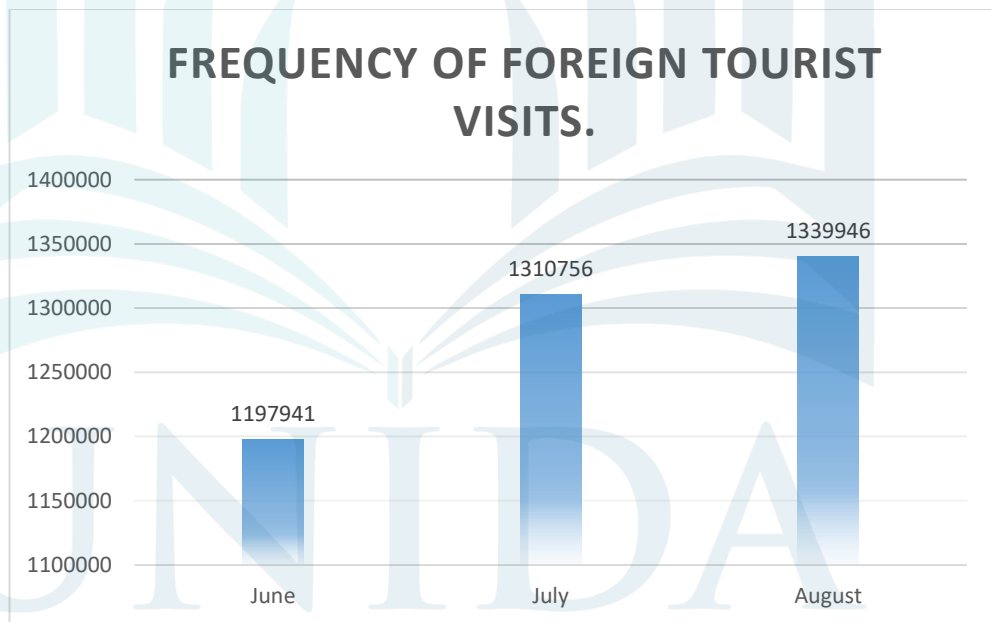


CHAPTER I INTRODUCTION

1.1 Background of Study

Based on data information from the Indonesian Central Statistics Agency, in the last three months of 2024, the frequency of foreign tourist visits to Indonesia escalated between June and August; where in June 2024, the number of foreign tourist visits was 1,197,941 visits and increased to 1,339,946 visits. The increase that occurred between June and August was 11.85%.¹ This can be proven in the following graph:

Graph 1.1
Development of the Frequency of Foreign Tourist Visits between
June - August 2024



Source: Central Statistics Agency, 2024

According to several studies, the increase in tourist visits is influenced by several factors, such as the destination's image, which is a driving factor for tourists to visit by increasing or developing the reputation of loyal guests. This is supported

¹ Badan Pusat Statistik Indonesia, "Perkembangan Jumlah Kunjungan Wisatawan Mancanegara Antara Juni- Agustus 2024," oktober 2024, <https://www.bps.go.id/id/statistics-table/2/MTE1MCMY/kunjungan-wisman-ke-indonesia--mei-2024.html>.

by research conducted by Latifah Aini², Nur Ahmad Zaim Harashta et al.³, Fery Roy Ardianto and Yustina Chrimardani⁴, Aletta Dewi Maria et al.⁵, Ihza Aditya Wisnu and Muhammad Sholahuddin⁶ and also Janica and Dewanta⁷ stated that the image of the destination affects the interest of tourists to visit certain tourist attractions. However, the research of Fahrur and Fathor noted that the destination's image did not affect tourists' interest in visiting tourist attractions.⁸

Another factor that supports the interest of tourists is good service quality. As revealed in the research by Ilma Darajat⁹, Anggara Budi and Sumiyarsih¹⁰, Meliya Ayu et al., Muhammad As'ad et al.¹¹, Jeri and Bayu,¹² and also Leo Fernando and Sotarduga¹³ the quality of service affects the interest of tourists visiting a particular tourist attraction. However, this is not in line with the research conducted by Fadli

² Lathifah Aini, "Determinan Minat Kunjung Kembali Wisata Halal Dengan Satisfaction Sebagai Variabel Intervening (Studi Kasus : Wisata Danau Lut Tawar Aceh Tengah)," *Journal of Economics Bussiness and management Issues* 2 (2024): 33.

