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## The Influence of Halal Attractions and Memorable Experiences on Tourists' Destination Choices: An Indonesian Perspective

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### Abstract:

The objective of this research is to analyze the influence of the tourism brand on decision-making developments during the holidays, as well as the contribution of religious standards, hallucinations and memorable tourist experiences. Tourism, a prominent step in the brand, is gaining a lot of attention and promotion in Indonesia. The study perfect is empirically authenticated through a field survey, a questionnaire distributed to 150 people surveyed by sampling methods. The collected data was processed with the Amos 20 software using Structural Equations (SEM). The results of the study show that memorable tourist experiences affect the natural value of a person's religiosity and the decision to visit a destination, and captivation also influence tourism choices. However, neither the attractive tourist brand nor the attraction affects the religiosity of a place, and the value of religiosity does not play roles in the judgements that tourists make to visit it.

**Keywords:** halal tourism; community-based tourism; intrinsic religiosity values; decision to visit.

**JEL Classification:** L83; O18; Z32.

### Introduction

The travel sector is working on sustainable tourism. Morgan *et al.* (2003) said that each nation has a unique culture and tradition, that each place is the friendliest, and that tourism industry and facilities objective to please customers. Many places for holidays encourage their natural beauty, beaches and seas. However, these amenities and features no longer distinguish destinations (Ekinci *et al.* 2007).

Muslim populace progress is expected to exceed 25% of the world's population. Muslim travelers have become increasingly serious of selecting destinations with amenities and services that meet the spiritual wants of the past two decades, increasing international movements in the global tourism sector. Tourism from Indonesia and Lombok can grow. Lombok was Indonesia's top tourist destination, with a score of 70, beating 10 other destinations (Muslim Travel Index 2019). The Indonesian travel business can take advantage of the travel trend of the international Islamic economy. Halal tourism meets the religious demands of Muslim travelers (Mohsin *et al.* 2016).

Previous research on branding techniques and visitor testing was not improvised, prompting investigations (Sanya *et al.* 2013). Some experts believe that the vision of the brand can influence the phrases of the visit, but others disagree. This study proposes that religiosity beliefs help travelers choose places (Sarvari 2012, Scott *et al.* 2011). Despite numerous tourism awards, the Indonesia brand has not been used. Tourists attract religious

and cultural values and should be responsible for achieving a progressive reflection of tourism. Tourism is a way of life that gives priority to the Muslim vocation, but non-Muslim visitors can arrive, since the parts after it are very whole and selected, so they will not hesitate to participate in social and religious actions.

## 1. Literature Review and Hypothesis Development

### 1.1 Branding

Branding is a fundamental facet of advertising bustle and it is essential to comprehend it in its entirety. The relationship between a brand and its meaning is, in general, a consequence of various organizational actions, such as marketing, public relations and promotional efforts, also the features of the business or brand, such as the name, packing and logo (Muna *et al.* 2023; Wanof and Gani 2023). The meaning of the brand can impact customer use, resource coverage, celebrity protection, and oral marketing efforts (Rasiobar and Alfiannor 2023). Various stakeholders, including hotels, attraction operators, cities and governments, use product management strategies to appeal visitors based on their attraction to destination (Asseraf and Shoham 2017, Hoppen *et al.* 2014).

### 1.2 Halal Tourism Branding and Intrinsic Religiosity Value

Companies that invest in researching, defining and building the powerful brand reap great benefits for their competitors. A trademark encompasses a set of attributes expressed by a name or symbol that can affect buyers' goods or services and facilitates value generation for both buyers and sellers (Abodeeb *et al.* 2015). In hotels, restaurants and other travel-related businesses, tourism growth has been growing. Halal tourism deafens travel that adheres to Islamic principles (Oktadiana *et al.* 2016; Stephenson 2014). Destination branding is a concept of improving the quality of a tourist destination's brand (Kladou *et al.* 2017). Among the promotional efforts for the sale of tourist destinations have been created brochures, brochures and exhibitions. However, these efforts are not adequate, as there are many other strategies can be used to attract travelers.

The word "halal" is often associated with Muslim devotion. Halal food should be consumed in accordance with Islamic law. Religion is a fundamental consideration when deciding whether or not to acquire a good or service (El-Gohary 2016). In general, more devoted customers will buy more food, avoiding engaging in practices against their religion (Putra *et al.* 2016). Consequently, the religion of the customer has become the main component of marketing. In addition, religion significantly influences how people react to buying food and how they act (Izberk-Bilgin and Nakata 2016). The literature on social psychology describes two types of religiosities: self-eligibility (1), religious commitment that is the ultimate goal of life; and (2) the outside of religiosity, which treats religion as a means to self-centered ends (Ustaahmetoğlu 2020).

