muslim consumers;
  - 4) Indicator 4: I think tourist attractions in Bali, Manado, and Medan provide Muslim-friendly toilets;
  - 5) Indicator 5: I think the tourism industry in Bali, Manado, and Medan provides easy access to places of worship such as prayer rooms or mosques;
  - 6) Indicator 6: I think the tourism industry in Bali, Manado, and Medan provides separate prayer rooms for men and women;
  - 7) Indicator 7: I think the tourism industry in Bali, Manado, and Medan offers easy access to information about whether or not food and drinks are halal there;
  - 8) Indicator 8: I think tourist attractions in Bali, Manado, and Medan provide tourism objects that are free from non-halal services;
  - 9) Indicator 9: I think the tourism industry in Bali, Manado, and Medan provides employees who wear Muslim clothing;
  - 10) Indicator 10: I think comfortable with locals who have a good understanding of halal issues;
  - 11) Indicator 11: I think the tourism industry in Bali, Manado, and Medan has local people who are friendly with Muslim guests (Al-Ansi et al., 2019).
- c) Destination trust
  - 1) Indicator 1: I believe that the halal tourism industry in Bali, Manado, and Medan is reliable;
  - 2) Indicator 2: I believe that the halal tourism industry from Bali, Manado, and Medan can be trusted;
  - 3) Indicator 3: I believe Bali, Manado, and Medan tourist spots have high integrity because most of them have halal certificates;
  - 4) Indicator 4: I believe that the halal tourism industry from Bali, Manado, and Medan is able can satisfy the needs of Muslim tourists (Al-Ansi et al., (2019) and Su et al., (2022).
- d) Visit intention
  - 1) Indicator 1: Halal tourism in Bali, Manado, and Medan is my first choice to visit if there is an opportunity;
  - 2) Indicator 2: I will recommend to friends and relatives tourist attractions in Bali, Manado, and Medan;



- 3) Indicator 3: I will give positive comments about tourist attractions in Bali, Manado, and Medan;
- 4) Indicator 4: I was still considering visiting a halal tourist attraction in Bali, Manado, and Medan even though travel costs increase (Im et al., 2012).

The aim of the study was to determine the effect of halal awareness, destination image, and destination trust on visit intention in Bali, Manado and Medan City. Some of the respondent criteria include Indonesian Muslims aged 20 years and over, understand the term halal tourism, have not visited Bali, Manado and Medan City before, intention to visit Bali, Manado and Medan City later. The sampling technique used non-probability sampling with purposive sampling. The research was conducted from October to December 2022 with a total of 236 respondents. Data analysis was used with SEM-AMOS (Structural Equation Model).

**Characteristics of Respondents**

Respondents in this study totaled 236 people regarding the effect halal awareness, destination image, and destination trust on visit intention in Bali, Manado, and Medan.

**Table 1. Demographic and Dining Profilers**

Variables	Frequency n = 235	Percentage
<b>Gender</b>		
Male	125	53
Female	111	47
<b>Age</b>		
17 – 20	51	21.6
21 – 30	180	76.3
31 – 40	3	1.3
41 – 50	1	0.4
> 50	1	0.4
<b>Last Education</b>		
High School	85	36
Student	112	47.5
D1	0	0
D2	0	0
D3	3	1.3
D4	1	0.4
S1	33	14
S2	0	0
S3	2	0.8
<b>Type Job</b>		
Employee	70	29.7
Entrepreneurs	42	17.8
Private Employee	32	13.6
State Civil Apparatus	4	1.7
Professional	22	9.3
Other professions	66	27.9
<b>Status</b>		
Student	220	93.4
Housewife	16	6.6
<b>Monthly Income</b>		
IDR. 1.500.000 – IDR. 3.000.000	108	45.8%
IDR. 3.500.000 – IDR. 5.000.000	59	25%
IDR. 5.500.000 – IDR. 7.000.000	52	22%

Variables	Frequency n = 235	Percentage
IDR. 7.500.000 – IDR. 10.000.000	8	3.4%
> IDR. 10,000,000	9	3.8%
<b>Monthly Expenses</b>		
IDR. 1.500.000 – IDR 3.000.000	163	69.1%
IDR. 3.500.000 – IDR. 5.000.000	58	24.6%
IDR. 5.500.000 – IDR. 7.000.000	10	4.2%
IDR. 7.500.000 – IDR. 10.000.000	1	0.4%
> IDR. 10.000.000	4	1.7%

Sources : Data processed using “AMOS”

Based on Table 1, it shows that there were 125 male respondents (53%), while 111 female respondents (46%). The characteristics of respondents based on age consisted of 51 (21.6) respondents aged 17 – 20; aged 21 – 30 years as many as 180 people (76.3%); aged 31 – 40 years as many as 3 people (1.3%); aged 41 – 50 years as many as 1 people (0.4%); and aged > 50 years as many as 1 people (0.4%). Thus, based on age, the research respondents who want visited to Bali, Manado, and Medan City are 21 – 30 years old.

The characteristics of research respondents based on last education that there are 85 people (36.1%) with the last high school education; there are 112 people (47.5%) with the student; there are 3 people (1.3%) with the D3; there are 1 people (0.4%) with the D4; there are 33 people (14%) with the S1; and there are 2 people (0.8%) with the S3. Thus, based on the last education of the research respondents, the people of Bali, Manado, and Medan City were dominated by student.

