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Influence of Muslim-Friendly Facilities, Prices, and Locations On Decisions to Stay At Three And Four-Star Hotels In Mataram City

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ABSTRACT: This study aims to analyze the effect of Muslim-friendly facilities, price, and location on the decision to stay at a hotel in the city of Mataram. The sampling method was a *purposive sampling technique* with a sample size of 40 respondents, while in data collection using a questionnaire distributed to respondents who had stayed at three and four-star hotels in the city of Mataram. The data analysis technique used in this research is *Structural Equation Modelling-Partial Least Square*. The results of this study indicate that the Muslim-friendly facilities variable has a positive but insignificant effect on the decision to stay at a hotel in the city of Mataram. Meanwhile, the price has a negative but not significant effect on the decision to stay at a hotel in the city of Mataram. Meanwhile, the location has a positive and significant effect on the decision to stay at a hotel in Mataram city. While the magnitude of the influence of the Muslim-friendly facilities, price, and location variables on the decision to stay at three and four-star hotels in Mataram city was 42.7 percent.

KEYWORDS: Muslim-Friendly Facilities; Price; Location; Decision to Stay.

I. INTRODUCTION

Tourism is one of the crucial sectors for foreign exchange earnings (Ramadhany and Ridwan, 2018). According to data from the Ministry of Tourism, in 2014, the amount of foreign exchange earned was US\$ 12.2 billion. This figure continues to increase every year. It explained that in 2019, the country received a foreign exchange of US\$ 17.6 billion (katadata.com). Realizing the importance of the tourism sector, the Indonesian government is very active in developing other tourism potentials. One of them is the sector to expand sharia tourism. The Indonesian Ministry of Tourism has prepared ten provinces that are the best destinations for Indonesian sharia tourism, namely Aceh Province, Riau Islands, West Sumatra, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi, and West Nusa Tenggara.

West Nusa Tenggara, especially Lombok Island, was awarded the world's best halal tourism destination, and the world's best halal honeymoon destination in 2015 (Hidayatullah.com). Then in 2016, get back received an award as the world's best halal honeymoon destination, Novotel Lombok Resort & Villas as the world's best halal beach resort (suarantb.com). The Indonesian Muslim Travel Index (IMTI) is named Lombok as the best halal tourism destination in Indonesia in 2019 (gatra.com).

The city of Mataram is the capital of Province West Nusa Tenggara, is a meeting place at regional, national, and international scales, so that the number of hotels in Mataram is more than in other areas on the island of Lombok. Based on data from the Central Statistics Agency for the city of Mataram in 2018, the number of hotels in Mataram city was 138 hotels with 4,409 rooms. As for the 138 hotels, there are 27 three and four-star hotels with 2,339 rooms (BPS Kota Mataram).

The facilities of a hotel are one of the main factors for a person in choosing a hotel (Hartini, 2017). Realizing the importance of the facility factor as a basis for consumers to decide to stay, the hotel expanded its marketing reach by developing Muslim-friendly facilities. there is following the label of The Lombok island, especially the city of Mataram is the world's best halal tourism destination. This predicate encourages hotels in the city of Mataram to provide Muslim-friendly facilities. In general, hotels in Mataram city do not change the appearance of their hotels, but rather complement existing facilities to be more friendly to Muslim visitors. According to Rahardi and Wiliasih (2016), what is meant by Muslim-friendly facilities include prayer directions, providing only halal food and drinks, hotel prayer rooms, Al-Quran, and complete prayer equipment in each hotel room. Furthermore, according to Zamani and Henderson (2010), Muslim friendly facilities are defined as

all types of services and facilities offered to meet the needs of Muslim tourists and must be halal and following sharia regulations.

