

**THE INFLUENCE OF DESTINATION IMAGE AND SERVICE
QUALITY ON TOURIST VISITING INTEREST WITH HALAL
ATTRIBUTES AS INTERVENING VARIABLE: A STUDY IN
SADE VILLAGE CENTRAL LOMBOK**

THESIS



Compiled By:

Sri Firda Rahmi Aliya Putri

Reg. Numb. 42.2021.328131

**UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR**
**DEPARTMENT OF ISLAMIC ECONOMICS LAW
FACULTY OF SHARIA
UNIVERSITY OF DARUSSALAM GONTOR
2024 M/ 1446 H**

**THE INFLUENCE OF DESTINATION IMAGE AND SERVICE
QUALITY ON TOURIST VISITING INTEREST WITH HALAL
ATTRIBUTES AS INTERVENING VARIABLE: A STUDY IN
SADE VILLAGE CENTRAL LOMBOK**

THESIS

**Presented to the University of Darussalam Gontor in Partial Fulfilment of
Requirement for Bachelor Degree (S1) In the Department of Islamic
Economics Law, Faculty of Sharia University of Darussalam Gontor**

Compiled By:

Sri Firda Rahmi Aliya Putri

Reg. Numb.: 422021328131

Supervisor:

Assoc. Prof. Dr. Setiawan bin Lahuri, Lc., M.A.

NIY: 050189

UNIDA
GONTOR

UNIVERSITY OF DARUSSALAM GONTOR
DEPARTMENT OF ISLAMIC ECONOMICS LAW
FACULTY OF SHARIA
UNIVERSITY OF DARUSSALAM GONTOR
2024 M/1446 H



UNIDA

GONTOR

UNIVERSITAS DARUSSALAM GONTOR

ABSTRAK

Pengaruh Citra Destinasi Dan Kualitas Layanan Terhadap Minat Berkunjung Wisatawan Dengan Halal Atribut Sebagai Variabel Intervening: Studi di Desa Sade Lombok Tengah

Sri Firda Rahmi Aliya Putri

422021328131

Lombok sebagai bagian dari kawasan Nusa Tenggara Barat, telah menerapkan wisata Syariah dalam sektor pariwisatanya, didukung oleh penghargaan internasional yang pernah diraih dan Regulasi Daerah yang ada. Salah satu wisata budaya yang populer di Lombok adalah Desa Sade, yang menampilkan budaya khas suku Sasak, namun menunjukkan ketidakstabilan jumlah kunjungan wisatawan. Sehingga untuk meningkatkan minat kunjungan wisatawan, dapat dilakukan melalui peningkatan beberapa faktor yang dapat mempengaruhi seperti, citra destinasi, kualitas layanan dan ketersediaan halal atribut.

Riset ini bermaksud untuk mengevaluasi seberapa jauh faktor citra destinasi mempengaruhi minat kunjungan wisatawan, sejauh mana kualitas layanan berdampak pada minat wisatawan untuk berkunjung, serta bagaimana citra destinasi dan kualitas layanan mempengaruhi ketertarikan berkunjung wisatawan melalui halal atribut sebagai variabel intervening.

Penelitian ini menggunakan metode penelitian kuantitatif dengan sumber data utama yang diperoleh dari hasil jawaban responden melalui kuesioner yang disebarkan kepada responden dengan jumlah sampel sebesar 97 responden berdasarkan pada teknik *purposive sampling*. Analisis data dalam penelitian ini menggunakan Partial Least Square Structural Equation Modeling (PLS-SEM) yang didukung oleh perangkat lunak SmartPLS versi 4.0.