The characteristics of research respondents based on type job that there are 70 people (29.7%) with the Employee; there are 42 people (17.8%) with the Entrepreneurs; there are 42 people (13.6%) with the Private Employee; there are 4 people (1.7%) with the State Civil Apparatus; and there are 22 people (9.3%) with the Professional; and there are 66 people (27.9%) with the Other professions. Thus, based on the type job of the research respondents, the people of Bali, Manado, and Medan City were dominated by Employee.

The characteristics of research respondents based on status that there are 220 people (93.4%) with the Student; and there are 16 people (6.6%) with the Housewife. Thus, based on the status of the research respondents, the people of Bali, Manado, and Medan City were dominated by Student. The characteristics of research respondents based on Monthly Income of the respondents between IDR 1,500,000 – IDR 3,000,000 as many as 108 people (45.8%); between IDR 3,500,000 – IDR 5,000,000 as many as 59 people (25%); between IDR 5,500,000 – IDR 7,000,000 as many as 52 people (22%); between IDR 7,500,000 – IDR 10,000,000 as many as 8 people (3.4%); and > IDR 10,000,000 as many as 9 people (3.8%). Thus, based on the Monthly Income of research respondents, the people of Bali, Manado, and Medan City were dominated by IDR 1,500,000 – IDR 3,000,000.

The characteristics of research respondents based on Monthly Expenses of the respondents between IDR 1,500,000 – IDR 3,000,000 as many as 163 people (69.1%); between IDR 3,500,000 – IDR 5,000,000 as many as 58 people (24.6%); between IDR 5,500,000 – IDR 7,000,000 as many as 10 people (4.2%); between IDR 7,500,000 – IDR 10,000,000 as many as 1 people (0.4%); and > IDR 10,000,000 as many as 4 people (1.7%). Thus, based on the Monthly Expenses of research respondents, the people of Bali, Manado, and Medan City were dominated by IDR 1,500,000 – IDR 3,000,000.

## **RESULTS AND DISCUSSION**

**Validity and Reliability Test**

**Validity Test**

**Table 2. Validity Test**

Item	Faktor Loading	Conclusion
<b>HA.</b>		
HA1.	0.862	Valid
HA2.	0.871	Valid
HA3.	0.861	Valid
<b>DI.</b>		
DI1.	0.782	Valid
DI2.	0.778	Valid
DI3.	0.821	Valid
DI4.	0.821	Valid
DI5.	0.820	Valid
DI6.	0.798	Valid
DI7.	0.775	Valid
DI8.	0.716	Valid
DI9.	0.804	Valid
DI10.	0.738	Valid
DI11.	0.756	Valid
<b>DT.</b>		
DT1.	0.898	Valid
DT2.	0.896	Valid
DT3.	0.848	Valid
DT4.	0.905	Valid
<b>VI.</b>		
VI1.	0.796	Valid
VI2.	0.877	Valid
VI3.	0.851	Valid
VI4.	0.809	Valid

Based on the loading factor value > 0.40; then the validity test of all variable instruments can be said to be valid. This means internal consistency in statements, thus forming the construction of each of these variables (Ghozali, 2018).

**Reliability Test**

**Table 3. Validity Test**

Variable	Cronbach Alpha	Conclusion
<b>HA.</b>	0.828	Reliable
<b>DI.</b>	0.935	Reliable
<b>DT.</b>	0.909	Reliable
<b>VI.</b>	0.851	Reliable

Based on Table 4 Cronbach's Alpha value > 0.60; said to be reliable based on This means that there is internal consistency in the statements, thus forming the construction of each of these variables (Ghozali, 2018).

**Descriptive statistics**

**Table 4. Halal Awareness Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
HA.	236	1.00	5.00	4.6864	.62915

	N	Minimum	Maximum	Mean	Std. Deviation
DI.	236	1.00	5.00	4.1822	.69682
DT.	236	1.00	5.00	4.2447	.72620
VI.	236	1.00	5.00	4.2574	.70650
Valid N (listwise).	236				

Based on Table 4, it shows that the statistical description of the halal awareness has a minimum value of 1.0; maximum value of 5.0; mean of 4.686; standard deviation of 0.629. The destination image variable has a minimum value of 1.0; maximum value of 5.0; mean of 4.182; standard deviation of 0.696. The destination trust has a minimum value of 1.0; maximum value of 5.0; mean of 4.244; standard deviation of 0.726. The visit intention has a minimum value of 1.0; maximum value of 5.0; mean of 4.257; standard deviation of 0.706. Thus the mean value of halal awareness, destination image, destination trust, and visit intention is at a value of 4 meaning that the questionnaire indicators submitted to respondents are in accordance with the intent of the research objectives.