Muslim-friendly facilities are not only provided by sharia hotels, but conventional hotels also offer similar facilities. There is because facilities are only one of the factors that affect the decision to stay. There are several other factors, including the price offered and the location of the hotel. Price is an amount of money that has an exchange rate for obtaining profit from owning or using a product or service. Price is a flexible marketing mix in which a cost will be stable within a certain period, but in an instant, the price can increase or decrease in sales revenue (Kotler and Keller, 2009). Price is a factor that causes someone to choose to stay at a hotel (Annishia and Prastiyo, 2019). Meanwhile, Kavanillah and Ridlwan (2018) state that price does not affect the decision to stay.

Apart from price, location is also an essential factor for somebody to stay at a hotel (Kara *et al*, 2018). Meanwhile, Huda *et al*. (2018) stated that location does not affect the decision to stay. Confer to Alma (2003), the place is where a company operates or carries out activities to produce goods and services that are important to the economic side. Sumarni and Soeprihanto (2014) stated that the company location is the place where the company carries out its daily activities. The majority of hotel users are those who come from outside the area who are having business around the hotel, either for tourist, business purposes, or as a temporary transit point to continue their journey. Therefore, the strategic location of the hotel will make it easier for consumers to get access to the hotel. The proximity of the hotel to several tourist destinations or public facilities will be value-added for the company.

In addition, the aim of this study is to analyze the influence of being Muslim-friendly facilities, price, and location decisions on stay at three and four-star hotels in the city of Mataram. Meanwhile, the benefit of this research is to contribute information and reference material for hotel management in Mataram city in hotel management, and contribution to the development of science to be a reference for further research.

II. LITERATUR REVIEW

Muslim-Friendly Facilities

Several references refer to this tourism concept as Islamic tourism, sharia tourism, halal travel, halal-friendly tourism destination, Muslim-friendly travel destinations, halal lifestyle, or others. Halal tourism is a relatively new concept in the tourism industry, which means it offers tour packages and destinations specially designed to serve Muslim needs. Halal tourism can split into three points: implementation hotels, restaurants offering halal food, and daily prayer times (Takumi in Hariani *et al*, 2017).

The growth in Muslim tourist market is driving a huge potential of the Muslim-friendly facilities (Crescentratings, 2018). The growing interest in Muslim travel has captured both practitioners and researchers to develop and market Muslim friendly facilities based on Sharia law (Battour and Ismail, 2015). Muslim tourists are becoming more concerned about Muslim friendly facilities especially when they are travelling away from their own country (Battour, Ismail and Battor, 2011). With regard to this, Zamani and Henderson (2010) stated that Muslim friendly facilities are referring to the characteristics of Islamic norms and values being practices at the destination. In addition, Muslim friendly facilities can be defined as any type of services and facilities offered, to fulfil the Muslim tourists needs and that must be halal and compliant with sharia regulations. For example, Muslim friendly services and facilities must consist of halal dining options, easy to access to prayer locations, airport services and facilities, and accommodation options (Global Muslim Lifestyle Tourism Market, 2016).

Price

Price is an amount of money that has an exchange rate for obtaining profit from owning or using a product or service. Price is a flexible marketing mix in which a cost will be stable within a certain period, but in an instant, the price can increase or decrease in sales revenue (Kotler and Keller, 2009: 24). According to Lupiyoadi (2013: 95), the pricing strategy is very significant in providing value to consumers and influencing product image and consumer decisions to buy. Pricing is also related to revenue and contributes to the demand for marketing channels. Pricing decisions must be consistent with the overall marketing strategy.

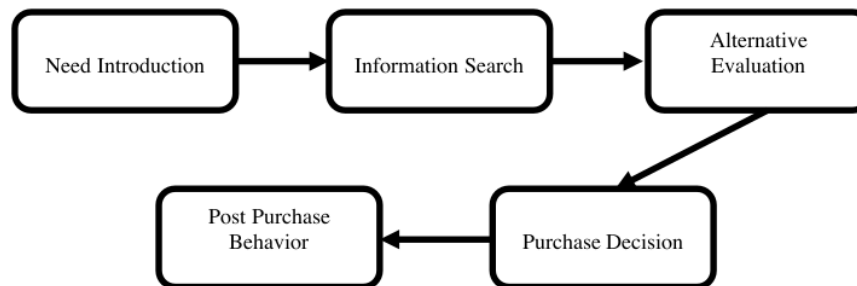
Location

Location means relating to where the company must be headquartered and carry out its operations or activities (Lupiyoadi, 2013: 96). Distribution decisions concern the ease of access to services for potential customers. These decisions include physical location decisions, decisions regarding the use of intermediaries to