H1: The tourist brand Halal increases its religiosity.

### 1.3 Intrinsic Religiosity Values and Decision to Visit

In addition to population, race, and physical location, the way people behave, religion is a cultural element. Consumer behavior researchers have found in the past that there is an important connection among customers' religious membership and some consumption-related characteristics. Therefore, religion plays an imperative role in every decision-making process and affects every process in which someone must act morally and legally (Elaziz and Kurt 2017). The word "Halal" is often associated with Muslim devotion. Muslims are expected to act morally and legally (Rahman *et al.* 2019).

In particular, they have stressed that the values of religiosity maintain the firmness of adhering to religious guidelines as the main objective of religious guidelines (IRV). Religious behavior functions at the core of an individual's character, aligning life's needs and desires with religious principles they believe to be real. This means a commitment to understanding each ritual activity according to divine commands and seriously embracing religious values throughout life (Nurhayati and Hendar 2019). The basis of the honorable behavior of a Muslim, both Muslim and non-Muslim, as human beings, will be Allah (hablumminallah) and the basis of human communications (hablumminannas) (Said *et al.* 2014). Nurhaya and Hendar (2019) learned that IRV, also known as hablumminallah, influenced consumers' intentions to buy halala products. According to the study, the intention of customers to buy harvests marked as "halal" has a positive effect on the knowledge, attitude and practice of consumers.

H2: The more intrinsic religiosity, the more tourists visit

#### 1.4 Halal Captivation and Intrinsic Religiosity Values

Basically, travel corresponds to travel that meets the wants of the Muslim community, especially when it comes to food and food. It rejects captivity and fates that violate Islamic law. According to Hassan (2015), the success of a tourist destination and the overall realization of a tourist zone depend, to a large extent, on its approval, including uniqueness, value, land availability and accessibility. Services such as food stalls, toilets, places of worship, electricity and car parks also play a decisive role. Basiya and Roza (2012) directly and positively influenced visitors' interest in revisiting.

In the growth of tourism, it is essential to prioritize captivity. Tourists participating in these activities should be treated as guests visiting the home of a Muslim family. In Islam, each guest should be treated with respect and, within that, offer good and adequate entertainment (tourist attraction) and excellent host service (human resources). To ensure that guests feel comfortable and enjoy the stay, atmosphere and home conditions, they must be clean, quiet and welcoming (social environment). In addition, adequate furniture and comfort (support capacity), adequate lighting, living room, a prayer room (mushalla), dining room, clean, comfortable and well-organized rooms and toilets. If necessary, the host must provide transportation facilities for customers who want to visit other places.

H3: The captivity of the accusation grows religiosity itself

#### 1.5 Memorable Tourism Experiences and Intrinsic Religiosity Values

Fundamentally, leisure tourists give priority to knowledge, visitor, tourism, learning and business travel. Travelers flock somewhere to experience new, implicit or open, behavioral or perception, cognitive or emotional things. The hypothesis of memorable travel knowledges is important, as it highlights the influence of previous memories on consumer choice. As previous memories are the most significant cause of material, when a tourist decides to visit a certain area, many previous researchers have highlighted the importance of memories of the past. Razzaq *et al.* (2016) was identified by three factors that defend the importance of retaining past experiences in memory. First, consumers may be interested and motivated to purchase products when the information comes from past knowledges; Second, customers often see previous experiences as reliable sources of information; and, third, the significant influence of previous experiences on the behavior of future intention.

Tukamushaba *et al.* (2016) recommend taking it into account tourism companies to facilitate memorable tourist experiences for tourists. However, Razzaq *et al.* (2016) argue that destination marketers cannot directly offer memorable tourism experiences, as these experiences are excellent; also agree that tourism is a psychological phenomenon rooted in the individual perceptions of tourists. Consequently, travelers form enduring memories based on personal evaluations of subjective experiences. Therefore, the main responsibility of tourism planners is the promotion of the tourist environment, which will enhance visitors' access to a distinctive and unforgettable holiday. To achieve this, it is very important to understand the elements that make tourism a more memorable knowledge for tourists.