**Data Processing Results**

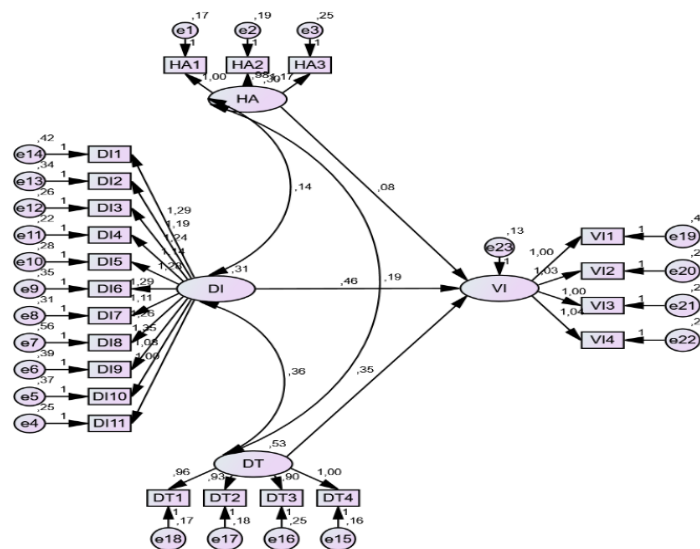


Figure 2. Data Processing Results

**SEM-AMOS Test Results**

Table 5. Goodness-of-Fits

Types of Goodness of Fit	Goodness of Fit Measure	Level of Acceptance (Hair et al., 2010)	Calculating Measure	Acceptable
Absolute Fit Measures	Chi-squares	Small chi-squares	450.290	POOR FITS
	p-values	p-values $\geq 0.05$	0.000	POOR FITS
	RMSEA	$< 0.08$	0.072	GOOD FITS
Incremental Fit Measures	RMR	$< 0.08$	0.033	GOOD FITS
	NFI	$> 0.90$ or close to 1	0.883	MARGINAL FITS
	TLI	$> 0.90$ or close to 1	0.922	FITS
	CFI	$> 0.90$ or close to 1	0.931	GOOD FITS
	IFI	$> 0.90$ or close to 1	0.932	GOOD FITS
			2.218	

<i>Types of Goodness of Fit</i>	<i>Goodness of Fit Measure</i>	<i>Level of Acceptance (Hair et al., 2010)</i>	<i>Calculating Measure</i>	<i>Acceptable</i>
<i>Parsimonius Fits Measures</i>	<i>Normed Chi-squares</i>	<i>Lower limit: 1.0; Upper limit: 2.0/3.0 or 5.0</i>		<i>GOOD FITS</i>

Source: Questionnaire results processed with AMOS 22.0.

Based on the results of testing the feasibility of the model above, it was found that based on the values of RMSEA, RMR, TLI, CFI, IFI, it was concluded that the model was goodness-of-fit. Therefore, testing the theoretical hypothesis can be continued.

**Hypothesis Testing**

**Table 6. Hypothesis Testing**

Hypothesis	Estimate	P-Value Two Tail	P-Value One tail	Conclusion
H1. There is a positive and significant effect of halal awareness on visit intention.	0.584	0.042	0.021	H1 supported
H2. There is a positive and significant effect of destination image on visit intention.	0.463	0.003	0.001	H2 supported
H3. There is a positive and significant effect of destination trust on visit intention.	0.350	0.004	0.002	H3 supported

Based on Table 6 shows that:

**H1. There is a positive and significant effect of halal awareness on visit intention.**

The estimated size of halal awareness is 0.084, so the more halal awareness increases, the visit intention also increases. The test results show a p-value of  $0.242/2 = 0.021 < 0.05$  ( $\alpha = 5\%$ ). Statistically it was concluded that at the 95 percent confidence level, there is positive effect halal awareness on visit intention.

**H2. There is a positive and significant effect of destination image on visit intention.**

The size of the estimated destination image is 0.463; so the more destination image increases, the visit intention also increases. The p-value is  $0.003/2 = 0.001 < 0.05$  ( $\alpha = 5\%$ ). Statistically, at the 95 percent confidence level, there is positive effect of destination image on visit intention.

**H3. There is a positive and significant effect of destination trust on visit intention.**

Estimated destination trust amount 0.350; so the more trust the destination increases, the more intention to visit. The p-value is  $0.004/2 = 0.002 < 0.05$  ( $\alpha = 5\%$ ). Statistically, at the 95 percent confidence level, there is positive effect of destination trust on visit intention.

**Discussion:**

Based on the results of the hypothesis test, it is proven that the higher the halal awareness, the higher the desire to visit tourist destinations in Bali, Manado and Medan. This shows that when consumers feel that consuming halal food shows their obedience as Muslims, they higher their desire to visit Bali, Manado and Medan, which provide halal products.

Likewise, with the destination image, based on the results of the hypothesis test, it is proven that the higher the destination image, the higher the desire to visit tourist destinations in Bali, Manado and Medan. This shows that when consumers feel that consumers feel comfortable with residents who have a good understanding of halal. So the higher their desire to visit Bali, Manado, and Medan,

which provide Muslim-friendly accommodations, providing easy access to places of worship such as prayer rooms or mosques.

Based on the results of the hypothesis, it is proven that the higher the destination trust, the higher the desire to visit tourist destinations in Bali, Manado and Medan. This shows that when consumers feel that consuming halal food shows their obedience as Muslims, the higher their desire to visit Bali, Manado and Medan with high integrity because most have halal certificates that can satisfy Muslim needs.

## **CONCLUSION**

There is a positive and significant effect of halal awareness on visit intention. This means that the higher the halal awareness, the higher the visit intention. There is a positive and significant effect of destination image on visit intention. This means that the higher the destination image, the higher the visit intention. There is a positive and significant effect of destination trust on visit intention. This means that the higher the destination trust, the higher the visit intention. Based on research findings, this research concludes that visit intention can be carried out by increasing halal awareness, destination image, and destination trust.