improve service accessibility for customers, and non-location decisions made for service availability (Tjiptono, 2014). Meanwhile, Sumarni and Soeprihanto (2014) stated that the company location is the place where the company carries out its daily activities. The majority of hotel users are those who come from outside the area who are having business around the hotel, either for tourist, business purposes, or as a temporary transit point to continue their journey. Therefore, the strategic location of the hotel will make it easier for consumers to get access to the hotel. The proximity of the hotel to several tourist destinations or public facilities will be value-added for the company.

Decisions to Stay

According to Kotler and Armstrong (2001: 226), the purchase decision is a stage in the buyer's decision-making process where consumers buy. Purchasing decision making is an individual activity that is directly involved in obtaining and using the goods offered. The purchase decision process model consists of five stages, namely: introduction of needs, search for information, evaluation of alternatives, purchasing decisions, post-purchase behavior (Kotler and Keller, 2009: 208). This purchasing decision process can be described as follows:



III. METHOD

Based on the title and research objectives, the researchers conducted research using quantitative research types. The relationship used in this study is causal, namely a causal relationship, where there are exogenous (free) variables, namely variables that affect endogenous (dependent) variables, namely variables that are influenced (Sugiyono, 2013). This study is to find the effect of the independent variable (X) on the dependent variable (Y). This research was conducted to determine the effect of Muslim-friendly facilities (X1), price (X2), and location (X3) on the decision to stay (Y). In this study, the data collection technique used was to distribute questionnaires to respondents. Meanwhile, the data sources of this study are primary data and secondary data. The data analysis technique used the Structural Equation Model Partial Least Square (SEM-PLS). The measurement model is carried out with the outer model, inner model, and hypothesis testing.

1. Selection Criteria

In this study, the samples used were Muslims who had stayed at three and four-star hotels in the city of Mataram at least once.

2. Data Source and Participants

A total of 40 respondents became respondents in this study. Respondents are people who have stayed at three and four-star hotels in Mataram city. This research was conducted from August, 15th 2020 to October, 15th 2020.

IV. FINDINGS

Outer Model

Evaluation of the Outer Model is done through 3 criteria, namely convergent validity, discriminant validity and composite reliability. The following are the results of data processing:

Convergent validity

Convergent validity means the extent to which an indicator is positively correlated with the underlying latent variables (Hair, Hult, Ringle & Sarstedt, 2017: 102). Sholihin and Ratmono (2013: 66) explain that in some cases, there are requirements factor loading above 0.70 are often not fulfilled, especially for newly developed questionnaires. Therefore, the loading factor between 0.40 - 0.70 must be considered to be maintained. Furthermore, it was also explained that indicators with a loading factor <0.40 were removed from the model.

Removal of indicators with loading between 0.40 - 0.70 is done if the indicator can increase AVE and composite reliability above the limit value. The limitation value for AVE is 0.50 and Composite reliability is 0.50.