H4: Tourism memories growth innate religiosity standards

#### 1.6 Memorable Tourism Experiences and Decision to Visit

A tourist destination can flourish by improving the services it offers to tourists, beyond mere satisfaction and giving surprises and joy. The concept of happiness requires offering services that exceed the expectations of tourists (Owusu-frimpong and Nwankwo 2012), ensuring that the happiness experienced exceeds their expectations and remains memorable. The added value is felt after feeling the impression and the positive experience, and it says that the experience detected will be remembered throughout the consumer's life, after using the services (Blain *et al.* 2005). To be fruitful in the travel manufacturing, it is essential to create pleasant conditions, incorporating elements such as hedonism, innovation, local culture, reflection, meaning, participation and knowledge (Stephenson 2014).

Consumer experience is defined as an internal subjective reaction of consumers. The theory of the experience economy contributes to the realization of memorable tourist experiences. The concept of memorable tourist experience can be observed from two perspectives: tourism service providers and tourists themselves. Consumers play an important role in determining the success of the products offered. In today's world, consumers don't just buy products or services; On the contrary, they seek experiences (Hassan 2015, Henderson 2016). They do not buy the quality of service, but memories (Asseraf and Shoham 2017). They come from tourist activities in which memorable tourist experiences are combined. The changing tourism experience has seven

dimensions: hedonism, snacks, local culture, participation, meaning, knowledge and innovation (Tukamushaba *et al.* 2016).

H5: More memorable travel experiences lead to more visits.

### 1.7 Halal Tourist Captivation

Tourist captivation are the main motivation for tourists to participate in tourism (Henderson 2016). These captivations are the main capitals of tourism and are determining factors to attract travelers. The tourist captivation is beautiful, valuable, varied and unique, and have numerous cultural and artificial treasures that serve as a factor of attraction and destination to visit tourists, encouraging them to travel. The quality, quantity, diversity and originality of a form of attraction or entertainment are some of the variables that influence a destination's ability to attract visitors (Kim *et al.* 2015). The usefulness of an attraction is a fundamental element for the generation of tourist demand, since the captivation are a product that is marketed to visitors.

In addition, most of the people from outside, tourist pool, urban installation, outdoor pool, pool selling objects and all of them outside. The presence of tourist captivation is also a critical factor in influencing tourists' interest in a destination. The close relationship between tourist captivation and the sustainability of a tourist destination reduces the interests of visitors. Therefore, originality and innovative ideas that can attract travelers to visit are critical.

H6: Halal captivation make travel more memorable.

### 1.8 Halal Appeal and Visit

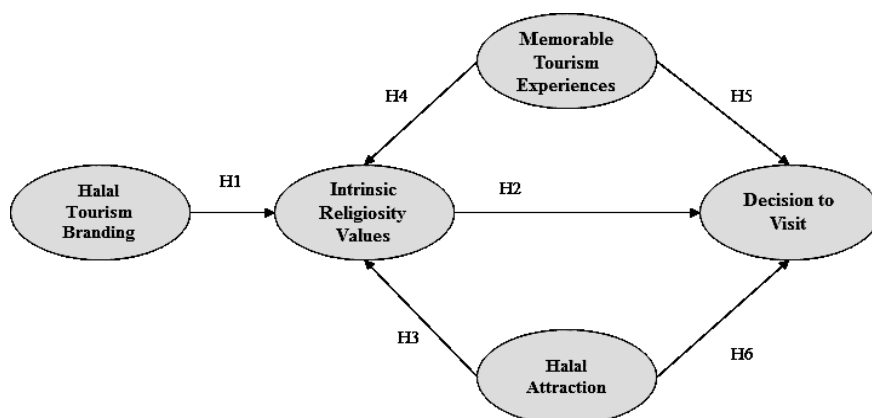
According to Hamid *et al.* (2016) the choice to visit a destination is due to psychological variables, including needs, perceptions, memories, and attitudes. A tourist chooses to visit a destination because he wants to travel and has a positive perception of the destination he plans to visit. In addition, memories of previous experiences play an important role. If the memories are pleasant, tourists will be able to revisit them, as well as others.

The goal of the captivation is to offer visitors the opportunity to enjoy fun, enjoyment, construction and something attractive. They are free to the public and filtered every year, attracting tourists and residents daily. The decision of tourists to visit Siala (2013) is similar to the purchasing judgements of consumers. From the entry of necessities to the behavior that occurs after the purchase, visitors are defeated at first and then decide to visit their favorite tourist destination (Rahman *et al.* 2019).

H7: Halal captivation increase visits.

From the theoretical point of view of the variables that can be explained in the literature review and in the relationships between variables, the practical model of this research can be seen in Figure 1.