Hasil analisis data yang didapatkan memberikan informasi bahwa 1) citra destinasi mempengaruhi secara positif dan signifikan terhadap minat berkunjung wisatawan di Desa Sade berdasarkan perolehan p-value 0,000 lebih kecil dari 0,05, hal ini menunjukkan bahwa kecenderungan wisatawan untuk berkunjung dipengaruhi oleh reputasi yang dimiliki oleh wisata Sade; 2) kualitas layanan tidak membawa dampak positif dan signifikan terhadap minat kunjungan wisatawan dengan nilai p-value 0,046 lebih besar dari 0,05, artinya kualitas layanan bukan menjadi pertimbangan utama pengunjung untuk berwisata ke Desa Sade, walaupun sebenarnya layanan yang diberikan sudah cukup baik; 3) citra destinasi dan kualitas layanan mempengaruhi secara positif dan signifikan terhadap minat berkunjung wisatawan di wisata Sade melalui halal atribut dengan nilai p-value 0,019 dan 0,004 lebih kecil dari 0,05, artinya adanya halal atribut menjadi faktor yang memperkuat hubungan citra destinasi dan kualitas layanan terhadap minat berkunjung wisatawan.

Penelitian ini memberikan masukan kepada Pemerintah dan pengelola wisata Sade agar senantiasa melakukan pengembangan wisata dengan memperhatikan faktor-faktor yang dapat memberikan dampak positif pada minat kunjungan wisatawan, seperti meningkatkan citra destinasi, kualitas layanan dan ketersediaan halal atribut di objek wisata.

Kata Kunci: Citra Destinasi, Kualitas Layanan, Halal Atribut, Minat Berkunjung

ABSTRACT

The Influence of Destination Image and Service Quality On Tourist Visiting Interest with Halal Attributes as Intervening Variable: A study in Sade Village Central Lombok

Sri Firda Rahmi Aliya Putri

422021328131

Lombok, as part of the province of West Nusa Tenggara, has implemented the concept of halal tourism in its tourism sector, supported by international awards that have been achieved and existing Regional Regulations. One of the popular cultural tourism sites in Lombok is Sade Village, which displays the typical culture of the Sasak tribe but shows the instability of the number of tourist visits. Increasing the interest in tourist visits can be achieved through several factors, such as the destination's image, service quality, and availability of halal attributes.

This study aims to measure the extent to which destination image influences tourist interest, how service quality impacts tourists' desire to visit, and how both destination image and service quality affect tourist interest through halal attributes as an intervening variable.

This study uses a quantitative research method with primary data from respondents' answers through questionnaires distributed to 97 respondents, selected using a purposive sampling technique. The data analysis in this study employs partial least square structural equation modelling (PLS-SEM), which is supported by the SmartPLS version 4.0 software.

The results of the data analysis obtained provide information that 1) the image of the destination positively and significantly affects the interest of tourists visiting Sade Village based on the acquisition of a p-value of 0.000 less than 0.05; this shows that the interest of tourists to visit tends to be influenced by the reputation owned by Sade tourism 2) Service quality does not have a positive and significant effect on tourist interest, with a p-value of 0.046 (greater than 0.05). This suggests that although the service quality is adequate, it is not the primary reason for tourists to visit Sade, 3) destination image and service quality positively and significantly affect the interest of tourists visiting Sade tourism through halal attributes with p-values of 0.019 and 0.004 smaller than 0.05, meaning that the existence of halal attributes is a factor that strengthens the relationship between destination image and service quality to tourists' interest in visiting.

This research recommended that the Government and Sade tourism managers always develop tourism by paying attention to factors that can affect tourist interest, such as improving the destination's image, the quality of service, and the availability of halal attributes in tourist attractions.

Keywords: Destination Image, Service Quality, Halal Attributes, Visiting Interest

DECLARATION



Faculty of Syari'ah
كلية الشريعة

DECLARATION

I here by,

Name : Sri Firda Rahmi Aliya Putri
Registration Number : 422021328131
Faculty : Sharia
Department : Islamic Economics Law Department
Title : The Influence of Destination Image and Service Quality on Tourist Visiting Interest with Halal Attributes as Intervening Variable: A Study in Sade Village Central Lombok

I sincerely declare that this thesis belongs to my work and not to other researchers for a different degree. Furthermore, this thesis is never published before, except for some parts with their original references.