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# EFFECT HALAL AWARENESS, DESTINATION IMAGE, DESTINATION TRUST ON VISIT INTENTION

*by Nadila Dewi Safitri; Luki Adiati Pratomo*

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## EFFECT HALAL AWARENESS, DESTINATION IMAGE, DESTINATION TRUST ON VISIT INTENTION

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### Abstrak

Potensi halal food sebagai ekosistem penggerak ekonomi masyarakat daerah pada umumnya di Indonesia perlu dikembangkan agar Indonesia menjadi pusat halal dunia. Berdasarkan beberapa fakta menunjukkan bahwa masih ada masyarakat muslim yang kurang paham ketika mengunjungi tempat wisata dan restoran yang hanya diperuntukkan bagi nonmuslim. Tujuan penelitian untuk mengetahui pengaruh *halal awareness*, *destination image*, dan *destination trust* terhadap *visit intention* ke Bali, Manado, dan Kota Medan. Penelitian ini menetapkan beberapa kriteria target responden yaitu Muslim Indonesia berusia 20 tahun ke atas, mengetahui istilah wisata halal, belum pernah dan ingin mengunjungi Bali, Manado, dan Kota Medan di masa yang akan datang. Pendekatan penelitian dengan metode kuantitatif dan teknik survei pada bulan Oktober hingga Desember 2022 sebanyak 236 responden. Analisis data menggunakan *SEM-AMOS*. Berdasarkan temuan penelitian, penelitian ini menyimpulkan bahwa *visit intention* dapat dilakukan dengan meningkatkan *halal awareness*, *destination image*, dan *destination trust*. Pengelola obyek wisata diharapkan menyediakan tempat dan makanan khusus, sehingga dapat meningkatkan kunjungan wisatawan muslim.

**Kata Kunci:** Kesadaran halal, Citra destinasi, Kepercayaan destinasi, Niat berkunjung

### Abstract

The potential of halal food as an ecosystem driving the economy of local communities in general in Indonesia needs to be developed so that Indonesia becomes the world's halal center. Based on several facts, it shows that there are still Muslim people who do not understand when visiting tourist attractions and restaurants that are only intended for non-Muslims. The aim of the study was to determine the effect of halal awareness, destination image, and destination trust on visit intentions to Bali, Manado and Medan City. This study establishes several criteria for target respondents, namely Indonesian Muslims aged 20 years and over, know the term halal tourism, have never visited Bali, Manado and Medan City in the future. The research approach uses quantitative methods and survey techniques from October to December 2022 with a total of 236 respondents. Data analysis using SEM-AMOS. Based on the research findings, this study concludes that visit intention can be carried out by increasing halal awareness, destination image, and destination trust. Tourism object managers are expected to provide special places and food, so as to increase Muslim tourist visits.

**Keywords:** *Halal awareness, Destination image, Destination trust, Visit intention*

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## INTRODUCTION

Erich Thohir as Minister of BUMN said that, Indonesia needs to develop the potential of halal food which is one of the pioneers of the ecosystem so that it becomes the center of world halal. (Ahyani et al., 2021). In addition, Brodjonegoro, stated that halal tourism is one of the potential halal

industries that Indonesia can exploit or develop. Muslim friendly halal tourism in Indonesia can contribute to increasing state revenues (Yazan & Arwemi, 2020).

Research by Amalia & Gunawan (2022), states that Indonesian consumers like restaurants that have a halal logo. Halal awareness and destination image have a direct effect on visiting intentions. Destination image through destination trust can affect the intention to visit. Halal awareness and destination image can be mediated by religiosity. Thus, strong halal awareness is owned by Indonesian consumers. Setyaningsih & Marwansyah (2019), expressed interest in consumer decisions as a mediator of the influence of halal certification and halal awareness. Laily et al (2022) stating that halal food in cities in Java is relatively easy, for example in East Java Provincial Government. The East Java Provincial Government establishes a halal tourism program for each destination. However, when Muslim consumers are going to travel, they are looking for information about halal food at that destination. Not all destinations in Indonesia always provide halal food, such as Bali, Manado, North Sumatra, Nusa Tenggara which are not Muslim-majority area.

Pambudi (2018) said that the understanding of Muslims about the concepts, principles and processes of halal, could influence the consumption of food and beverages consumed by Muslims is called halal awareness. The concepts, principles and processes of halal is deeply understood, tends to be selective for consumption by Muslims.

Choirisa et al (2021), destination image is perception of tourist that comes from prejudice, knowledge, imagination and emotional feelings towards tourist attractions. The importance of destination image as a process of determining visits to tourist destinations for consumers. Tourists who have visited a tourist destination are experiences that are given to others. The intention to visit is positively and significantly influenced by the destination image and the attitude of tourists visiting a tourist spot.

Sirdeshmukh et al (2002) states that the notion of destination trust is a certainty possessed by one party in terms of the reliability and integrity of its exchange partner. Al-Ansi et al (2019) said based on the perspective of a tourist destination, destination trust is reliability that focuses on important elements related to location. Marinao et al (2012), destination trust has indicators of honesty, benevolence, competence, and public institutions. Close relationship and promotion is a way of sustainable tourism industry.

Visit intention in the context of tourism is a decision to purchase a trip. Choosing an alternative that suits consumer needs is a purchase choice (Alsheikh et al., 2021). According to the opinion of Prakoso (2019) states that intention to visit is a person's desire to visit certain destinations based on known information with indicators of intending to visit tourist destinations, most likely will visit tourist destinations, in the future have the intention to visit, will choose the next tourist

destination. The emergence visit intention is thought to be effect several factors including awareness halal, image and trust destination.