Figure 1. Research empirical model



## 2. Methods

### 2.1 Data Source

Primarily, this research relied on firsthand information gathered on-site, acquired through the use of a questionnaire. The questionnaire, comprised of two main segments, focuses on the respondent's social background, including identity particulars, social circumstances (e.g., age, gender, education, spending habits,

and length of stay at tourist spots), and the effect of halal travel branding and intrinsic religiosity standard on the decision to visit Lombok as a halal terminus.

### 2.2 Population and Sample

Population is a group of research volunteers with predetermined characteristics. Based on these features, a population is at least a group of people or objects that share at least one feature. This study looked at tourists from Lombok. The approach is sensitive to the large population, so it is difficult to make a good fit. Cabello *et al.* (1995) recommend between 100 and 200. This study included 200 people.

The sampling method was random sampling, a technique that selects the sample based on chance, which means that what the researchers find can be used as a sample if the data source is taken into account. The actuarial use of the sample is due to the fact that the population is very large, with a high level of activity of those surveyed, which includes both domestic and foreign tourists, so it is appropriate to use a large sample.

### 2.3 Analysis Method

Structural Equation Modeling was used in AMOS 20 arithmetical software to analyze the data (SEM). SEM uses statistical methods to examine multiple fairly complex connections simultaneously. The questionnaire's query items serve as benchmarks for the model, which the researchers built on previous study. The questionnaire used a 7-point Likert scale with graded replies from 1 to 7.

## 3. Results and Discussion

### 3.1 Respondents

200 people joined in the research, with 97 (48.5%) males and 103 (51.5%) females. Responders by age are listed below: 3 persons (1.5% of the total population) were under 17, 117 (58.5%) were 17–20, 67 (33.5%) were 21–25, 11 (5.5%) were 26–30, and 2 (1%) were 30–40. 15 (7.5%) of the respondents were still in high school, 184 (92%) had recently graduated or were still pursuing an undergraduate degree, and 1 (0.5%) had completed their post-graduate degree. Table 1 breaks down the respondent profile completely.

Table 1. Respondents Profile

Item	Description	Frequency N = 200	Percentage(%)
Gender	Male	97	48.50%
	Female	103	51.50%
Age	< 17 years old	3	1.50%
	17-20 years old	117	58.50%
	21-25 years old	67	55.50%
	26- 30 years old	11	5.50%
	30 - 40 years old	2	1.00%
	>40 years old	0	0
Education Level	High School	15	7.50%
	Under graduate	184	92.00%
	Post graduate	1	0.50%

### 3.2 SEM Results Data Analysis

This inquiry's data was analyzed using AMOS 22.0's Structural Equation Model (SEM). Figure 2 shows the full organizational equation model analysis results.

The whole model meets fitting standards based on its figure and graph. Calculation results meet full model qualifying criteria. The model's quality was assessed using GFI index (GFI) = 0.830, adjusted GFI index (AGFI) = 0.784, Tucker-Lewis Index (TLI) = 0.930, and root mean square of approximation (RMSEA) = 0.064. These results show the model meets fitting standards. Each indicator or dimension measuring each hidden variable has a critical ratio (CR) greater than 1.96, according to data processing. Table 2 shows the hypothesis testing results, with H1, H3, and H4 unsupported and H2, H5, and H6 supported.