³ Nur Ahmad Zaim Harashta, "Pengaruh Daya Tarik, Citra Destinasi, Dan E-Wom Terhadap Keputusan Berkunjung Pada Taman Wisata Guci" 13, no. 1 (2024): 12.

⁴ Ferry Roy Ardianto and Yustina Chrimardani, "Pengaruh Produk Wisata dan Citra Destinasi Terhadap Keputusan untuk Berkunjung ke Pantai Lon Malang," *JURISMA: Jurnal Sistem Informasi & Manajemen* 10 (February 5, 2024): 455.

⁵ aletta Dewi Maria Et Al., "Pengaruh Kepuasan Wisatawan Dan Citra Destinasi Terhadap Minat Kunjungan Ulang Di Kota Lama Semarang," *Jurnal Ilmiah Pariwisata* 03 (April 29, 2024): 36.

⁶ Ihza Aditya Wisnu And Muhammad Sholahuddin, "Pengaruh Citra Destinasi Terhadap Minat Berkunjung Kembali Ke Obyek Wisata Waduk Kedung Ombo," *VALUE* 4, no. 1 (April 30, 2023): 13, <https://doi.org/10.36490/value.v4i1.717>.

⁷ Janice Gabriella Kencana and Dewanta Facrureza, "Pengaruh Citra Destinasi Terhadap Minat Berkunjung di Museum Sejarah Kota Tua Jakarta" 1, no. 2 (2023): 78.

⁸ Fahrur Rosi and Fathor As, "Peran Citra Destinasi dan E-WOM Terhadap Minat Berkunjung Kembali Melalui Keputusan Berkunjung Pada Wisata Kabupaten Sampang," *Jurnal Bina Manajemen* 13, no. 2 (March 8, 2024): 64, <https://doi.org/10.52859/jbm.v13i2.545>.

⁹ Ilma Darogat, "Analisis Pengaruh Daya Tarik Wisata Dan Kualitas Pelayanan Terhadap Minat Berkunjung Ulang Dengan Kepuasan Pengunjung Sebagai Variabel Intervening (Studi Pada Citra Raya Water World)," *Dynamic Management Journal* 5, no. 1 (January 23, 2021): 35, <https://doi.org/10.31000/dmj.v5i1.4101>.

¹⁰ Sumiyarsih Sumiyarsih and Anggara Budi Prihatnawan, "Pengaruh Daya Tarik Wisata, Kualitas Pelayanan, Dan Harga Terhadap Minat Berkunjung Wisatawan (Studi Pada Desa Wisata Di Kawasan Balkondes Borobudur)," *Jurnal Nusa Manajemen* 1, no. 1 (March 1, 2024): 82, <https://doi.org/10.62237/jnm.v1i1.15>.

¹¹ Muhammad As'ad, Hermansyah, and Junaedi, "Pengaruh Promosi dan Kualitas Pelayanan Terhadap Minat Kunjung Kembali Wisatawan di Pulau Pramuka Kepulauan Seribu (Studi Kasus Wisatawan Pulau Pramuka)," *Jurnal Administrasi Bisnis* 3, no. 3 (2023): 280.

¹² Jeri Okzy Nanda Putra and Bayu Cahyoadi, "Pengaruh Periklanan dan Kualitas Pelayanan Terhadap Minat Kunjung Ulang pada Waterpark Singapura Tulungagung," *Indonesian Journal of Strategic Management* 6, no. 2 (August 30, 2023): 97, <https://doi.org/10.25134/ijsm.v6i2.8402>.

¹³ Leo Fernando Simatupang and Sotarduga Sihombing, "Pengaruh Promosi Dan Kualitas Pelayanan Terhadap Minat Kunjungan Wisatawan Pantai La Repa Desa Sipolha Horison Kabupaten Simalungun," *INNOVATIVE: Journal Of Social Science Research*, 2024, 10544.