Based on several facts, it shows that there are still Muslim people who do not understand when visiting tourist attractions and restaurants that are only intended for non-Muslims. Therefore, it is necessary to study halal awareness, image and trust destination, and visit intention. The research objective was to determine the effect of halal awareness, destination image, and destination trust on visit intention.

## **LITERATURE REVIEW**

### **Halal Awareness**

Intrinsic halal awareness influences religious values in life according to Islamic religious beliefs. Muslims ensure that the food and drink they consume is halal. While extrinsic halal awareness is obtained from religious commitment through halal products (Mutmainah, 2018). Muslim understanding of the concepts, processes and principles of halal which prioritizes halal food and beverages consumed is the notion of halal awareness (Dina et al., 2021).

### **Destination Image**

Han et al (2021) states that destination image in halal tourism is a tourist's perception of Islamic attributes. Battour et al (2020) said that, the destination image that is not halal makes Muslim tourists refuse to visit the destination. Meanwhile, destinations that have good Islamic attributes get a place in the minds of tourists. Research result Han et al (2021) shows that the attributes of Muslim tourist destinations in non-Muslim areas consist of culinary indicators, hotel staff, local residents, social environment, as well as services and facilities. Nuraini et al., (2022) said that in tourism in general, the relationship between destination image and visit intention has been widely studied in previous studies.

### **Destination Trust**

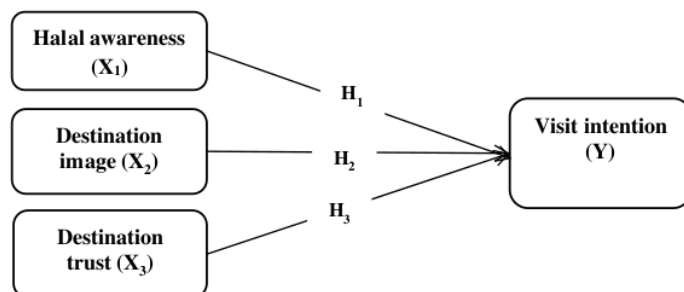
Sirdeshmukh et al (2002) said that destination trust is the trust one has through indicators of reliability and integrity with partners. Marinao et al., (2012) said destination trust is reliability that focuses on important elements related to location. Destination trust has indicators of honesty, benevolence, competence, and public institutions. Close relationship and promotion is a way of sustainable tourism industry.

### **Visit Invention**

Zarrad & Debabi (2015) said that the driving fac tor that influences behavior to do something is called intention. Mubeen et al (2022) said that sustainable tourism promotes long-term economic growth that benefits indigenou peoples financially and socially.

## **CONCEPTUAL FRAMEWORK**

The conceptual framework for researching halal awareness, destination image and destination trust, so visit intention, is shown in Figure 1 below:



Source: Author (2022)

**Figure 1. Conceptual Framework**

This research shows that several factors affect Visit Intention to a non-halal tourist destination, including Halal Awareness, Destination Image, and Destination Trust. Halal Awareness can affect Visit Intention because awareness of these tourist destinations must see products for halal concepts, halal processes, and halal perceptions.

Destination Image can affect Visit Intention, due to tourists' perceptions of good halal products. Destination image is important to study because destination image is the most important stage in the process of determining a tourist destination. Destination image is a tourist perception that comes from prejudice, knowledge, imagination and emotional feelings towards tourist attractions. Through the image of the destination, it can be seen how well the service, physical form, atmosphere, and other positive presences reflected in a tourist destination achieve satisfaction.

Destination image affect on visit intention, so that the destination believes that reliability focuses on halal tourism sites. From a certain point of view of a tourist destination, trust is defined as reliability which focuses on important elements related to locations.

## **HYPOTHESIS DEVELOPMENT**

### **Hypothesis 1: Halal awareness has a positive effect on visit intention**

The most relevant literature related to halal awareness of visiting intentions is Amalia & Gunawan (2022), the results of the study show that there is a direct influence of halal awareness on visit intention. Bashir (2019) research shows that an important motivation for the intention to buy halal food is the halal awareness of Muslims. Based on studies above, hypothesis is:

H1. Halal awareness has a positive effect on visit invention.

### **Hypothesis 2: Destination image has a positive effect on visit intention**

Han et al., (2021) said that Islamic attributes are perceptions of Muslim tourists regarding the image of halal destinations. Mohamed et al., (2020) said the image of a destination is different from the image of a halal-friendly destination. Muslim tourists may refuse to visit non-Muslim destinations. Based on studies above, hypothesis is:

H2. Destination image has a positive effect on visit invention.

### **Hypothesis 3: Destination trust has a positive effect on visit intention**

Sirdeshmukh et al., (2002) said the trust that someone has regarding the reliability and integrity of partners is the definition of destination trust. Han et al (2021) the results of the study show that there is an influence of destination trust on visiting intentions. Lestari et al., (2022) stated that related to research on destination trust in visiting intentions, there had been much research done before. Based on the various studies above, the conclusions for the hypothesis are:

H3. Destination trust has a positive effect on visit invention.

## **RESEARCH METHODOLOGY**

The method used is quantitative, with a survey. While the data collection method uses a questionnaire. Questionnaires or questionnaires were developed based on previous research.

- a) Halal awareness
  - 1) Indicator 1: I will consuming halal food and drinks is a form of obedience to Islamic teachings;
  - 2) Indicator 2: I have the belief that eating and drinking halal has an impact on better faith;
  - 3) Indicator 3: Consuming halal food makes a good person who can solve concerns about halal and non-halal issues (Rahman et al., 2019).
- b) Destination image
  - 1) Indicator 1: I think the tourism industry in Bali, Manado, and Medan offers safe and hygienic halal food;
  - 2) Indicator 2: I think the tourism industry in Bali, Manado, and Medan provides a variety of halal restaurants;
  - 3) Indicator 3: I think the tourism industry in Bali, Manado, and Medan provides accommodation that is friendly to Muslim consumers;
  - 4) Indicator 4: I think tourist attractions in Bali, Manado, and Medan provide Muslim-friendly toilets;
  - 5) Indicator 5: I think the tourism industry in Bali, Manado, and Medan provides easy access to places of worship such as prayer rooms or mosques;
  - 6) Indicator 6: I think the tourism industry in Bali, Manado, and Medan provides separate prayer rooms for men and women;
  - 7) Indicator 7: I think the tourism industry in Bali, Manado, and Medan offers easy access to information about whether or not food and drinks are halal there;
  - 8) Indicator 8: I think tourist attractions in Bali, Manado, and Medan provide tourism objects that are free from non-halal services;
  - 9) Indicator 9: I think the tourism industry in Bali, Manado, and Medan provides employees who wear Muslim clothing;
  - 10) Indicator 10: I think comfortable with locals who have a good understanding of halal issues;
  - 11) Indicator 11: I think the tourism industry in Bali, Manado, and Medan has local people who are friendly with Muslim guests (Al-Ansi et al., 2019).
- c) Destination trust
  - 1) Indicator 1: I believe that the halal tourism industry in Bali, Manado, and Medan is reliable;
  - 2) Indicator 2: I believe that the halal tourism industry from Bali, Manado, and Medan can be trusted;
  - 3) Indicator 3: I believe Bali, Manado, and Medan tourist spots have high integrity because most of them have halal certificates;
  - 4) Indicator 4: I believe that the halal tourism industry from Bali, Manado, and Medan is able can satisfy the needs of Muslim tourists (Al-Ansi et al., (2019) and Su et al., (2022).
- d) Visit intention
  - 1) Indicator 1: Halal tourism in Bali, Manado, and Medan is my first choice to visit if there is an opportunity;
  - 2) Indicator 2: I will recommend to friends and relatives tourist attractions in Bali, Manado, and Medan;

- 3) Indicator 3: I will give positive comments about tourist attractions in Bali, Manado, and Medan;
- 4) Indicator 4: I was still considering visiting a halal tourist attraction in Bali, Manado, and Medan even though travel costs increase (Im et al., 2012).

The aim of the study was to determine the effect of halal awareness, destination image, and destination trust on visit intention in Bali, Manado and Medan City. Some of the respondent criteria include Indonesian Muslims aged 20 years and over, understand the term halal tourism, have not visited Bali, Manado and Medan City before, intention to visit Bali, Manado and Medan City later. The sampling technique used non-probability sampling with purposive sampling. The research was conducted from October to December 2022 with a total of 236 respondents. Data analysis was used with SEM-AMOS (Structural Equation Model).

### Characteristics of Respondents

Respondents in this study totaled 236 people regarding the effect halal awareness, destination image, and destination trust on visit intention in Bali, Manado, and Medan.

**Table 1. Demographic and Dining Profilers**

Variables	Frequency n = 235	Percentage
<b>Gender</b>		
Male	125	53
Female	111	47
<b>Age</b>		
17 – 20	51	21.6
21 – 30	180	76.3
31 – 40	3	1.3
41 – 50	1	0.4
> 50	1	0.4
<b>Last Education</b>		
High School	85	36
Student	112	47.5
D1	0	0
D2	0	0
D3	3	1.3
D4	1	0.4
S1	33	14
S2	0	0
S3	2	0.8
<b>Type Job</b>		
Employee	70	29.7
Entrepreneurs	42	17.8
Private Employee	32	13.6
State Civil Apparatus	4	1.7
Professional	22	9.3
Other professions	66	27.9
<b>Status</b>		
Student	220	93.4
Housewife	16	6.6
<b>Monthly Income</b>		
IDR. 1.500.000 – IDR. 3.000.000	108	45.8%
IDR. 3.500.000 – IDR. 5.000.000	59	25%
IDR. 5.500.000 – IDR. 7.000.000	52	22%

17	Variables	Frequency n = 235	Percentage
	IDR. 7.500.000 – IDR. 10.000.000	8	3.4%
	> IDR. 10.000,000	9	3.8%
<b>Monthly Expenses</b>			
	IDR. 1.500.000 – IDR 3.000.000	163	69.1%
	IDR. 3.500.000 – IDR. 5.000.000	58	24.6%
	IDR. 5.500.000 – IDR. 7.000.000	10	4.2%
	IDR. 7.500.000 – IDR. 10.000.000	1	0.4%
	> IDR. 10.000.000	4	1.7%

Sources : Data processed using "AMOS"

Based on Table 1, it shows that there were 125 male respondents (53%), while 111 female respondents (46%). The characteristics of respondents based on age consisted of 51 (21.6%) respondents aged 17 – 20; aged 21 – 30 years as many as 180 people (76.3%); aged 31 – 40 years as many as 3 people (1.3%); aged 41 – 50 years as many as 1 people (0.4%); and aged > 50 years as many as 1 people (0.4%). Thus, based on age, the research respondents who want visited to Bali, Manado, and Medan City are 21 – 30 years old.