Figure 2. Full Structural Model

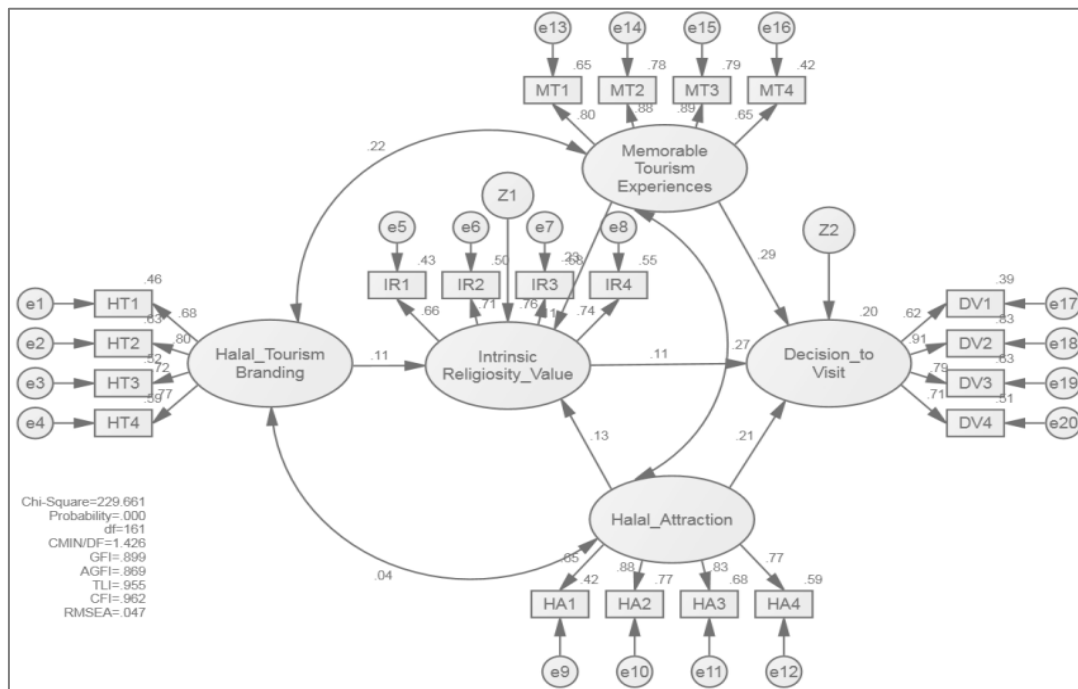


Table 2. Hypothesis Testing Results

			Estimate	S.E.	C.R.	Hypothesis Test
Intrinsic_Religiosity_Value	<---	Halal_Tourism_Branding	.120	.091	1.310	Not Supported
Intrinsic_Religiosity_Value	<---	Memorable_Tourism_Experiences	.186	.074	2.523	Supported
Intrinsic_Religiosity_Value	<---	Halal_Attraction	.103	.067	1.542	Not Supported
Decision_to_Visit	<---	Intrinsic_Religiosity_Value	.102	.076	1.329	Not Supported
Decision_to_Visit	<---	Memorable_Tourism_Experiences	.218	.064	3.400	Supported
Decision_to_Visit	<---	Halal_Attraction	.149	.058	2.575	Supported

#### 4. Discussion

To fill a research gap, the tourism brand analyzes how it affects visitors' visiting judgements and proposes innate religious values as intermediaries. The investigation detonated 7 research hypotheses and obtained conspiracy results. According to the study, tourism brands that attract and entertain tourism brands can invite travelers to visit tourist destinations (slogans, content, writing, photos and videos). The results of the study support previous studies and Lombok's location branding can influence visitors' visiting judgements (Maulida 2019), increase the frequency and duration of visits (Papist and Dimitriadis 2019), foster social relationships and leave permanent impressions (Kemp *et al.* 2014).

The second finding of this study confirms that the fundamental values of religiosity influence decision-making and the enjoyment of tourism. Tourists enjoy tourism more than tourism, and tourist destinations offer the latest information on tourism products and services, as they have a shared religion. This study, which participates in previous studies, highlights the need for resorts to join tourists in assessing their demands (Mattsson and Praesto 2005) and underlines the importance of tourism religiosity in tourism decision-making (El-Gohary 2016).

The third finding of this study shows that the unforgettable tourist experiences of travelers can increase religiosity and, therefore, lead to visit tourist places. This study validates recent studies that show that visitors' religiosity values influence their visiting judgements and show that the tendency to visit places with their religious values greatly influences previous experiences.

The captivation is the fourth finding of the research. According to preliminary studies, games can influence religiosity. According to the sixth study, the religiosity generated affects the tourist brand in tourist visits. Tourists

have great tourist experiences and captivation to practice religiosity. According to this study, the tourist brand can influence the religiosity of travelers, which can affect several places (Elaziz and Kurt 2017).

### Conclusion and Future Research

Brand effects on visitation judgments have been inconsistently studied, so this study fills that gap. The study analyzes how the intrinsic values of religiosity affect memorable tourist experiences and visitor judgments of halal attraction. The halal tourism brand can enhance tourists' intrinsic religious values by offering various halal attractions and memorable tourism insights, leading to a unanimous decision to visit. Research shows that views of innate religiousness can enhance the effect of halal tourism branding on visitation judgements. The choice of tourist destinations is based on transparency and accurate information.

### Conclusions

This study's research and data analysis can inform Lombok halal tourism policy. Halal tourism branding can boost tourist locations' standings. Second, innate religiosity values draw tourists to halal places, therefore they must sustain these values to embroil tourists in the construction of relevant halal products/services and promotional activities. Delighted tourists who enjoy different halal attraction activities would return to tourist locations.

Research has limits. First, the samples were collected from various locations on Lombok, not just halal, limiting the generalizability of the research. Future research should only use the Lombok media data to improve its validity. Second, the factors in this study do not adequately address essential visits. To overcome this limit, future research must integrate the customer's perception to analyze the relationship between the tourism brand, religious values and visit judgments.

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