Faturrahman¹⁴, Talita Jenifer et al., and Ryandha and Lalu Adi,¹⁵ which state that the quality of service does not affect tourists' interest in visiting.

In this case, with its potential for natural beauty, art, culture, and social diversity, Indonesia has become a strong attraction for foreign tourists visiting Indonesia.¹⁶ With this potential, through the vision and direction of the National Medium-Term Development Plan (RPJMN) in 2023, the Indonesian National Planning Agency (Bappenas) will strengthen infrastructure to support economic development and essential services by implementing 4 (four) priority projects, one of which is increasing productivity in the tourism sector.¹⁷ It is envisaged that this increase will spur economic growth, improve Indonesia's reputation, raise local populations' living standards, and generate more job possibilities. The country's potential as the world's largest marine tourism area and its unique natural beauties are being sensibly and sustainably utilized to enhance tourism, advancing the nation's cultural heritage and stimulating economic activity.¹⁸

However, along with the demands of the situation and the times, the tourism sector has experienced new developments that are not only a local phenomenon in a specific country but have become a global phenomenon, where people are now starting to be interested in Sharia-based tourism or what is often known as halal tourism.¹⁹ The increase in the Muslim population in the world has made halal

¹⁴ Fadli Faturrahman, "Pengaruh Kualitas Pelayanan, Daya Tarik Wisata, dan Promosi terhadap Minat Kunjungi Ulang Wisatawan pada Objek Wisata Pantai," *MAMEN: Jurnal Manajemen* 3, no. 1 (January 28, 2024): 68, <https://doi.org/10.55123/mamen.v3i1.3132>.

¹⁵ Ryandha Cahyaditya and Lalu Adi Permadi, "Pengaruh Kualitas Pelayanan dan Kepuasan Wisatawan Terhadap Perilaku Pasca Berkunjung Ke Desa Wisata Kuta Kabupaten Lombok Tengah yang Dimediasi Budaya Lokal," *Jurnal Sosial Ekonomi Dan Humaniora* 10, no. 1 (March 30, 2024): 21, <https://doi.org/10.29303/jseh.v10i1.456>.

¹⁶ Eko Ribawati, "Dampak Dan Pengaruh Penetapan Desa Wisata Pantai Anyer Terhadap Kondisi Sosial, Ekonomi, Dan Lingkungan Masyarakat," *Jurnal Pengabdian Dinamika* 9 (July 2022): 108, <https://doi.org/10.30998/je.v3i1.931>.

¹⁷ Kementerian Perencanaan Pembangunan Nasional, *Pemutakhiran Rencana Kerja Pemerintah Tahun 2023 Konsolidasi Perpres Nomor 108 Tahun 2022 Dan Perpres Nomor 134 Tahun 2022*, 2022, 39, <https://www.bappenas.go.id/datapublikasishow?q=Rencana%20Pembangunan%20dan%20Rencana%20Kerja%20Pemerintah>.

¹⁸ devitasari Devitasari, Muhammad Iqbal Fasa, And Soeharto Soeharto, "Analisis Pengembangan Wisata Halal Dalam Prospek Membantu Meningkatkan Perekonomian Di Indonesia," *Jurnal Bina Bangsa Ekonomika* 15, no. 1 (February 22, 2022): 130, <https://doi.org/10.46306/jbbe.v15i1.129>.

¹⁹ Marina Ramadhani, "Dilema Regulasi Pariwisata Halal Di Indonesia," *Journal of Islamic Tourism, Halal Food, Islamic Traveling, and Creative Economy* 1, no. 1 (April 27, 2021): 69, <https://doi.org/10.21274/ar-rehla.2021.1.1.89-105>.

tourism an increasingly important global phenomenon, considering the changing interest of tourists in a more holistic tourism experience based on religious values. Muslim tourists are not only looking for destinations that meet their basic needs, such as shariah-compliant accommodation and food, but also for an immersive experience to understand the culture and history that aligns with their beliefs.²⁰

To support the development of halal tourism in Indonesia, the Ministry of Tourism has appointed three provinces, West Nusa Tenggara, West Sumatra, and Aceh, as role models. This is based on considering the sizeable Muslim population in the three provinces and the strong influence of Islamic teachings in their daily lives.²¹

Among several areas used as role models, West Nusa Tenggara (NTB), especially Lombok Island, is one of the halal tourism destinations that began to be in the lyrics of its existence because of the beauty of natural tourism and the cultural richness it has. Based on data from the Central Statistics Agency of NTB, in 2021, the overall number of foreign tourists from January to December reached 11,890 and increased to 437,945 in 2023. The increase between 2021 and 2023 reached 75%.²²

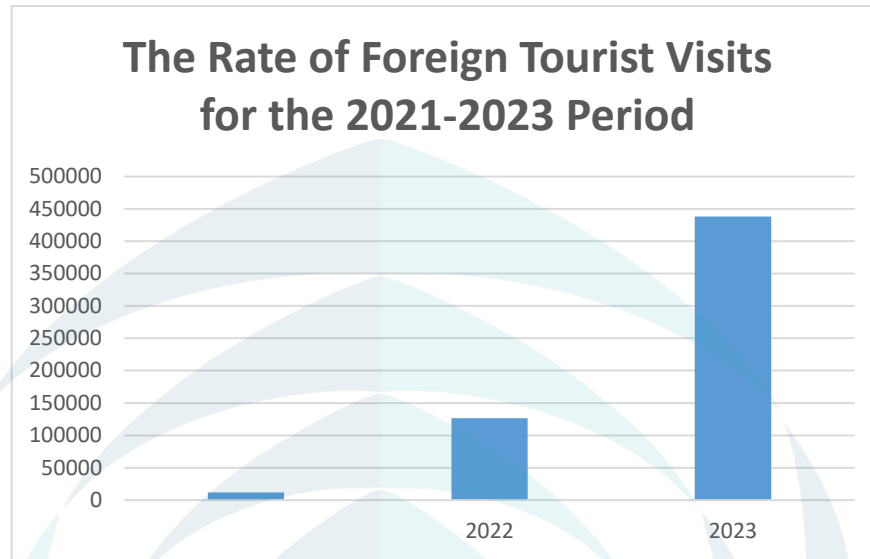
Graph 1.2

The Rate of Foreign Tourist Visits to NTB Province for the 2021-2023 Period

²⁰ Dede Al Mustaqim, "Strategi Pengembangan Pariwisata Halal Sebagai Pendorong Ekonomi Berkelanjutan Berbasis Maqashid Syariah," *AB-JOIEC: Al-Bahjah Journal of Islamic Economics* 1, no. 1 (August 31, 2023): 27, <https://doi.org/10.61553/abjoiec.v1i1.20>.

²¹ Muhammad Ghafur Wibowo, "Indeks Pariwisata Halal (Implementasi Fatwa DSN MUI Tentang Pedoman Penyelenggaraan Pariwisata berdasarkan Prinsip Syariah di Kota Bukittinggi)," *JESI (Jurnal Ekonomi Syariah Indonesia)* 10, no. 2 (December 29, 2020): 85, [https://doi.org/10.21927/jesi.2020.10\(2\).84-95](https://doi.org/10.21927/jesi.2020.10(2).84-95).

²² Dinas Pariwisata Provinsi NTB, "Jumlah Kunjungan Wisatawan Ke Provinsi NTB Periode 2021- 2023," accessed May 16, 2024, <https://www.disbudpar.ntbprov.go.id/angka-kunjungan-wisatawan-ke-ntb/angka-kunjungan-wisatawan-tahun-2013-2015/angka-kunjungan-wisatawan-2023/angka-kunjungan-wisatawan-triwulan-iv-2023/>.

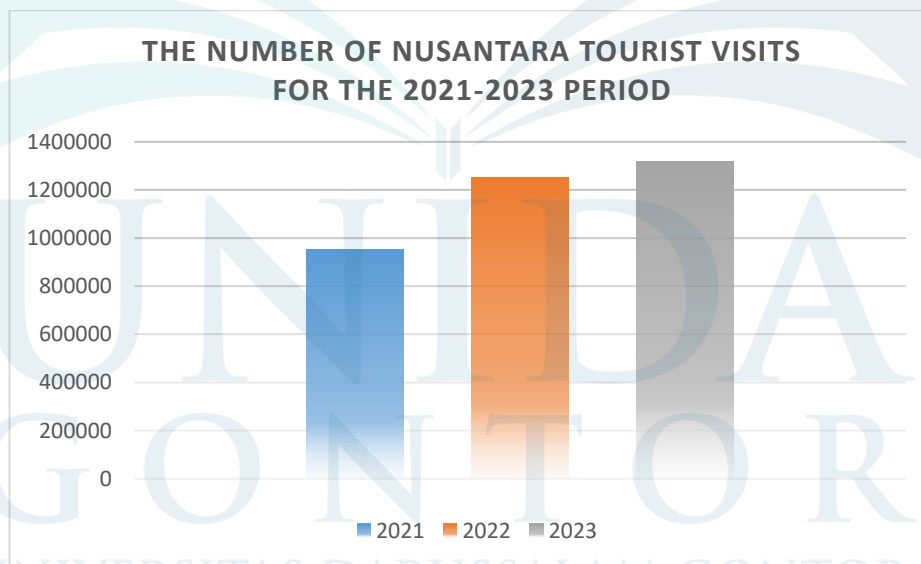


Source: NTB Tourism Office, 2024

Meanwhile, the number of Indonesian tourists visiting West Nusa Tenggara in 2021 was 962,146, an increase of 30%, namely 1,317,020 Indonesian tourists in 2023.²³

Graph 1.3

The Number of Nusantara Tourist Visits to NTB Province for the 2021-2023 Period



Source: NTB Tourism Office, 2024

²³ Dinas Pariwisata Provinsi NTB, 2024.

Following its victory in the World Halal Tourism Award in Abu Dhabi in 2016 with the acquisition of the World's Best Halal Honeymoon Destination and World's Best Halal Tourism Destination awards, Lombok, which is a part of the province of West Nusa Tenggara (NTB), was deemed ready to become a halal tourism destination. Furthermore, Lombok is the only Indonesian region with the first Regional Regulation (PERDA) about halal travel. The NTB DPRD developed this to bolster the halal tourist brand currently associated with the province of NTB, particularly Lombok.²⁴

Then, to support the development of halal tourism, in addition to the image of the destination and the quality of service, halal tourism attributes are a factor that plays an essential role in influencing the interest of tourist visits, considering that Muslim tourists must obey the principles of Islamic sharia in all aspects of life both in investigating the characteristics of halal locations. This aligns with research by Sigit and Rafiqi²⁵, Asmaul Hasan et al., and Rifda Milati,²⁶ which state that halal tourism attributes affect tourists' interest in visiting a tourist attraction.

In this study, the researcher will focus on Sade Village, a cultural tourist attraction on the island of Lombok. It has a long history of Sasak tribal customs for approximately 1,500 years, with various offerings of Sasak tribe cultural products provided, such as traditional houses, community traditions such as kidnapping marriages, women must be able to weave, and attractions of peresean or war dances.²⁷ In addition, the number of tourist visits in Sade shows fluctuations, whereas in 2022, the number of visits reached 110540 tourists. However, it decreased in 2023 to 88,255 tourists. The following table shows the number of visits in the last five years between 2019 and 2023.

²⁴ Fendy Kurniawan and Lia Ardiana Safitri, "Mekanisme Penerapan Wisata Halal Dalam Menunjang Operasional Kerja Di Wyndham Sundancer Resort Lombok," *Hotelier Journal Politeknik Indonusa Surakarta* 09 (2023): 41.

²⁵ Sigit Indrawijaya, Nurida Isnaeni, and Rafiqi, "The Influence of Islamic Attributes and Service Quality on the Interest in Revisiting Lake Sipin Tourists in Jambi City with Visitor Satisfaction as an Intervening Variable," in *Proceedings of the 4th Green Development International Conference (GDIC 2022)*, ed. Dwi Agus Kurniawan, vol. 772, Advances in Social Science, Education and Humanities Research (Paris: Atlantis Press SARL, 2023), 500, https://doi.org/10.2991/978-2-38476-110-4_52.

²⁶ Rifda Milati Hanifa Karsana, "Pengaruh Islamic Attributes, Aksesibilitas Dan Citra Destinasi Terhadap Minat Berkunjung Wisatawan Di Kabupaten Bandung Barat," *EDUCATIONIST: Journal of Educational and Cultural Studies* 02 (n.d.): 27.

²⁷ Kristantyo Wisnubroto, "Pesona Keunikan Desa Sade Lombok," April 2, 2022.

Table 1.1
Recapitulation of the Number of Tourists Visiting Sade Tourism Village in
2019-2020

No	Year	Domestic	Foreigners	Accounts
1.	2019	79844	14288	94.132
2.	2020	39780	1.370	41.150
3.	2021	70.470	853	71.323
4.	2022	102.756	7.784	110540
5.	2023	80.410	7845	88.255
Jumlah				405.400

Source: Head of Sade Village (processed), 2024

Based on the above background, researcher still find several variables that do not positively and significantly affect tourist interest. So, the researcher is interested in examining and re-examining how these variables influence tourist interest in visiting by raising the title "*The Influence of Destination Image and Service Quality on Tourist Visiting Interest with Halal Attributes as Intervening Variable: A Study in Sade Tourism Village, Central Lombok.*"

1.2 Problem Formulation

Based on the background description that the researcher has explained above, the formulation of the problem obtained can be formulated as follows:

1. How far does the destination image affect the interest of tourists visiting Sade village?
2. How does the quality of service affect tourists' interest?
3. How far do the destination's image and the service quality affect tourists' interest in visiting through halal attributes as an intervening variable?

1.3 Research purposes

In line with the formulation of the problem above, the purposes to be reached in this research are as follows:

1. To find out the influence of destination image on the interest of tourists visiting Sade village.
2. To determine the effect of service quality on tourists' interest in visiting.

3. To determine the influence of destination image and service quality on tourist interest in visiting through halal attributes as intervening variables.

1.4 Research Benefits

The existence of this research is expected to provide benefits, including:

1. Theoretical Benefits

The results of this research are expected to contribute knowledge in the economic field, especially in halal tourism. They can also be a reference for the next author regarding research on the influence of destination image and service quality on tourist interest with halal attributes as an intervening variable.

2. Practical benefits

- a. For the researcher, the results of this study are expected to increase insight and knowledge.
- b. This research is expected to provide tourists with information about halal tourism, which follows Sharia principles.
- c. For the community, this research can be knowledge and insight that can encourage the community to continue to develop halal tourism.
- d. This research is expected to help the government implement halal tourism in Indonesia.

1.5 Systematics of Writing

The systematics of writing aims to make it easier for the researcher to compile research to obtain discussion from the research that the researcher will carry out with the title "The Influence of Destination Image and Service Quality on Tourist Visiting Interest with Halal Attributes as Intervening Variable: Study In Sade Village, Central Lombok." It consists of 5 (five) chapters, including:

1. Chapter One: This chapter describes the introduction, which includes the background of the problem, problem formulation, objectives, usefulness, and benefits of research.
2. Chapter Two: In this chapter, the researcher will describe previous research, theoretical foundations, thought frameworks, and hypotheses.
3. Chapter Three: In this chapter, the researcher will describe the research design, research variables, measuring tools, population and samples, and data analysis techniques.

4. Chapter Four: This chapter discusses Data Presentation, which contains a description of the research object, a general description of respondents, descriptive statistical analysis of research variables and data testing, and data analysis based on the results of data exposure.
5. Chapter Five: a conclusion consisting of research results and recommendations.