Table 1 Convergent Validity Value

Indicators	X1	X2	X3	Y	Description
X1.1	0,739				Meets convergent validity
X1.2	0,804				Meets convergent validity
X1.3	0,799				Meets convergent validity
X1.4	-0,103				Not meets convergent validity
X1.5	0,813				Meets convergent validity
X2.1		0,896			Meets convergent validity
X2.2		0,907			Meets convergent validity
X2.3		0,686			Meets convergent validity
X3.1			0,796		Meets convergent validity
X3.2			0,695		Meets convergent validity
X3.3			0,830		Meets convergent validity
X3.4			0,847		Meets convergent validity
X3.5			0,679		Meets convergent validity
Y1				0,534	Meets convergent validity
Y2				0,750	Meets convergent validity
Y3				0,620	Meets convergent validity
Y4				0,752	Meets convergent validity
Y5				0,791	Meets convergent validity

Source: SmartPLS 3.0 Output

Based on the results of data processing with software, it was smartPLS 3.0 found that the value of outer loading was seventeen indicators, the value was above 0.4 - 0.7. This means that seventeen indicators are valid. Meanwhile, one other indicator does not meet the stipulated requirements. However, removing one indicator cannot increase the Average Variance Extracted (AVE) value, so that two indicators are removed, namely X1.4 and Y1. Once removed then re-test the convergent validity with the following results:

Table 2 Convergent Validity Value

Indicators	X1	X2	X3	Y	Description
X1.1	0,734				Meets convergent validity
X1.2	0,813				Meets convergent validity
X1.3	0,802				Meets convergent validity
X1.5	0,814				Meets convergent validity
X2.1		0,908			Meets convergent validity
X2.2		0,906			Meets convergent validity
X2.3		0,666			Meets convergent validity
X3.1			0,798		Meets convergent validity
X3.2			0,702		Meets convergent validity
X3.3			0,825		Meets convergent validity
X3.4			0,850		Meets convergent validity
X3.5			0,671		Meets convergent validity
Y2				0,663	Meets convergent validity
Y3				0,696	Meets convergent validity
Y4				0,808	Meets convergent validity
Y5				0,860	Meets convergent validity

Source: SmartPLS 3.0 Output

Based on Table 2, the value outer loading of each of the indicators above is in accordance with the convergent validity value, namely 0.4 - 0.7. So it can be said that all indicators in Table 2 are declared valid. In other words, convergent validity is met.

Another measure of convergent validity is to look at the AVE (Average Variance Extracted) value. Sholihin and Ratmono (2013: 73) state that AVE (Average Variance Extracted) is also used to evaluate convergent validity, the criteria that must be met are the AVE value >0.50 . Following are the AVE results for each construct which can be seen in the table below:

Table 3 Average Variance Extracted (AVE) Value

Average Variance Extracted (AVE)			
Latent Variables	Value AVE	Criteria	Description
Muslim Firendly Facilities	0,626	> 0.50	Meets convergent validity
Place	0,696	> 0.50	Meets convergent validity
Location	0,597	> 0.50	Meets convergent validity
Decision to Stay	0,579	> 0.50	Meets convergent validity

Source: SmartPLS 3.0 Output

Based on Table 3, decision to stay with a value of $0.579 > 0.50$, Muslim-friendly facilities with a value of 0.626 has also met a value of more than 0.50 , the price has a value of 0.696 , is greater than 0.50 , and the location has a value of 0.597 greater than 0.50 . In conclusion, all variables have met the criteria for convergent validity.

Discriminant Validity

Discriminant validity rated of cross loading measurements with the construct. It can be seen by looking at the loading latent construct, which will predict the indicator better than other constructs. If the construct correlation with the measurement point (each indicator) is greater than the other construct measures, the discriminant validity is fulfilled. Presented the following output cross loading for discriminant validity in Table 4:

Table 4 Output Cross Loading for Discriminant Validity

Variabel	X1	X2	X3	Y	Keterangan
X1.1	0,734	0,242	0,251	0,367	Meets discriminant validity
X1.2	0,813	0,162	0,182	0,258	Meets discriminant validity
X1.3	0,802	0,281	0,244	0,338	Meets discriminant validity
X1.5	0,814	0,191	0,157	0,429	Meets discriminant validity
X2.1	0,206	0,908	0,401	0,308	Meets discriminant validity
X2.2	0,255	0,906	0,458	0,295	Meets discriminant validity
X2.3	0,282	0,666	0,370	0,153	Meets discriminant validity
X3.1	0,007	0,331	0,798	0,438	Meets discriminant validity
X3.2	0,031	0,373	0,702	0,419	Meets discriminant validity
X3.3	0,268	0,380	0,825	0,335	Meets discriminant validity
X3.4	0,251	0,255	0,850	0,546	Meets discriminant validity
X3.5	0,465	0,578	0,671	0,418	Meets discriminant validity
Y2	0,055	0,412	0,548	0,663	Meets discriminant validity
Y3	0,446	-0,016	0,351	0,696	Meets discriminant validity
Y4	0,379	0,422	0,408	0,808	Meets discriminant validity
Y5	0,456	0,179	0,452	0,860	Meets discriminant validity

Source: SmartPLS 3.0 Output

Based on Table 4, show that all indicators have met the criteria of discriminant validity. Muslim-friendly facilities (X1), price (X2), location (X3), and decision to stay (Y) variables are declared to fulfill discriminant validity.

Composite Reability

Assessment of composite reliability is done by looking at the output from the view of the latent variable coefficients. From output this, the criteria are seen from two things, namely composite reliability and Cronbach's alpha. The value of composite reliability and Cronbach's alpha value > 0.70 can be said to be reliable (Sholihin and Ratmono, 2013: 73).

Table 5 Research Instrument Reliability Test Results

Variable	Reliability Test		Description
	Cronbach's Alpha	Composite Reliable	
Muslim Friendly Facilities	0,803	0,870	Reliable
Price	0,784	0,871	Reliable
Location	0,829	0,880	Reliable
Decision to Stay	0,753	0,845	Reliable

Source: SmartPLS 3.0 Output

Based on Table 5, it is found that the cronbach's alpha and composite reliable values of Muslim Friendly Facilities, price, location, and decision to stay are greater than seven, so the four variables are reliable.

Inner Model

The next step is to carry out a structural evaluation (inner model) which includes testing the fit of the model (model fit). In the model fit test, there are 3 test indices, namely the Average Path Coefficient (APC), Average R-Squared (ARS) and Average Variance Inflation Factor (AVIF) with criteria APC and ARS are accepted with the condition p - value < 0.05 and more AVIF. smaller than 5 (Sholihin and Ratmono, 2013: 61). The fit model indicators are presented in Table 6 below:

Table 6 Model Fit Indices and P-value

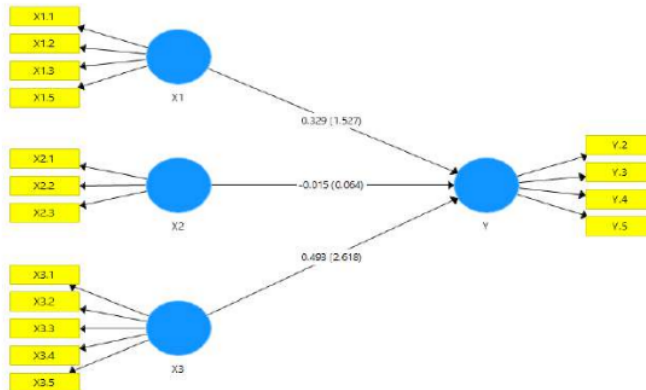
	Model fit indices	P-Value	Kriteria	Keterangan
APC (Average Path Coefficient)	0,285	0,012	P < 0.05	Accepted
ARS (Average R Squared)	0,443	0,001	P < 0.05	Accepted
AVIF (Average Variance Inflation Factor)	1,213	Good if < 5	AVIF < 5	Accepted

Source: SmartPLS 3.0 output

Based on Table 6 above, it shows the output of smartPLS 3.0 that APC, ARS, and AVIF have met the predetermined criteria. Thus, the inner model can be accepted.