Otherwise, if it is found that this thesis is plagiarism, I am ready to be ceased academically.

UNIDA, Rabiul Akhir 14, 1446 H
October 17, 2024 M

Researcher,



Sri Firda Rahmi Aliya Putri
NIM. 422021328131

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

SUPERVISOR DECISION LETTER



Faculty of Syari'ah

كلية الشريعة

SUPERVISOR DECISION LETTER

Honourable to
Dean of Sharia Faculty
University of Darussalam Gontor
Bismillahirrahmanirrahim
Assalamua'alaikum Warahmatullah Wabaraktuh

I present this thesis written by
Name : Sri Firda Rahmi Aliya Putri
Registered Number : 422021328131
Faculty : Sharia
Department : Islamic Economics Law Department
Title : The Influence of Destination Image and Service Quality on
Tourist Visiting Interest with Halal Attributes as Intervening
Variable: A Study in Sade Village Central Lombok

It has been processed and corrected to meet the practical requirement to obtain the Bachelor's Degree (S1) in the Islamic Economic Law Department, Sharia Faculty University of Darussalam Gontor. Therefore, we hope this thesis could be examined.

Hopefully, this thesis will be useful for religion, nation, and the development of an educational institution
Wassalamu'alaikum Warahmatullahi Wabarakatuh

UNIDA, Rabiul Akhir 12, 1446 H
October 15, 2024 M

Supervisor,

Assoc. Prof. Dr. Setiawan bin Lahuri, Lc., M.A.

NIY. 050189

DECISION OF THE TEAM



Faculty of Syari'ah
كلية الشريعة

DECISION OF THE TEAM

The committee of the thesis examination in partial fulfilment of the requirements for the degree of Licentiate in Islamic Economic Law Department in the Faculty of Sharia, University of Darussalam Gontor, Indonesia, declared that the thesis written by:

Name : Sri Firda Rahmi Aliya Putri
Registered Number : 422021328131
The Title : The Influence of Destination Image and Service Quality on Tourist Visiting Interest with Halal Attributes as Intervening Variable: A Study in Sade Village Central Lombok

Has been examined by the board of examiners of the Bachelor's Degree (S1) on Department of Islamic Economic Law, Faculty of Sharia University of Darussalam Gontor on Saturday, 19th of October 2024.

The board of examiners has decided to grant him/her pass in the thesis examination. Hence, she is eligible to be awarded the degree of Licentiate in the Islamic Economic Law Department in the Faculty of Sharia.

Board Examiner

Supervisor

Assoc. Prof. Dr. Setiawan bin Lahuri, Lc., M.A.

NIY. 050189

1st Examiner

Dr. Eko Nur Cahyo, S.Th.I., M.A.
NIY. 080224

2nd Examiner

Adinda Muftivianv Nur Jamilah, M.H.
NIY. 210847

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

THESIS ACCEPTANCE LETTER



Faculty of Syariah
كلية الشريعة

THESIS ACCEPTANCE LETTER

Bismillahirrahmanirrahim

Assalamu'alaikum wr. wb.

The Faculty of Sharia, University of Darussalam Gontor, Ponorogo Indonesia has received a thesis written by:

Name : Sri Firda Rahmi Aliya Putri
Registered Number : 422021328131
The Title : The Influence of Destination Image and Service Quality on Tourist Visiting Interest with Halal Attributes as Intervening Variable: A Study in Sade Village Central Lombok

In partial fulfillment of the requirement for the degree of Licentiate in the Islamic Economic Law Department in the Faculty of Sharia, academic year 1445-1446/2024-2025.

Wassalamu'alaikum wr. wb

UNIDA, Rabiul Akhir 20, 1446 H
October 23, 2024 M

Dean of Sharia Faculty

Assoc. Prof. Dr. Imam Kamaluddin, Lc., M.Hum.