The characteristics of research respondents based on last education that there are 85 people (36.1%) with the last high school education; there are 112 people (47.5%) with the student; there are 3 people (1.3%) with the D3; there are 1 people (0.4%) with the D4; there are 33 people (14%) with the S1; and there are 2 people (0.8%) with the S3. Thus, based on the last education of the research respondents, the people of Bali, Manado, and Medan City were dominated by student.

The characteristics of research respondents based on type job that there are 70 people (29.7%) with the Employee; there are 42 people (17.8%) with the Entrepreneurs; there are 42 people (13.6%) with the Private Employee; there are 4 people (1.7%) with the State Civil Apparatus; and there are 22 people (9.3%) with the Professional; and there are 66 people (27.9%) with the Other professions. Thus, based on the type job of the research respondents, the people of Bali, Manado, and Medan City were dominated by Employee.

The characteristics of research respondents based on status that there are 220 people (93.4%) with the Student; and there are 16 people (6.6%) with the Housewife. Thus, based on the status of the research respondents, the people of Bali, Manado, and Medan City were dominated by Student. The characteristics of research respondents based on Monthly Income of the respondents between IDR 1,500,000 – IDR 3,000,000 as many as 108 people (45.8%); between IDR 3,500,000 – IDR 5,000,000 as many as 59 people (25%); between IDR 5,500,000 – IDR 7,000,000 as many as 52 people (22%); between IDR 7,500,000 – IDR 10,000,000 as many as 8 people (3.4%); and > IDR 10,000,000 as many as 9 people (3.8%). Thus, based on the Monthly Income of research respondents, the people of Bali, Manado, and Medan City were dominated by IDR 1,500,000 – IDR 3,000,000.

The characteristics of research respondents based on Monthly Expenses of the respondents between IDR 1,500,000 – IDR 3,000,000 as many as 163 people (69.1%); between IDR 3,500,000 – IDR 5,000,000 as many as 58 people (24.6%); between IDR 5,500,000 – IDR 7,000,000 as many as 10 people (4.2%); between IDR 7,500,000 – IDR 10,000,000 as many as 1 people (0.4%); and > IDR 10,000,000 as many as 4 people (1.7%). Thus, based on the Monthly Expenses of research respondents, the people of Bali, Manado, and Medan City were dominated by IDR 1,500,000 – IDR 3,000,000.

## RESULTS AND DISCUSSION

**Validity and Reliability Test**

**Validity Test**

**Table 2. Validity Test**

Item	Faktor Loading	Conclusion
<b>HA.</b>		
HA1.	0.862	Valid
HA2.	0.871	Valid
HA3.	0.861	Valid
<b>DI.</b>		
DI1.	0.782	Valid
DI2.	0.778	Valid
DI3.	0.821	Valid
DI4.	0.821	Valid
DI5.	0.820	Valid
DI6.	0.798	Valid
DI7.	0.775	Valid
DI8.	0.716	Valid
DI9.	0.804	Valid
DI10.	0.738	Valid
DI11.	0.756	Valid
<b>DT.</b>		
DT1.	0.898	Valid
DT2.	0.896	Valid
DT3.	0.848	Valid
DT4.	0.905	
<b>VI.</b>		
VI1.	0.796	Valid
VI2.	0.877	Valid
VI3.	0.851	Valid
VI4.	0.809	Valid

Based on the loading factor value > 0.40; then the validity test of all variable instruments can be said to be valid. This means internal consistency in statements, thus forming the construction of each of these variables (Ghozali, 2018).

**Reliability Test**

**Table 3. Validity Test**

Variable	Cronbach Alpha	Conclusion
<b>HA.</b>	0.828	Reliable
<b>DI.</b>	0.935	Reliable
<b>DT.</b>	0.909	Reliable
<b>VI.</b>	0.851	Reliable

Based on Table 4 Cronbach's Alpha value > 0.60; said to be reliable based on This means that there is internal consistency in the statements, thus forming the construction of each of these variables (Ghozali, 2018).

**Descriptive statistics**

**Table 4. Halal Awareness Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
HA.	236	1.00	5.00	4.6864	.62915



	N	Minimum	Maximum	Mean	Std. Deviation
DI.	236	1.00	5.00	4.1822	.69682
DT.	236	1.00	5.00	4.2447	.72620
VI.	236	1.00	5.00	4.2574	.70650
Valid N (listwise).	236				

Based on Table 4, it shows that the statistical description of the halal awareness has a minimum value of 1.0; maximum value of 5.0; mean of 4.686; standard deviation of 0.629. The destination image variable has a minimum value of 1.0; maximum value of 5.0; mean of 4.182; standard deviation of 0.696. The destination trust has a minimum value of 1.0; maximum value of 5.0; mean of 4.244; standard deviation of 0.726. The visit intention has a minimum value of 1.0; maximum value of 5.0; mean of 4.257; standard deviation of 0.706. Thus the mean value of halal awareness, destination image, destination trust, and visit intention is at a value of 4 meaning that the questionnaire indicators submitted to respondents are in accordance with the intent of the research objectives.

**Data Processing Results**

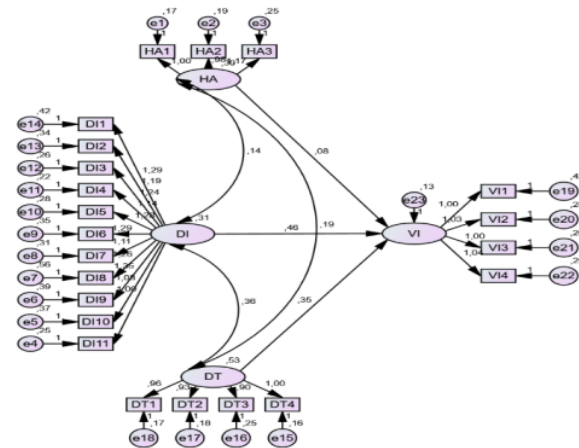


Figure 2. Data Processing Results

**SEM-AMOS Test Results**

Table 5. Goodness-of-Fits

Types of Goodness of Fit	Goodness of Fit Measure	Level of Acceptance (Hair et al., 2010)	Calculating Measure	Acceptable
Absolutes Fit Measures	Chi-squares	Small chi-squares	450.290	POOR FITS
Incremental Fits Measures	p-values	p-values $\geq 0.05$	0.000	POOR FITS
	RMSEA	$< 0.08$	0.072	GOOD FITS
	RMR	$< 0.08$	0.033	GOOD FITS
	NFI	$> 0.90$ or close to 1	0.883	MARGINAL FITS
	TLI	$> 0.90$ or close to 1	0.922	FITS
	CFI	$> 0.90$ or close to 1	0.931	GOOD FITS
	IFI	$> 0.90$ or close to 1	0.932	GOOD FITS
			2.218	

Types of Goodness of Fit	Goodness of Fit Measure	Level of Acceptance (Hair et al., 2010)	Calculating Measure	Acceptable
Parsimonius Fits Measures	Normed Chi-squares	Lower limit: 1.0; Upper limit: 2.0/3.0 or 5.0		GOOD FITS

Source: Questionnaire results processed with AMOS 22.0.

Based on the results of testing the feasibility of the model above, it was found that based on the values of RMSEA, RMR, TLI, CFI, IFI, it was concluded that the model was goodness-of-fit. Therefore, testing the theoretical hypothesis can be continued.

## Hypothesis Testing

Table 6. Hypothesis Testing

Hypothesis	Estimate	P-Value Two Tail	P-Value One tail	Conclusion
H1. There is a positive and significant effect of halal awareness on visit intention.	0.584	0.042	0.021	H1 supported
H2. There is a positive and significant effect of destination image on visit intention.	0.463	0.003	0.001	H2 supported
H3. There is a positive and significant effect of destination trust on visit intention.	0.350	0.004	0.002	H3 supported

Based on Table 6 shows that:

### H1. There is a positive and significant effect of halal awareness on visit intention.

The estimated size of halal awareness is 0.084, so the more halal awareness increases, the visit intention also increases. The test results show a p-value of  $0.242/2 = 0.021 < 0.05$  ( $\alpha = 5\%$ ). Statistically it was concluded that at the 95 percent confidence level, there is positive effect halal awareness on visit intention.

### H2. There is a positive and significant effect of destination image on visit intention.

The size of the estimated destination image is 0.463; so the more destination image increases, the visit intention also increases. The p-value is  $0.003/2 = 0.001 < 0.05$  ( $\alpha = 5\%$ ). Statistically, at the 95 percent confidence level, there is positive effect of destination image on visit intention.

### H3. There is a positive and significant effect of destination trust on visit intention.

Estimated destination trust amount 0.350; so the more trust the destination increases, the more intention to visit. The p-value is  $0.004/2 = 0.002 < 0.05$  ( $\alpha = 5\%$ ). Statistically, at the 95 percent confidence level, there is positive effect of destination trust on visit intention.

## Discussion:

Based on the results of the hypothesis test, it is proven that the higher the halal awareness, the higher the desire to visit tourist destinations in Bali, Manado and Medan. This shows that when consumers feel that consuming halal food shows their obedience as Muslims, they higher their desire to visit Bali, Manado and Medan, which provide halal products.

Likewise, with the destination image, based on the results of the hypothesis test, it is proven that the higher the destination image, the higher the desire to visit tourist destinations in Bali, Manado and Medan. This shows that when consumers feel that consumers feel comfortable with residents who have a good understanding of halal. So the higher their desire to visit Bali, Manado, and Medan,

which provide Muslim-friendly accommodations, providing easy access to places of worship such as prayer rooms or mosques.

Based on the results of the hypothesis, it is proven that the higher the destination trust, the higher the desire to visit tourist destinations in Bali, Manado and Medan. This shows that when consumers feel that consuming halal food shows their obedience as Muslims, the higher their desire to visit Bali, Manado and Medan with high integrity because most have halal certificates that can satisfy Muslim needs.

## **CONCLUSION**

There is a positive and significant effect of halal awareness on visit intention. This means that the higher the halal awareness, the higher the visit intention. There is a positive and significant effect of destination image on visit intention. This means that the higher the destination image, the higher the visit intention. There is a positive and significant effect of destination trust on visit intention. This means that the higher the destination trust, the higher the visit intention. Based on research findings, this research concludes that visit intention can be carried out by increasing halal awareness, destination image, and destination trust.

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