Hypothesis Testing

Hypothesis testing is carried out based on the results of the Inner Model test (structural model) which includes the output parameter coefficients and t-statistics (or P-Values). To see whether a hypothesis can be accepted or rejected, among others, by paying attention to the significance value between constructs, t-statistics, and p-values. Hypothesis testing in this study was carried out with the help of SmartPLS (software Partial Least Square) 3.0. These values can be seen from the results bootstrapping. The rules of thumb used in this study were t-statistic > 1.96.



Flow of Influence Between Variables and Hypothesis Testing

Information

- t_{label} : t (0,05 : 36) = 1,96 (Two-way test)
- X1 : Muslim Friendly Facilities
- X2 : Price

X3 : Location
 Y : Decision to Stay

Based on the flow above, the described path coefficients are a tool for testing hypotheses, for more details, one by one describes hypothesis testing based on SEM-PLS analysis using the software SmartPLS 3.0 below:

1. The influence of Muslim-friendly facilities on the decision to stay at three and four-star hotels in the city of Mataram.

Based on the calculation of path coefficients (Mean, STDEV, and T-Values), which tested the first hypothesis, namely Muslim-friendly facilities have an effect on the decision to stay at hotels in Mataram city, it is shown that the effect coefficient value is 0.329 with a statistical value of 1.836 while the t_{table} in $\alpha = 0.05$ is 1.96 (two-way test). Based on this (the $t_{statistic}$ is smaller than the t_{table}), the null hypothesis (H_0) is accepted and hypothesis one (H_1) is rejected. This illustrates that Muslim-friendly facilities have a positive but insignificant effect on the decision to stay at a hotel in Mataram city. This means that Muslim-friendly facilities as reflected by halal food, prayer facilities, bathrooms with water facilities, and exclusive recreational facilities have a positive but insignificant effect on the decision to stay at three and four-star hotels in the city of Mataram.

As in the research conducted by Hariani *et al.* (2017), Rasyid *et al.* (2019), Wahdiati, and Sarinastiti (2018) which state how important halal food is. Meanwhile, Yusof *et al.* (2019), Wahdiati and Sarinastiti (2018) state that halal food, prayer facilities, water availability in toilets, and privacy-oriented recreational facilities are very important for a tourist destination. However Rasyid *et al.* (2019) stated that prayer facilities had no significant effect, this is in accordance with the results of the study that Muslim friendly facilities, one of the indicators of prayer facilities, did not have a significant effect on the decision to stay overnight.

2. The influence of price on the decision to stay at three and four-star hotels in the city of Mataram.

Based on the calculation of path coefficients (Mean, STDEV, and T-Values), which tests the second hypothesis, namely that price affects the decision to stay at a hotel in Mataram city, it is shown that the effect coefficient value is -0.015 with a statistical value of 0.078 while the t_{table} at $\alpha = 0.05$ for 1.96 (two-way test). Based on this (the $t_{statistic}$ is smaller than the t_{table}), the null hypothesis (H_0) is accepted and the second hypothesis (H_2) is rejected. This illustrates that price has a negative and insignificant effect on the decision to stay at a hotel in Mataram city. Thus the second hypothesis is rejected. This means that the price is reflected by the price according to the facilities, the price according to the quality of service, and the price competing with an equivalent hotel has a negative but not significant effect on the decision to stay at three and four-star hotels in the city of Mataram.

The results of this study are different from the results of research from Desembrianita, and Ruslin (2016), Hartini (2017), Baunsele (2018), Supriyanto, and Taali (2018), Rumambi *et al.* (2019) and Kara *et al.* (2018) which state that price has a significant effect on the decision to stay. While the results of this study are the same as Kavanillah and Ridlwan (2018), and Huda *et al.* (2017) which state that price does not affect the decision to stay.

3. The influence of location on the decision to stay at three and four-star hotels in the city of Mataram.

Based on the results of the calculation of path coefficients (Mean, STDEV, and T-Values) which tested the third hypothesis, namely location has an effect on the decision to stay at a hotel in Mataram city, it is shown that the effect coefficient value is 0.493 with a statistical value of 2.786 while the t_{table} at $\alpha = 0,05$ for 1.96 (Two-way test). Based on this (the $t_{statistic}$ is greater than the t_{table}), the null hypothesis (H_0) is rejected and the third hypothesis (H_3) is accepted. This illustrates that location has a positive and significant effect on the decision to stay at a hotel in Mataram city. Thus the third hypothesis is accepted. This means that location is reflected by being close to the center of government, close to shopping and culinary centers, close to mosques, a safe and comfortable surrounding area, and close to the Islamic Center of West Nusa Tenggara have a positive and significant effect on the decision to stay at three and four-star hotels in Mataram city.

This study is in accordance with the results of research from Supriyanto and Taali (2018), Baunsele *et al.* (2018), Hartini (2017), Kavanillah and Ridlwan (2018), Chandra and Tielung (2015), and Muttaqin and Dhewi (2015) who state that location has a significant effect on the decision to stay at a hotel. Meanwhile, Kara *et al.* (2018) stated that location has a positive but insignificant effect on the decision of Muslim residents to stay at hotels.

V. DISCUSSION

A fact that makes Muslims pay less attention to Muslim-friendly facilities in hotels in the city of Mataram as a contribution to the awards received by the island of Lombok in 2015, 2016 and 2019. In 2015, the island of Lombok was awarded the world's best halal tourism destination and the world's best halal honeymoon

destination (Hidayatullah.com). Then in 2016 again received an award as the best halal honeymoon destination (suarantb.com). Meanwhile, the Indonesia Muslim Travel Index (IMTI) named Lombok as the best halal tourism destination in Indonesia in 2019. Lombok has met the halal tourism standards of the Global Muslim Travel Index (GMTI), namely Access, Communication, Environment and Services (ACES) (gatra.com). Seeing the various awards received by the island of Lombok, then in their subconscious mind, Muslim tourists who vacation in Lombok and stay at hotels in the city of Mataram certainly get Muslim-friendly or halal-friendly facilities and services.

The main factor that encourages Muslims to decide to stay at a hotel in the city of Mataram is the price according to the quality of service. Providing good service to consumers by a company will create customer satisfaction. If consumers are satisfied, they will make repeat purchases and recommend others to buy at the same place. Therefore, companies must start thinking about the importance of customer service in a more mature manner through quality service, because it is increasingly being realized that service is a vital aspect in order to maintain business and win the competition (Tjiptono, 2004: 145). If the service or service received or perceived (*perceived service*) is as expected or exceeds customer expectations, then the quality of the service or service is perceived as good, ideal and satisfying. Conversely, if the service received is lower than expected, the quality of the service or service is perceived to be bad (Tjiptono, 2004: 59).

Three-star and four-star hotels in Mataram city have a very strategic location, close to the provincial government offices of West Nusa Tenggara, and the Mataram Mayor's office, as well as government offices in Mataram city. In addition, the existence of the *Islamic Center* in West Nusa Tenggara additional attraction for Muslims to stay at nearby hotels. The location around the hotel where there is a mosque is a factor for Muslim residents to stay at the hotel, especially the three and four-star in the city of Mataram, especially when carrying out Friday prayers, where the mosque can be accessed on foot.

VI. CONCLUSION

Based on the data analysis in this study, it can be concluded that the Muslim-friendly facilities has a positive but insignificant effect on decisions to stay at three and four-star hotels in Mataram. Meanwhile, the price has a negative but not significant effect on decisions to stay at three and four-star hotels in the city of Mataram. Meanwhile, the location has a positive and significant effect on decisions to stay at three and four-star hotels in the city of Mataram. This means that the location of a hotel is a major factor for someone deciding to stay at three and four-star hotels in the city of Mataram.

This research is expected to be able to contribute to hotel management in order to adjust to hotel management in accordance with the award that has been received by Lombok Island as the best halal tourist destination. In addition, this research is expected to be able to provide scientific contributions in the field of economics, so that it becomes a frame of reference for further research.

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