NIY. 960125

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

“In the name of Allah, the Most Gracious, the Most Merciful.”

Allah Subhanahu wa Ta'ala says:

هُوَ الَّذِي جَعَلَ لَكُمُ الْأَرْضَ ذُلُولًا فَامْشُوا فِي مَنَاكِبِهَا وَكُلُوا مِن رِّزْقِهِ ۗ وَإِلَيْهِ النُّشُورُ

“He is the One who made the earth manageable for you, so traverse its regions and eat from His provision. To Him alone, you will be resurrected.” Al-Mulk [67]:15

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

“Never Put Off till Tomorrow What You Can Do Today”

DEDICATION

The author expresses heartfelt gratitude to Allah SWT, the Almighty God. By His will, the author has been able to pursue education up to this stage of university life.

This humble work is dedicated to my beloved parents, who constantly pray for me in every prayer and work tirelessly to provide for my education. Their sacrifices are beyond measure. May they always be blessed with good health and long life.



ACKNOWLEDGMENT

All praise and gratitude be to Allah, the Most Gracious, the Most Merciful, for His endless blessings and grace, enabling the author to complete this thesis entitled *“The Influence of Destination Image and Service Quality on Tourist Visit Intention with Halal Attributes as an Intervening Variable: A Study on Sade Village, Central Lombok.”* This thesis is submitted as a final project and a requirement to obtain a Bachelor of Law degree in the Sharia Economic Law Program, Faculty of Sharia, University of Darussalam Gontor. Alhamdulillah, this thesis was completed through the author's hard work and with the support of many individuals. Therefore, the author would like to express sincere gratitude to:

1. K.H. Hasan Abdullah Sahal, Prof. Dr. K.H. Amal Fatullah Zarkasyi, M.A., Drs. K.H. Akrim Maiyat, Dipl.A.Ed., as the Leaders of Pondok Modern Darussalam Gontor.
2. Prof. Dr. KH. Hamid Fahmy Zarkasy, M.Ed., M.Phil., Assoc. Prof. Dr. Abdul Hafidz Zaid, M.A., Assoc. Prof. Dr. Setiawan bin Lahuri, M.A., Assoc. Prof. Dr. Khoirul Umam, M.Ec., Royyan Ramdhani Djayusman, Ph.D. as the Rector and Vice-Rectors of Universitas Darussalam Gontor.
3. Assoc. Prof. Dr. Imam. Kamaludin. Lc. M. Hum, Dean of the Faculty of Sharia, and Muhammad Abdul Aziz S.H.I, M.Si. Head of the Sharia Economic Law Program, for their continuous support, advice, knowledge, and prayers throughout the author's academic journey.
4. Assoc. Prof. Dr. Setiawan bin Lahuri Lc., M.A., as the thesis supervisor, for his dedication, guidance, and encouragement during the completion of this final project and throughout the undergraduate journey.
5. Al-Ustadzah Annisa Silvi Kusumastuti, S, H, M.H., is the author's academic advisor for her patience, guidance, and support throughout her education.
6. All Sharia Economic Law Program faculty members have selflessly taught, mentored, and supported the author with valuable advice and knowledge.
7. The author thanks beloved parents, Sarimunah and Yusup, for their unconditional love, moral support, and financial support. The author profoundly appreciates their prayers, efforts, and encouragement throughout this journey.

8. The author's cherished siblings, Muhammad Alfian Firmansyah, Muhammad Ikhtiat, and Muhammad Fakhri Akbar Yusuf, for their love and continuous support.
9. The extended family for their love and support, which have been invaluable during the author's studies at Universitas Darussalam Gontor.
10. All friends and companions who have motivated and supported the author throughout this journey.

The author acknowledges that this thesis could be better. Therefore, any constructive criticism and suggestions for improvement are most welcome. Lastly, the author hopes this thesis will benefit herself and others, contributing to further knowledge and as a reference for future research.

Ngawi, October 11 2024



Sri Firda Rahmi Aliya Putri



UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR