FACTORS INFLUENCING CONSUMER DECISIONS IN HALAL TOURISM (CASE STUDY INDONESIA AND MALAYSIA)

RETNO SANTI SUMARDI

GRADUATE SCHOOL
BOGOR AGRICULTURAL UNIVERSITY
BOGOR
2019
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Bogor, Januari 16th 2019

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RINGKASAN

RETNO SANTI SUMARDI. Factors Influencing Consumer Decisions in Halal Tourism (Case Study Indonesia and Malaysia). Supervised by MUKHAMAD NAJIB, MA’MUN SARMA, ANUAR SHAH BALI MAHOMED.

Mengetahui keputusan konsumen dalam pariwisata halal sangat penting karena meningkatnya jumlah muslim di dunia dan pariwisata merupakan sektor yang berperan penting dalam perekonomian suatu negara. Oleh karena itu, tujuan dari penelitian ini adalah menganalisis perbedaan proses pengambilan keputusan konsumen terhadap wisata halal di Indonesia dan Malaysia, menganalisis perbedaan pengaruh bauran pemasaran (product, place, price, promotion) terhadap keputusan konsumen berwisata halal di Indonesia dan Malaysia, menganalisis perbedaan faktor-faktor seperti lingkungan, individu, sikap, dan motivasi terhadap keputusan berwisata halal di Indonesia dan Malaysia, dan menganalisis faktor yang paling dominan mempengaruhi keputusan wisata halal di Indonesia dan Malaysia. Penelitian ini adalah penelitian kuantitatif yang menggunakan survei pada 200 wisatawan Muslim Indonesia dan 200 wisatawan Muslim Malaysia yang telah mengunjungi wisata halal di Malaysia dan Indonesia. Kuala Lumpur dipilih untuk mewakili Malaysia, sedangkan Lombok dipilih untuk mewakili Indonesia. Hasil survei dianalisis dengan Structural Equation Modeling (SEM), dan uji beda dengan menggunakan SPSS.

Berdasarkan proses keputusan konsumen, perbedaan yang signifikan antara konsumen Indonesia dan Malaysia adalah pada frekuensi dalam melakukan perjalanan, sumber informasi, cara memutuskan, pemberi pengaruh, kepuasan selama perjalanan. Menurut hasil SEM terdapat faktor yang mempengaruhi secara positif dan signifikan terhadap keputusan berwisata halal ke Malaysia yaitu pada faktor lingkungan dan bauran pemasaran dan faktor dominan yang mempengaruhi konsumen Indonesia berkunjung ke wisata halal Malaysia adalah karena situasi yang terdapat dalam diri wisatawan tersebut berupa nilai-nilai religi yang menarik wisatawan untuk ber kunjung. Sedangkan hasil SEM pada wisata halal Indonesia adalah faktor lingkungan, individu, sikap dan motivasi berpengaruh secara positif dan signifikan terhadap keputusan konsumen Malaysia dalam berwisata halal ke Indonesia. Faktor yang dominan yang mempengaruhi adalah karena pengaruh keluarga, karena keputusan berlibur biasanya berdasarkan pertimbangan keluarga atau partner.

Kata kunci: Consumer Decision, Halal Tourism, Structural Equation Modelling (SEM)
SUMMARY

RETNO SANTI SUMARDI. Factors Influencing Consumer Decisions in Halal Tourism (Case Study Indonesia and Malaysia). Supervised by MUKHAMAD NAJIB, MA’MUN SARMA, ANUAR SHAH BILI MAHOMED.

Knowing consumer decision in halal tourism is vital because of increasing Moslems in the world and tourism is a sector that plays a significant role in the economy of a country. Therefore, the aims of this research are to analyze the differences of consumer decision-making process toward halal tourism in Indonesia and Malaysia; to analyze the differences of effect the marketing mix (product, price, place, promotion) on the consumer decision-making process in Indonesia and Malaysia; to analyze differences of factors such as environment, individual, attitude, and motivation toward the decision of halal tourism in Indonesia and Malaysia; to analyze the dominant factors that influence the consumer decision toward halal tourism in Indonesia and Malaysia. This research is a quantitative analysis that employs surveys on 200 Moslem traveler Indonesia and 200 traveler Malaysia who have been visiting both Malaysia and Indonesia before. Kuala Lumpur has selected to represent Malaysia, while Lombok has chosen to represent Indonesia. The result of the survey was analyze by the Structural Equation Modelling (SEM), and comparison test by SPSS.

Based on consumer decision process the significant differences between Indonesian and Malaysian consumer are travelling frequency, information source, the way to decide, influencer and also satisfaction during the tour. According to SEM results, there are factors that influence positively and significantly Indonesian consumer on decisions in halal tourism to Malaysia, namely on environmental factors and marketing mix factors and the dominant factor that influences Indonesian consumers to visit halal tourism in Malaysia is because the situation in tourists is in the form of religious values that attracts tourists to visit. While environmental, individual, attitude and motivational factors are positively and significantly influence Malaysian consumer in halal tourism to Indonesia. The dominant factor that influencing Malaysian decision is family, because the vacation decision is usually taken in a group.

Keywords: Consumer Decision, Halal Tourism, Structural Equation Modelling (SEM)
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FACTORS INFLUENCING CONSUMER DECISIONS IN HALAL TOURISM (CASE STUDY INDONESIA AND MALAYSIA)

RETNO SANTI SUMARDI

Master thesis as a partial requirement to acquire the degree of Magister Science in Management Study Program

GRADUATE SCHOOL
BOGOR AGRICULTURAL UNIVERSITY
BOGOR
2019
1. Direlang menghambatkan dan memperbaharui sebagian instruksi pelaksanaan karya tugas in dalam bentuk opublik opun mupa ini.

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Date of Graduation: 31 JAN 2019
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Bogor, January 2019

Retno Santi Sumardi
# LIST OF CONTENT

| LIST OF TABLES | vi |
| LIST OF FIGURES | vi |
| LIST OF APPENDICES | vi |

## 1. INTRODUCTION
- Background 1
- Problem Statement 3
- Research Objectives 3
- Benefits of Research 4
- The Scope of Research 4

## 2. LITERATURE REVIEW
- Halal Tourism 4
- Consumer Decision Process 9
- Factors Influencing Consumer Decisions Behavior 11
- Marketing Mix 18
- Moslem Consumer Behavior 19
- Definition Halal and Haram 21
- Structural Equation Modelling (SEM) 22
- Research References 25
- Inter Variable Relationships 26

## 3. METHODOLOGY
- Conceptual Framework 28
- Location and Time 28
- Type and Source Data 28
- Sampling Method 30
- Definition of Operational Variable 31
- Method of Processing and Data Analysis 31
- Research Data Processing Matrix 35

## 4. FINDINGS AND DISCUSSION
- General Description Halal Tourism in Indonesia and Malaysia 35
- Characteristics of the Respondents 36
- Process of Consumer Purchasing Decisions 38
- Factors Influencing Consumer Decisions 44
- Dominant Factors Affect Consumer Decisions 51
- Managerial Implication 52

## 5. CONCLUSION AND RECOMMENDATIONS
- Conclusions 54
- Recommendations 55

REFERENCES 55
APPENDICES 62
BIOGRAPHY 83
LIST OF TABLES

1. Prediction of total Moslem in the world 1
2. Ranks of the best halal tourism in the world 2
3. The differences between conventional, religion and halal tourism 7
4. Stages of consumer decision making 9
5. Criteria using of CB-SEM, PLS-SEM and GSCA 23
6. Scale of respondent answer 28
7. Variable and indicator 32
8. The linkage between objectives and research methods 35
9. Percentage of characteristics of respondents in Indonesia and Malaysia 38
10. Results of need recognition 39
11. Information search results 40
12. Evaluation alternative 41
13. Results of consumer decisions 42
14. Post-purchase evaluation results 43
15. Compatibility results the model of environmental influences, individual differences, motivation, attitudes and marketing mix towards Indonesian consumer decisions 47
16. Test results for validity and reliability in Indonesian consumer models 47
17. Compatibility results the model of environmental influences, individual differences, motivation, attitudes and marketing mix towards Malaysian consumer decisions 50
18. Test results for validity and reliability in Malaysian consumer models 50
19. The dominant factors influence the decisions of Indonesian and Malaysian consumers 51
20. Managerial implications for halal tourism in Malaysia 52
21. Managerial Implications for Indonesian Halal Tourism 53

LIST OF FIGURES

1. The stages of consumer decisions process 10
2. Model and factors that influencing consumer decision behavior 11
3. Travel motivation 15
4. Classification of consumer behavior 20
5. The conceptual framework 29
6. Construct of the model of research 33
7. SEM measurement model in research 44
8. SEM results of environmental influences, individual differences, motivation, attitudes and marketing mix towards Indonesian consumer decisions 45
9. SEM results of environmental influences, individual differences, motivation, attitudes and marketing mix towards Malaysian consumer decisions 48
LIST OF APPENDICES

1. Halal tourism destination criteria  63
2. Questionnaire of research  69
3. The age-earning profile Graph  78
4. Comparison test results  78
5. Syntax software LISREL for Indonesian consumer SEM models  79
6. Syntax software LISREL for the Malaysian consumer SEM model  80
7. SEM results for Indonesian consumers  81
8. SEM results for Malaysian consumers  81
9. Muslim friendly hotel classification  82
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1 INTRODUCTION

Background

Tourism is one sector that plays a significant role in the economy of a country. Tourism is one of the biggest category in the industry in the world. According to Kemenpar (2015), majority revenue of this country is from tourism about US$ 20 billion per year and that revenue as the one of the biggest foreign exchange in this country. Meanwhile, in Malaysia the travel and tourism continued to show its resilience in 2016, contributing direct GDP growth of 3.1% and supporting 6 million net additional jobs in the sector. In total, travel and tourism generated US$ 7.6 trillion (10.2% of global GDP) and 292 million jobs in 2016, equivalent to 1 in 10 jobs in the global economy (World Travel and Tourism Council 2017).

According to the data from World Affairs Journal inside Kemenpar (2015), stated that total population of Moslem in the world will be rising and in the next Moslem population will be the majority in the world in 2050. The total Moslem population can be shown in Table 1. With the rising of Moslem population in the world, the concept of sharia economic has become a trend in the global economy especially food, drink, fashion, cosmetics, even lifestyle. As a lifestyle, some countries in the world offer tourism products within the concept of sharia.

Table 1 Prediction of the number of Moslems in the world

<table>
<thead>
<tr>
<th>Religion</th>
<th>2010 population</th>
<th>% of world population in 2010</th>
<th>Projected 2050 population</th>
<th>% of world population in 2010</th>
<th>Population growth 2010-2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christians</td>
<td>2 168 330 000</td>
<td>31.4</td>
<td>2 918 070 000</td>
<td>31.4</td>
<td>749 740 000</td>
</tr>
<tr>
<td>Moslems</td>
<td>1 599 700 000</td>
<td>23.2</td>
<td>2 761 480 000</td>
<td>29.7</td>
<td>1 161 780 000</td>
</tr>
<tr>
<td>Unaffiliated</td>
<td>1 131 150 000</td>
<td>16.4</td>
<td>1 230 340 000</td>
<td>13.2</td>
<td>99 190 000</td>
</tr>
<tr>
<td>Hindus</td>
<td>1 032 210 000</td>
<td>15.0</td>
<td>1 384 360 000</td>
<td>14.9</td>
<td>352 140 000</td>
</tr>
<tr>
<td>Buddhists</td>
<td>487 760 000</td>
<td>7.1</td>
<td>486 270 000</td>
<td>5.2</td>
<td>-1 490 000</td>
</tr>
<tr>
<td>FolK Religions</td>
<td>404 690 000</td>
<td>5.9</td>
<td>449 140 000</td>
<td>4.8</td>
<td>44 450 000</td>
</tr>
<tr>
<td>Other religions</td>
<td>58 150 000</td>
<td>0.8</td>
<td>61 450 000</td>
<td>0.7</td>
<td>3 300 000</td>
</tr>
<tr>
<td>Jews</td>
<td>13 860 000</td>
<td>0.2</td>
<td>16 090 000</td>
<td>0.2</td>
<td>2 230 000</td>
</tr>
<tr>
<td>World total</td>
<td>6 895 850 000</td>
<td>100.0</td>
<td>9 307 190 000</td>
<td>100.0</td>
<td>2 411 340 000</td>
</tr>
</tbody>
</table>


According to the World Halal Tourism Summit (WHTS) prediction that the rise of halal tourism in 2019 not less than $ 238 million (excluding hajj and umrah), its mean that growing of halal tourism in the world will rise until 90% faster than conventional tourism year per year (Departemt Of Culture and Tourism 2017). That phenomenon created the business of halal tourism is important to concern. Halal tourism is a tourism that serve the holiday which the object of tourism is facility tourism such as hotel, hospitality, restaurant with all
Halal material and toyib (Jaelani 2017). Criteria halal tourism according to Kemenpar (2015) can be shown in Appendix 1.

Indonesia consist of a land area of about 1 992 570 km$^2$ with total Moslem tourist is about 1 729 912 people per year, but Malaysia consist of a land area of about 329 847 km$^2$ with total Moslem population is about 6 099 279 people per year (Kemenpar 2015). According to Crescentrating and Mastercard (2018), Indonesia and United Arab Emirates are the second position from ten countries of Organisation Of Islamic Cooperation (OIC) while Malaysia is the first. The data is shown in Table 2. According to Agustin (2016), Malaysia is the winner in World Halal Tourism Award (WHTA).

Global Moslem Travel Index (GMTI) study is a collaboration between Mastercard and Crescentrating Travel industry authority. GMTI obtained scores from assessments are aimed at safe and friendly destinations for family vacation activities, Moslem friendly facilities and services, marketing and awareness goals about halal tourism. The following GMTI study analyzes 100 complete destination data with average results based on nine assessments such as the suitability of family vacation and security destinations, vacation travelers (safe travel), providing Moslem friendly services and facilities in tourist destinations (halal food), easy access to worship, airport services and facilities (accommodation options), halal awareness (prioritizing halalness and comfort of communication). Based on GMTI data, it was announced that Malaysia was the first to be the destination of world Moslems and Indonesia was second.

Cultural diversity in a region, diversity of people, personality and trust will make the assessment of halal tourism different. For this reason, knowing the factors that influence consumer decision making in halal tours is important to be studied further. The differences of understands about halal tourism will depend on their values, hopes and needs which are very individualistic. This diversity is of course a challenge from various countries that develop halal tourism such as Indonesia and Malaysia. There has been various studies on halal tourism but discussion about factors that influencing consumer decisions in halal tourism among Malaysia and Indonesia has not been discussed, so it is important to conduct this research.

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Destination</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Malaysia</td>
<td>80.6</td>
</tr>
<tr>
<td>2</td>
<td>United Arab Emirates</td>
<td>72.8</td>
</tr>
<tr>
<td>2</td>
<td>Indonesia</td>
<td>72.8</td>
</tr>
<tr>
<td>4</td>
<td>Turkey</td>
<td>69.1</td>
</tr>
<tr>
<td>5</td>
<td>Saudi Arabia</td>
<td>68.7</td>
</tr>
<tr>
<td>6</td>
<td>Singapore (Non OKI)</td>
<td>66.2</td>
</tr>
<tr>
<td>7</td>
<td>Qatar</td>
<td>66.2</td>
</tr>
<tr>
<td>8</td>
<td>Bahrain</td>
<td>65.9</td>
</tr>
<tr>
<td>9</td>
<td>Oman</td>
<td>65.1</td>
</tr>
<tr>
<td>10</td>
<td>Marocco</td>
<td>61.7</td>
</tr>
</tbody>
</table>

Source: Crescentrating and Mastercard (2018)
Problem Statement

Tourism is a potential business and become a biggest contributor of foreign exchange and creating jobs in the country. Henderson (2010) said that Indonesia and Malaysia is a country sufficiently limiting international arrivals because the effect can be damaging sociocultural, but the tourism is one of the biggest contributor foreign exchange in Indonesia and significantly creating jobs and the most successful in Malaysia is tourism. Malaysia has a Moslem population 27.2 million and Indonesia has a Moslem population 235 million people and above 87% is a Moslem. With the biggest totally Moslem in the world, make halal tourism has a potential to develop in all country not only for Moslem country but also the non Moslem country in the world.

The factors that influencing consumers decision in the area of Indonesia and Malaysia become important to conduct further studies, especially to business activity, with the different region, sociocultural, religion and life style. These mean it will influence consumer perspective, therefore it will influence consumer decision on choice the destination especially halal tourism. Moreover, the rising significantly Moslem population every year create halal tourism as a highly important for every country at this time, not only for Moslem majority but also non Moslem.

As a country that having a biggest totally Moslem population in the world, support Indonesia has a good potential to develop halal tourism and it proves by ranks of Crescentrating and Mastercard (2018), which Indonesia get a second ranks and Malaysia as the first. However, the number of Moslem visitors who come to Indonesia amount 1 729 912 people per year, and Malaysia is 6 099 279 people per year (Kemenpar 2015). Therefore, it necessary to understand about the factors that influencing consumer decision in choice the travel destination in Indonesia and Malaysia. Based on description above, the problem of this research will be discussed are:

1. How the process of consumer decision-making toward halal tourism among Indonesian and Malaysian consumer?
2. How the marketing mix influencing consumer decision in halal tourism among Indonesian and Malaysian consumer?
3. How the environment factor, individual factor, attitude and motivation factor influencing consumer decision making in halal tourism among Indonesian and Malaysian consumer?
4. Which factors are dominantly influencing the consumer decision making process toward halal tourism in Indonesia and Malaysia?

Research Objectives

Based on the problem above, the objectives of the present study are:
1. To analyze the differences consumer decision-making process toward halal tourism among Indonesian and Malaysian consumer,
2. To analyze differences in decision making seen from the marketing mix factor among Indonesian and Malaysian consumers,
3. To analyze differences in decision making seen from environmental factors, individuals, motivation and attitudes among Indonesian and Malaysian consumers.
4. To analyze the dominant factors that influence the consumer decision making process toward halal tourism in Indonesia and Malaysia.

**Benefit of Research**

The results of this study are expected to be useful for various parties, such as:
1. For researchers can expand insight researchers in deepening knowledge gained related considerations in making decisions.
2. For tourism industry is expected to be used as making decisions in business strategy.
3. For community can increase knowledge and understanding about halal tourism.
4. For government can be used as input material in tourism development especially halal tourism.

**The Scope of Research**

The study was consisting of Moslem communities in Indonesia and Malaysia, with 400 respondents, with 200 Indonesian respondents and 200 Malaysian respondents. This study was conducted by survey of Moslems in Indonesia and Malaysia who have had previous halal travel experience. This study is limited to the scope of discussion of factors influencing consumer's decision in halal tourism. By looking at environmental factors, individual factors, psychological factors (motivation and attitudes) of consumers and marketing mix, and analyzed by Structural Equation Modeling (SEM).

2 **LITERATURE REVIEW**

**Halal Tourism**

Tourism is a business involving human, culture, and hospitality. It needs human resources with both positions and skills following the right job. Tourism is described as a temporary departure process of people from their residence to other places outside (abroad). The purpose of the departure involves various economic, social, cultural, political, religious, health and other interests, besides the desire of knowing, experiencing or learning (Suwantoro 2004).

Halal tourism is a term that is often misunderstood as it is difficult to distinguish religious tourism and sharia tourism. Religious tourism is often closely related to historical tourism and pilgrimage tours. Etymologically, a pilgrimage can mean a visit, both to the living and the dead, but to the community's understanding of the visit to the dead through his grave. Its activity is also commonly called the grave pilgrimage (Jaelani 2017).
Sofyan (2012) in Jaelani (2017) asserted that the definition of sharia tourism is broader than religious tourism in that tourism is based on Islamic sharia values. Shariah tourism objects cover all existing tourist objects, except those that are not by the rules of Islamic law. Sharia tourism objects can be beaches, recreational parks, art, and cultural performances and forth that are still in the corridor of Islamic law. Halal tourism is a new concept of tourism. It is not religious tourism like umroh or pilgrimage.

Halal means thing that is free from danger to physical and inner human such as treasures, food, beverages, cosmetics and medicines that are material and can guarantee that all the processing is halal. Thus, according to Kemenpar (2015), halal tourism is a new concept of tourism different from religious tourism such as umrah and hajj. It is tourism that caters holidays by adjusting the style of holiday according to the needs and requests of Muslim traveler. Halal tourism object is in the form of providing tourist destinations such as hotels, restaurants, and others using halal and Toyib materials which are measured through procedures that qualify for halal certification. The emphasis of halal tourism is more on materials, and ways of handling that should be halal and Tayyip. So, hotels and restaurants are emphasized on halal materials such as the availability of food, beverages, medicines, cosmetics, soap, shampoo, etc, that are certified halal (Jaelani 2017).

Sharia hotels are also quite important in halal tourism as they are the highlights of religious elements to respect and provide hospitality aspects to visitors. As it has been explained in the principle of Al-Quran, it is important to be a "good host" (Din 1989 in Stephenson et al. 2010). Sharia hotels do not serve alcoholic beverages and have separate swimming pools and spa facilities for men and women (Wuryasti 2013 in Jaelani 2017).

Halal tourism became common since 2015 at World Halal Tourism Summit (WHTS) was held in Abu Dhabi. At this event, the World Halal Tourism Summit (WHTS) realized that the market share of halal tourism was very large and needed to continue to be developed. The Prospect of Halal Tourism was published in a report by World Travel Market in London (2007), according to which there is a huge potential for halal tourism from the economic side in the Department of Culture and Tourism (2017), namely:

- Growth 100% faster than other tourism sectors
- Reached $ 135 Billion than any other tourism sector
- Predicted to grow to $ 200 Billion by 2020
- It will become a large generator of direct and long term business with maximum revenue.

Even the World Halal Tourism Summit (WHTS) has predicted that the growth of halal tourism in 2019 will not be less than $ 238 billion (excluding Hajj and Umrah), meaning that halal tourism in the world grows 90% faster and will continue to increase compared to general tourism from year to year (Department of Culture and Tourism 2017).

According to Tourism review (2013) in Suherlan (2015), Syariah tourism means traveling to destinations and tourist attractions that have Islamic values such as halal food, hotels, available worship. The concept of Islamic tourism is a process of integrating Islamic values into aspects of tourism activities. Halal certification plays an important role in Muslim preference, and western countries are considered to be less concerned about the halal aspects than Muslim countries.
According to Khan and Michelle (2017), the main concern of Islamic tourism is the role of certification, which makes tourists certain of the tourist destinations. Nowadays, the standardization of halal tourism certification is still lacking. Halal tourism is understood as corresponding to the needs and desires of Muslim consumers, but practically, it is created as a brand to attract Muslim consumers. Halal tourism provides halal food, dating, entertainment, stocks, banking, sports, insurance, holidays, and shopping (Haq 2013). Prompting consumers to choose a destination was influenced by destination images and three components that influence the destination image such as cognitive, affective and conative components (Gartner 1993 in Michael et al. 2017).

According to Suwantoro (2004), there are five main elements of tourism support, for example, tourism objects and attractions, tourism infrastructure, tourism facilities, and community/environment.

1. **Tourism objects and attractions**
   The object and tourist attractions are potential that encourage tourists to come to a tourist destination. Generally, tourist attraction is based on the existence of resources that can create a sense of fun, beauty, comfort, and cleanliness. There is high accessibility to visit the place. The existence of supporting facilities/infrastructure to serve the present tourists with natural attractions have a high attraction because of the natural beauty of mountain, river, beach, sand, forest and forth. Cultural tourism object has a high attraction because it has special value in the form of inter-regional art attraction.

2. **Tourism facilities**
   Tourist facilities are the completeness of the tourist destination needed to serve the needs of tourists in enjoying the tour. Various tourist facilities that must be presented in tourist areas include hotels, travel agencies, transportation, restaurants, and other supporters. Qualitatively, the means of tourism refers to the quality of services provided which will be reflected in the satisfaction of tourists.

3. **Governance/infrastructure**
   Infrastructure is an equipment that supports the function of tourism facilities and infrastructure, both in the form of regulatory systems and physical buildings above the soil and below ground such as Irrigation system, water distribution, sewage system, wastewater, electricity and network; and an adequate and seamless terminal, a communication system that enables travelers to get information and send information quickly and precisely, a security or surveillance system that provides convenience in various sectors for travelers.

4. **Community/environment**
   People around the tourist objects will help meet the needs and services. The natural environment of the community that is not damaged and polluted is becoming important to note. Culture is also an important aspect because it can provide memories for every visiting tourist. According to the Kemenpar (2015), the comparison between conventional tourism, religion with halal/sharia tourism can be seen in Table 3.
According to Hasan (2015) the substance of typology of tourism destinations related to the development of attractions attraction sourced from the attributes as below:

1 Attraction and Destination Environment

Destination attributes broadly determine consumer choice and influence travelers to the typology of attraction characteristics in a destination (natural attractions, cultural tours, human/artificial tours). Development of attractions and environments of this destination includes three things; first, the development of the form of natural attractions, such as climate, panorama/landscape, mountains, valleys, caves, beaches and sea; second, cultural development such as archeology, historical/cultural sites, customs, arts, crafts, souvenirs, museums and cultural festivals; and the third artificial form such as theme parks, recreational parks and circuses, MICE, special events, entertainment, sports, zoo, technology, industry and monuments.

Table 3 The differences between conventional tourism, religion and halal tourism

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Conventional Tourism</th>
<th>Religious Tourism</th>
<th>Syari’ah/Halal Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Object</td>
<td>Nature, culture,</td>
<td>Places of worship,</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>heritage, culinary</td>
<td>historical heritage</td>
<td></td>
</tr>
<tr>
<td>2. Destination</td>
<td>Entertaining</td>
<td>Increase spirituality</td>
<td>Increase spirituality by entertaining</td>
</tr>
<tr>
<td>3. Target</td>
<td>Touching satisfaction and pleasure that has dimensions of lust, solely the value is only for entertainment</td>
<td>Spiritual aspects that can calm the soul. To find peace of mind, it's only for entertainment</td>
<td>Fulfill desire and pleasure and foster religious awareness</td>
</tr>
<tr>
<td>4. Guide</td>
<td>Understand and master information so that it can attract tourists to tourism objects</td>
<td>Mastering the history of figures and locations that become tourism objects</td>
<td>Makes tourists interested in objects while raising the religious spirit of tourists. Able to explain the functions and roles of sharia in the form of happiness and inner satisfaction in human life</td>
</tr>
<tr>
<td>5. Worship facilities</td>
<td>Just a complement</td>
<td>Just a complement</td>
<td>Being part of the tourism object, rituals become part of the entertainment package</td>
</tr>
<tr>
<td>6. Culinary</td>
<td>General</td>
<td>General</td>
<td>Halal specificl</td>
</tr>
<tr>
<td>7. Community Relations and Tourism Object Environment</td>
<td>Complementary and only for material benefits</td>
<td>Complementary and only for material benefits</td>
<td>Integrated, interaction based on sharia principles</td>
</tr>
<tr>
<td>8. Travel Agenda</td>
<td>Any time</td>
<td>Certain times</td>
<td>Pay attention to time</td>
</tr>
</tbody>
</table>

Source: Kemenpar (2015)
Completeness and availability of facilities

Ease and service allows tourists to enjoy and participate in a tourist attraction, including the availability of accommodation, restaurants, travel agencies and souvenirs.

Accessibility

Accessibility to and from destination is a linking and creating linkages of tourism destination elements. The availability of terrestrial, marine, and air/land infrastructure, including travel information and documents. The availability of this infrastructure is a major requirement of whether or not access to tourism destinations.

Availability of data and information

Information and data accurate and up to date, the media information provided by the destination and used by tourists and the effectiveness of the information to achieve the target.

According to Mohezar et al. (2017) although in his research on Islamic medical tourism, but also mean that Moslem tourism in Malaysia is now as a pioneer of halal industry and recognized as the best country in producing halal products and services among Moslem countries others, there are several factors such as Malaysia having many shopping centers, good English, cheaper hotel room costs than Singapore, a very tourist friendly community. Tourism is one of the main economic generating factors for Malaysia's economic growth (Omar et al. 2013 in Muhammad 2017) Malaysia has received 25 030 000 tourist arrivals in 2012 (Tourism Malaysia 2013 inside Muhammad 2017) and 25 730 000 tourist arrivals in 2013 and there could be more continued growth expected to be 28 million tourist arrivals by 2014. In this halal tourism Malaysia has established a "Tourism Islamic Center" as a listed company with a guarantee that acts as an advisory body to the Ministry of Tourism (www.itc.gov.my in Khan and Michele 2017), while Indonesia has also promoted sharia tourism destination, with Lombok being the center of Islamic tourism in Indonesia with the availability of 1000 mosques there (AFP 2015 and Delaney 2015 in Khan and Michele 2017).

According to Wingnett and Sarah (2017) on halal tours there are things that affect satisfaction such as halal food, beach facilities, swimming pools, gyms and spas dedicated to women, the availability of mosques and prayer facilities in hotels or restaurants, but there are also things that can cause the effects of dissatisfaction of halal tourism consumers such as the availability of alcohol. According to Maloud et al. (2015) based on his research entitled understanding the traveling behavior of Moslem in the United States stated that there are six pillars in halal tourism namely no alcohol, halal food, separation facilities between men and women, places of worship, mahrom, clothing that is appropriate. Halal tourism is a new thing, but this kosher holiday has become an industry that is growing very fast. This is seen in the number of travelers from Saudi Arabia, Kuwait, Qatar, United Arab Emirates, Bahrain and Oman who spend $ 64 billion on travel in 2015 and is expected to spend $ 216 billion by 2030. A study also found that on average a traveler of the countries mentioned above spend about $ 9 900 per trip outside the Gulf. For the Emiratis, that figure reached $ 10 400 (Associated Press 2015).

As the country with the highest number of Moslems in the world, Indonesia has 13 provinces that are prepared to be halal tourism such as West Nusa
Tenggara (NTB) where Lombok becomes the top five tourist destination favored by Indonesia (Septyaningsih 2017), Nangroe Aceh Darussalam, West Sumatra, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi, and Bali (Indonesia travel 2013 in the Kemenpar 2015). As for Malaysia such as Tanjung Ara (Sabah), Pulau Pinang, Pahang, Sepang and Kuala Lumpur (Ceria Holiday 2015).

**Consumer Decision Process**

There are 4 elements in consumer decision making such as psychology, sociopathology, anthropology and economics. Purchase decision making takes place coherently in five stages, the stages can be seen in Table 4. However, in reality there are consumers who go through several stages and it depends on the type of purchase (Hasan 2013). A number of people involved in the purchase decision are as follows (Hasan 2013):

1. The Initiator is the person who first realizes the unmet need and initiative to purchase a particular product.
2. Influencers are people who often act as influencers because their views, advice or opinions influence purchasing decisions.
3. Decider is a person who acts as a decision maker in determining whether the product is purchased or not, the product to be purchased, how to buy and where the product was purchased.
4. Buyer is the person who made the actual purchase
5. Users are people who consume or use products purchased.

<table>
<thead>
<tr>
<th>Stages</th>
<th>Explanation</th>
<th>Psychology Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem identification</td>
<td>Consumers feel a need and become motivated to solve problems</td>
<td>Motivation</td>
</tr>
<tr>
<td>Information</td>
<td>Consumers are looking for the information they need to make a buying decision</td>
<td>Perception</td>
</tr>
<tr>
<td>Alternative evaluation</td>
<td>Consumers compare different brands and products</td>
<td>Attitude</td>
</tr>
<tr>
<td>Purchase decision</td>
<td>Consumers decide to buy brands</td>
<td>Integration</td>
</tr>
<tr>
<td>After purchase evaluation</td>
<td>Consumers evaluate their purchasing decisions</td>
<td>Learning</td>
</tr>
</tbody>
</table>

*Source: Hasan (2013)*

In making a decision, it occurs when it attracts interest in buying a product or service. According to Najib (2009) stated that the factors that have the highest influence on consumers in carrying out brand movements are internal factors and external factors. Factors of expensive prices, price increases, inappropriate price fixing are among the factors that consumers have switched brands (Keaveney 1996 inside Najib 2009).

According to Hasan (2013) stated that there are five stages of purchasing decision-making process undertaken by consumers, namely the introduction of
needs, information search, alternative evaluation, purchasing and the results of the purchase decision process stages can be seen in the Figure 1.

Figure 1 The stages of consumer decisions process (Hasan 2013)

1 Need of recognition
In decision-making sometimes there is a shift of interest in buying a product or service. According to Najib (2009) stated that the factors that have the highest influence on consumers in performing brand switching are internal factors and external factors. The introduction of needs is an early stage in decision making. According to Hasan (2013) stated that the introduction of the problem or the recognition of this need is the result of a difference between the desired state of the consumer and the actual situation faced and consumers are motivated to overcome the difference. The source of the introduction of needs are the obsolete items, the dissatisfaction with the current product or service, the changing needs and desires of the consumer, the level of product/purchase service, the induction marketer, the new product.

2 Information search
Once consumers recognize that they recognize their needs, they seek information about products and services that can solve that problem. Consumers search this information both internally (memory) and external search through personal, public, and or personal sources (Hasan 2013). One of the tourist information search places is a travel agent, using a travel agent even though is less efficient and less practical, however (Pertiwi 2016) stated that with a travel agent can reduce the risk of reservation errors, can consult with customer service, can help find the best price, provide convenience if you want to travel with a group, can arrange travel schedules professionally, security in transactions guaranteed.

3 Alternative evaluation
Hasan (2013) at this stage consumers compare the brands and products they are considering. The psychological process relevant to the alternative evaluation stage is the formation of attitudes (tendencies) towards an object (whether cognitive, what the consumer thinks and how the consumer thinks about it, or affectively, what it feels and how to feel).

4 Purchase decisions
Once the alternatives are evaluated the consumer is ready to make a purchase decision. Purchasing decision is the last stage of the buying decision process, where the consumer must take three decisions when, where to buy and how to pay.

5 Purchase evaluation
After consumers buy and use the product, they will evaluate their purchasing decisions. If the product matches expectations then the consumer will react positively. Mean while, if otherwise it will react negatively.
Factors Influencing Consumer Decisions Behavior

According to Engel et al. (1995) the behavior of consumer decision-making is influenced by several factors, namely environmental influences, psychological processes, individual differences and marketing strategies. Sumarwan (2011) stated that consumer decision processes are influenced by three main factors, namely marketing strategies, individual differences, and environmental factors. According to Schiffman and Kanuk (2007) stated that the process of consumer decision making can be viewed as three distinct but interlocking stages: the input stage, the process stage, and the output stage. The input stage influences the consumer’s recognition of a product need and consist of two major sources of information: the firm’s marketing efforts (the product itself, its price, its promotion and where it is sold) and the external sociological influences on the consumer (family, friends, neighbours, other informal and noncommercial sources, social class, and cultural and subcultural membership). The process stage of the model focuses on how consumers make decisions. The psychological factors inherent in each individual (motivation, perception, learning, personality, and attitudes). The output stage of the consumer decision-making model consists of two closely related post decision activities: purchase behavior and postpurchase evaluation. Models and factors that influence decision-making behavior can be seen in (Figure 2).

1. Environment Factor

So far, consumers live in complex environments where consumer decision behavior is influenced by: (a) Culture; (b) Social Class; (c) Personal influence; (d) Family; and (e) Situation (Sumarwan 2014).

![Figure 2 Model and factors that influencing consumer decision behavior](Engel et al. 1995)
abstract, such as value, thought and trust; culture can take the form of material objects. Homes, vehicles, electronic equipment, and clothing are examples of products that can be regarded as a culture of a society. Laws, food, drink, music, technology, and language are some other examples of a society's culture. A value can be regarded as a cultural meaning if everyone in society has the same understanding of those values. Culture will affect attitudes, perceptions, and consumer behavior.

According to Engel et al. (1995) mentions 10 attitudes and behaviors that are strongly influenced by culture are self-awareness and space (sense of self and space), communication and language; clothing and appearance; food and eating habits; time and awareness of time; family relations, organizations and government agencies; values and norms; trust and attitude; mental processes and learning and work habits. According to Mahomed (2015) using 4 variables in the cultural value that is, need for security, result oriented, job oriented and closed system.

b. Social class

It is the division of society into different classes or different strata. Differences of classes will illustrate differences in education, income, property ownership, lifestyles, and values adopted (Sumarwan 2014). The factors that determine the social class are Engel et al. (1995) put forward the opinion of Gilbert and Kahl that variables that determine the status or social class of a person are:

- Economic variables in the form of employment status, income, property;
  The status of work will determine the social class of a person, in rural areas where the respect for teachers is still very high, then the status of employment as a teacher is considered a very good social class, businessmen, doctors, lawyers and accountants are considered as high social class category.

- Revenue will determine the purchasing power of a person, which in turn will affect his consumption pattern. High revenues are usually followed by the possession of large amounts of property. In the countryside the ownership of paddy fields, gardens, fields, large livestock and large houses is a symbol of ownership of the upper classes in the community. In urban areas, homes, vehicles, land, jewelry, securities and art objects are symbol of ownership of the upper classes.

- Interaction variables in the form of individual prestige, association, socialization. The person who have a personal prestige if they respected by others and the people around him. The social class of a person can be identified with whom he or she communicates and interacts in daily life.

- Political variables such as power, class consciousness, mobility.
  Class consciousness is a person's awareness of the social class where she/he belong that they are in a different group from others, and have the same of political and ideological interests. Another concept for understanding social class is mobility. Mobility is a change of a person from one class to another social class. For example, people who appointed executives of large corporations or high-ranking government officials may have to learn how to play golf, buy good clothes and suits, and have vehicles appropriate for their status.
c. Personal influence

Personal influence is related to the ways in which consumer beliefs, attitudes and behaviors are affected when others are used as reference groups. The reference group consists of all groups that have a direct (face-to-face) or indirect effect on a person's attitude or behavior. Groups that have a direct influence on a person are called membership groups. Some membership groups are primary groups, such as family, friends, neighbors and colleagues who interact with someone continuously and informally. Examples of secondary groups are religious groups, professions, and trade associations that tend to be more formal and require less routine interactions (Kotler 2005). Personal factors include age and stages in the buyer's lifecycle, employment and economic circumstances, self-concept and lifestyle (Kotler and Keller 2008).

d. Family

The family is the most important consumer buying organization in the community, and family members are the most influential primary reference group. Families have been the subject of extensive research. Family orientation consists of parents and siblings (Kotler 2005).

In everyday life, individuals live in three environments, namely family, school and society. Children grow and interact in two social worlds, namely the world of adults such as their parents, teachers, neighbors and the world of peer groups (their peers), for example: game groups and groups of friends at school (Havighurst 2001). Some of the roles of peers in making purchasing decisions, namely:

1. Teaches experience. In this peer group taught experiences that have been experienced after consuming a product and service. For example: experience after using the services of a tutoring Institute.
2. Helping new social roles. Peers provide opportunities for members to fill new social roles. For example: children who want to join to use the same LBB as other friends.
3. Peers as a source of information for other friends. For example: informing the Tutoring Institute which one is good to choose.
4. In peers, individuals can achieve their own freedom. Freedom here is defined as the freedom to express, act or to find self-identity. Because in that group, other members also have the same goals and desires. For example, free to choose a tutoring institution.

e. Situation

Hafiz (2017) consumer situation can be defined into five characteristics, namely: the physical environment (the real nature of the consumer situation), the social environment (concerning the presence or absence of others in the situation), time (a particular moment when in a situation), job (specific goals or goals that consumers have in a situation), and antecedent circumstances (moods such as anxiety, pleasure, excitement). Menurut Greafe (1998) inside Chauhan (2015) relating to situations that will affect consumers are safety and security which are the main requirements for tourist destinations that will be visited a lot, for example if there are 2 alternatives that will promise the same benefits but others offer safe from threats, even though they are expensive that alternatives will be chosen by tourists.
Individual Factors

Individual differences describe the individual characteristic factors that arise from within the consumer, such as (Kotler 2005):

a. Age and stage of life cycle

A person buying goods and services will vary throughout his life from infancy to growth and adulthood. Consumption can be shaped by the family life cycle. According to research from Putri and Setiawina (2013) said that age affects income simultaneously, so income and age will also influence decisions. Division of age groups based on Hurlock (2001), where ages 18-40 are early adults, 41-60 are middle-aged and more than 60 years are advanced adulthood.

b. Work and the economic environment

The choice of a product is strongly influenced by one's economic circumstances such as income that can be spent (level, stability and time pattern), savings and assets (including a presentable asset percentage), debt, ability to borrow, and attitudes toward spending or saving. Even companies can specialize products based on one's work. Meirad (2002) stated that education is very closely related to work and also income. So that with higher education, the work that will be obtained is also getting better so that it will affect one's income.

c. Lifestyle and personality

Lifestyle is the lifestyle of a person in the world revealed in the activity, interests and opinions. Personality is a unique characteristic of the behavior of someone different from each other (Sumarwan 2014). Personality between women and men is also different when deciding to take a vacation. According to Al Rasyid (2016) stated that lifestyle indirectly influences purchasing decisions. Berkowitz (2004) there are six factors that influence consumer decisions, including motivation, personality, perception, learning, values and attitudes and lifestyle.

Vacation decisions are usually taken by a partner (Cunningham and Green 1974; Myers and Moncrief 1978; Ritchie and Filiatrault 1980; Martínez and Polo 1999 inside Arizon et al. 2010) and usually the husband decides about information seeking, the duration of the trip, the date and costs incurred (Jenkins, 1979; Ritchie and Filiatrault 1980 inside Arizon et al. 2010) or about routes, maps, car service and insurance (Decrop 2005 inside Arizon et al. 2010). Whereas women have an important role because women are more likely to be pioneers in decision making (Cosmin 2012), wife also has an important role in the previous phase of vacation decisions (Mottiar and Quinn 2004 inside Arizon et al. 2010), such as choice of destination and search for information about accommodation, shopping and choice of travel agents (Zalatan 1998; Gursoy 2000; Decrop 2005 inside Arizon et al. 2010).

d. Self concept

It is a perception of himself that encompasses his physical health, other characteristics, such as strength, honestly, and a sense of humor in relation to others and even expanded to include the possession of certain goods and his work (Sumarwan 2014). The concept of self is related to the character or traits of a person's personality.

3 The Psychological Process

Central psychological processes that shape all aspects of consumer motivation and behavior: information processing, learning, and behavioral and...
behavioral change (Engel et al. 1995). He also said that information processing refers to the process of a stimulus received, interpreted, stored in memory and finally taken back. Psychological factors include motivation, perception, learning process, trust, and attitude (Kotler and Keller 2008). According to Kotler (2005) psychological factors consist of four are motivation, perception, learning and attitudes that will be described below:

a. Motivation

Motivation is the driving force that arises from a consumer who will influence the consumer decision process in purchasing and using goods and services (Sumarwan 2014). Tourism according to Moslems is a religious and spiritual journey and divided into three types, Hajj / Umrah, Rihla, or Ziyara (Timothy and Iverson, 2006; Bhardwaj, 1998; Kessler, 1992 in Haq and Wong 2010). And according to Pearce (1991); Wong and Musa (2014) in Muhammad (2017) there are several factors that become the motivation of Moslem tourists in making the decision to travel, can be seen in Figure 3.

According to Bogari et al. (2004) inside Moyle (2015) analysis of motivation factors that encourage tourists (push motivation) to choose a place for a vacation is cultural value, utilitarian, knowledge, social, economy, family togetherness, interest, relaxation, convenience of facilities. While the pull motivation is safety, activity, beach sports, nature / outdoor, historical / cultural, religious, budget, leisure and upscale. According to Scott et al. (2010). In Islam it gives the right to make a tourism journey but still puts boundaries and rules. Islam encourages travelers to travel for useful purposes such as hajj, umroh, for education, business, medicine, commerce, entertainment and leisure. However, the entertainment here must be in accordance with Islamic law. One of the main destinations of tourism in Islam is to introduce Islam and the Word of Allah to all people.

b. Perception

According to simamora (2002) inside Rimadhani (2017) perception is defined as a process whereby a person selects, organizes and interprets stimuli into a meaningful and comprehensive world picture. Stimuli are every input that
can be perceived by the senses, such as product, packaging, brand, advertising, price and others. The stimuli are received by the senses such as eyes, ears, mouth, nose and skin.

According to Kotler (2000) inside Rimadhani (2017) stated that perception is the process of how an individual chooses, organizes and interprets information inputs to create a meaningful world picture. Perception depends not only on physical stimulation but also on stimuli related to the surrounding environment and the individual state in question. According to McGuire (1976) inside Rimadhani (2017) stated that there are five stages of information processing:

1. Exposure which is the attainment of attachment to a stimulus in such a way that it appears the chance of activating one or more of the five human senses
2. Attention which is the allocation of processing capacity for new stimulus
3. Understanding is the interpretation of the stimulus
4. Acceptance is the degree to which the stimulus affects the knowledge and attitudes of the person concerned
5. Retention is the transfer of stimulus interpretation into long-term memories.

According to Sumarwan (2014) stated that consumer perception is the stage where the consumer through the stage of exposure, attention, and understanding of a product or service. After consumers see the stimulus, pay attention and understand the stimulus, then comes to a conclusion about the stimulus or object so that it is called consumer perception or image (images) products. Consumer perception is the output of consumer acceptance of stimulus, in marketing concept perception can be product perception, brand perception, service perception, perception of price, perception of product quality, store perception and perception to producer.

According to Mowen and Minor (1998) mentioned that the stage of exposure, attention, and understanding as perception. This perception along with consumer involvement and memory will affect information processing. Perception can also be affected by primary and secondary stimuli where the primary stimuli come from the product itself, and secondary stimuli are generated by symbols, impressions and information about the product. Perceptions that arise will settle and stick in the mind that will become the preference, if it is a preference then it will be a favorite, a choice or something that is preferred by consumers. Therefore preference can be formed from a consumer perception of the product. In achieving good perception, in addition to paying attention to customer satisfaction, there are several factors as revealed by Rose et al (2011) inside Insley and Nunan (2014) that consumer experience becomes an important factor for long-term business success, beyond product pricing and innovation.

The image of a tourist destination consists of three interrelated components: (i) cognitive - how travelers perceive destination travel (ii) affective - how they feel about it; and (iii) conative or behavioral - how cognitive and affective influence and predict tourists buying behavior (Gartner 1993 in Michael et al. 2017).

c. Learning

According to Sumarwan (2014) learning is a process to gain knowledge and experience. This knowledge and experience will result in a relatively permanent change in attitude and behavior. Learning process occurs because of the four
elements that drive the learning process, such as motivation, cues, responses and encouragement or reinforcement.

d. Attitude

Attitudes of consumers is an important factor that will affect consumer decisions. The concept of attitude is closely related to the concept of belief and behavior. According to Mowen and Minor (1998) stated that the term consumer attitude formation often describes the relationship between beliefs, attitudes and behaviors. Consumer trust is the consumer's knowledge of an object, its attributes and its benefits. Consumer confidence in a product, attribute, and product benefit describes consumer perception, therefore trust will vary among consumers one to another. Attitude is one of the most important concepts used to understand consumer marketing and important factors that will affect consumer decisions (Setadi 2010 inside Widiyanto 2016). According to Gartner (1993) inside Mohamed et al. (2015) stated that the destination image influences the final decision, and the destination image consists of three components: cognitive (how travelers perceive a destination), affective (how travelers feel about it) and conative (how cognitive and affective influence and predict buying behavior).

The attitude according to Sumarwan (2014) is considered to have three elements, such as cognitive (knowledge), affective (emotion, feeling) and konatif (action). Attitude is the expression of consumer's feelings about an object whether liked or not, and attitudes can also describe consumer confidence in the various attributes and benefits of the object. Characteristics of attitude consists of:

- The attitude have objects: Objects in the intent is to be associated with various concepts of consumption and marketing such as products, brands, advertisements, prices, packaging, usage, media and so on. According to Muhammed (2015) Islamic tourism develops in a goal that provides an opportunity for Moslems to practice their faith and follow Islamic moral and religious laws. According to him also the concept of Islamic tourism is divided into three perspectives a) economic perspective, Islamic tourism helps the expansion in the Moslem community and non Moslems; b) cultural perspective, Islamic tourism focuses on providing Islamic tourism programs for children, services and facilities that introduce Islamic heritage sites to Moslems or non Moslem visitors; c) Religious Perspectives, Islamic tourism ensures that tourist destinations can conform to the basic interpretations of Islam through the provision of separate, alcohol-free, halal food places.

- Consistency of attitude: Attitude is a picture of the feelings of a consumer, and the feeling will be reflected by his behavior. But situation factors often create inconsistencies between attitudes and behavior.

- Positive attitude, negative and neutral is a positive attitude, negative or neutral on an object, in this case is a kosher tour.

- Intensity of attitude is when the consumer expresses his or her favorite degree of a product, he has revealed the intensity of his attitude. The intensity of attitude is called the extremity characteristic of attitudes.

- Resistivity of attitude is how much a person's attitude a consumer can change. Consumers' attitude in embracing their religion may have a high resistance to change. According to Muhammed (2015) there are two consumer motives that can influence consumer decision making in the tour that is internal factors that are emotional factors consumers who want to spend time with their loved ones
in nature; and external factors such as cost, travel distance, weather conditions, product and service quality, security and safety, accessibility,

Persistence It is the characteristic attitude that illustrates the attitudes will change as time passes.

Confidence attitude is the consumer's belief in the correctness of his attitude. A person's attitude toward his religion will have a high level of conviction, whereas for one's belief in customs and customs will have a smaller degree of confidence.

Attitude and situation is a person's attitude towards an object often appears in the context of the situation. So the situation will affect consumer attitudes toward an object including the halal tour.

Marketing Mix

Marketing mix is a set of marketing tools that companies use to continuously achieve marketing objectives in the target market (Kotler and Armstrong 2008). According to him also product marketing mix is a combination of four variables or activities which is the core of the company's marketing system, such as product, price, place and promotion. According to Ariyanto (2005) inside Utama (2017) there are 4 aspects of tourism product that is 4A consisting of Attractions (attractiveness), Accessibility (transportation), Amenities (facilities) and Ancillary (institutional) + 3P (price, place and promotion).

1. Product

According to Sumarwan et al. (2013) the product is everything that is offered to the market to get attention, bought, used and that can satisfy the wants or needs of consumers. Product classification can be done on a variety of points of view. According to Hasan (2015) the product is everything that can be offered to the market to meet the needs and desires of the consumer can be tangible or intangible or both. Tourism products are intangible products offered to meet the needs of tourists such as hotels, spas, restaurants and forth (Hasan 2015).

- Attractions: the attractiveness of a tourist destination or destination to attract tourists, which may be an attraction of nature and society and culture,
- Accessability: the availability of transportation tools for domestic or foreign tourists can easily in achieving the destination to the tourist attractions,
- Amenities: availability of main facilities and support to a destination in the form of; accommodation, restaurant, currency exchange facility, souvenir center and other supporting facilities related to tourist activities in a destination. According to Soebiyantoro (2009) stated that with the improvement of facilities and infrastructure for tourist attractions will increase tourist attractions and influence the availability of entertainment in tourist attractions, so that the availability of tourist attractions will increase the satisfaction of tourists in a sustainable manner will also influence subsequent consumer decisions.
- Ancillary: the presence of travel organizers of tourists so that tourism activities can take place. These aspects may include tour guides, travel agencies, ticket reservations, and availability of information about destinations.
2 Prices

Price is one aspect that greatly affects the purchasing power and demand level of the market for the product. Price is often a challenge in the survival of a business. In a consumer purchase decision, it is not uncommon for consumers to consider the price issue very much, because for the consumer the price is form of monetary cost sacrificed by the consumer to obtain, own, utilize a combination of goods and services of a product. As for the company, pricing is a way to differentiate offer from competitors. According to Kotler and Keller (2008) price is a marketing mix element that generates revenue, other elements generate costs. Price can also communicate the intended value positioning of a company's product or brand to the market. Where well designed and marketed products can be sold at high prices and generate substantial profits.

Kotler and Keller (2008) stated that price is an element of marketing mix that generates income, other elements generate costs. Prices can also communicate the positioning of the intended value of the company's product or brand to the market. Where well-designed and marketed products can be sold at high prices and generate large profits. According to research conducted by Leavit (1954) in Hall (2016) prices are built to signal their quality and according to Saini and Sahay (2013) stated that the lower price will have an effect on purchase intention.

3 Place

According to Hasan (2015) Place in tourism refers to the location where every tourism service will be delivered. It also can be used information channels to spread the message, tourists can search for information, obtain an explanation or make purchases of products offered to tourists.

4 Promotion

According to Kotler and Armstrong (2001) inside Hafiz (2017) defined promotion as an activity of communicating product superiority and persuading target customers to buy it. There are five promotional elements that are used to carry out promotional goals and objectives such as advertising, sales promotion, personal selling, direct marketing and public relations. Promotions by any company or industry will inevitably vary according to the competitive environment in which the company operates.

Zeithaml et al. (1996) inside Choudhury (2013) stated that with good quality of services and services will affect certain behaviors such as Word of Mouth (WOM), where it will say positive things about the product and service and will recommend it to others and will also encourage friends and relatives to buying and considering these products and services is the first choice for buying a product or service. Likewise with the research conducted by Anderson and Sullivan (1990); Cronin and Taylor (1992); Fornell (1992); Keaveney (1995); Oliver (1980); Oliver and Swan (1989) inside Cladera and Alegre (2009) that satisfaction has a positive influence on post-purchase behavior, and the perceived quality leads to customer satisfaction which in turn will produce intentions as recommendations to others (Word of Mouth). According to Jalilvand et al. (2017) stated that positive Word of Mouth will increase the likelihood of buying because it will help reduce the purchase risk to consumers. In addition, advertising also influences decisions as stated by Shofa and Ulum (2017) which stated that advertisements in print media affect the decision.
Moslem Consumer Behavior

According to Schiffman and Kanuk (2010) defines consumer behavior as a behavior that consumers show in searching, buying, using, evaluating and depleting products and services they expect to satisfy their needs. According to Umar (2000) consumer behavior is divided into two parts, the first is the behavior that looks, the variables included in the number of purchases, the time, because who, with whom and how consumers make purchases. The second is invisible behavior, the variables include perception, memory of information and consumer ownership feelings. Before knowing the factors that influence consumer decision-making behavior in buying a product, before marketers must learn the behavior of consumers as stated by Suryanto (2017) consumer behavior is divided into several classes, which can be seen in the Figure 4.

Based on Figure 4, the upper class is called the A +, A group where the consumption level is very limited (exclusive) and its expenditure is budgeted for overseas traveling, malls, exclusive exhibitions. The middle class is called the class B, B- where the level of consumption is limited (premium) and usually budget spending for shopping at malls, exhibitions, modern markets. While Group C, D is called with the marginal group or lower middle where the level of consumption is not limited (economical) and where shopping is a traditional market.

Consuming halal products for Moslems is an obligation. The word halal comes from Arabic which means it is permissible or in accordance with Islamic law (Borzooei and Maryam 2013). The main purpose of a Moslem is as a means of helping to worship Allah SWT so that consumption is worth worship. According to Soesilowati (2010) someone who has high religiosity, consumer behavior will tend to be in accordance with the rules of religion.

Consumption in Islam always pays attention to halal and haram, based on the rules and laws of Islamic Shari'a which regulate consumption so that consumption carried out does not cause haram to either himself or others. According to Manan (1995) in Rimadhani (2017) consumption activities in Islamic economics are controlled by five basic principles, such as:

1. Principle of justice as well as upholding goodness or goodness (halalan toyyiban). Moslem consumer will only consume the kosher and good, and avoid the haram that can harm both physically and morally and spiritually. Likewise will not consume the goods even though the substance is halal but how to get it haram, such as taking that is not his right, usury, corruption, stealing, cheating and business practices containing gharar (obscurity) are prohibited in Islam. This principle of justice implies that in consumption should not lead to tyranny, still in the rules of religion or religious law,
Principal of cleanliness
Islam is a religion that emphasizes the importance of hygiene, even cleanliness is part of one's faith. Besides cleanliness is a condition of acceptance of a worship,

Principal of simplicity
Simplicity means is not exaggeration, simplicity also means not stingy. Mind contains two meanings, namely 1) If a person executes his property for himself and his family according to his ability; 2) If a person does not spend anything for a good cause and a charity. The principle of simplicity that is not excessive and not miserly will give a consumer a balance in spending his wealth,

Principal of generosity
The nature of consumption should be based on generosity. The principle of generosity in consumption in addition to helping others to ease the burden of the economy, can also clean up behaviors and morals are despicable as selfish, stingy, greedy, arrogant and others,

Principal of morality
Allah SWT provides food and drink for the survival of mankind in order to increase moral and spiritual values. In the principle of morality, a Moslem consumer will always be tied to the giver of favor Allah SWT.

Definition Halal and Haram
As Moslems it is obligated to consume halal products, as contained in the Qur'an in the letter Al-Baqarah verse 168, as follows:

مَنْ خَلَقَ النَّاسَ ثُمَّ أَخْلَقَهُمْ ۖ فَمَا ذَيَّنَّاهُمْ ؟ۗ يَا أَيُّهَا النَّاسُ اكْتُنِبُوا مَا حَرَّمَ الَّذِيٌّ اضْرَابُوا وَلَن تَنَّمَّنِى وَلَن تَقْلُبُوا خُطُوفَاتُ الْسَيِّئِينَ إِنَّهُ لَكُمْ عَدْمٌ كَعْبُوسٍ

Mankind, eat the lawful and good things of the earth, and follow not the footsteps of the devil; because the devil is a real enemy to you.

Halal is something that is permissible in the rules of Allah SWT. According to Dahalan (2008) inside Rimadhani (2017), while illegal is prohibited in Islamic law. In Islamic law, only consumable goods are items that show the values of goodness, purity, beauty, and bring benefits to the public, both materially and spiritually. On the contrary, bad things, unclean and can cause harm are prohibited in Islam.

According to Qardhawi (2000) inside Rimadhani (2017), regarding Islamic principles of halal and haram is as follows:

1. In essence anything created by Allah SWT is kosher. There is nothing illegal unless there is a clear and clear argument from the Almighty Allah who forbids it. If there is no prophecy that shahih pointed to its banning, then something returned to its original law is kosher.

2. Elections and prohibitions are the authority of Allah SWT. Islam restricts authority over bans and cancellations. So deprived of the power from the hands of the creature, however his dignity in religion or his position in society, only Allah SWT who has the right to a halal and haram something. As explained in the Qur'an of the letter Yunus verse 59 and Surat Al-An'am verse 119: "Say," What is your view of the fortune Allah has sent down to you and
you make some of it unclean and kosher? Say "Did Allah grant you permission or you made a lie in the name of Allah" (QS Yunus: 59). "And he has indeed explained to you what is forbidden to you" (QS Al-An'am: 119)

Banishing the lawful and justifying the unlawful is harm, because Allah SWT will not allow anything bad.

Something banned due to bad and dangerous. In Islam the ban on something is due to the disadvantages and harms. Therefore, something that is totally harmful is illegal and whose absolute benefit is kosher.

In some halal there is something that makes us no longer needy. Among the goodness of Islam and the ease that he brings is that nothing forbidden by Allah SWT must be in place for something better, as an alternative that makes us no longer needy.

Something that convey to the haram is illegal. Among the principles that Islam has defined that forbids the various means that drove him for example, in the cast of yeast (drinks/substance intoxicants). Rasulullah SAW cursed the drinks, the makers and their bearers, as well as those who ate and sell their produce.

Harassing the haram is illegal. As Islam prohibits the various means and that transmit what is illegal. Islam also prohibits trickery in various vague ways.

Good intentions do not justify the illegal. Illegal things will remain illegal even if accompanied by good intentions. Islam never gives a chance if the magic is used as a means of achieving a noble purpose. Because Islam wants a good cause must be achieved in a good way too. As an example, people who collect wealth from riba, gambling and others for the purpose of building a mosque, then the intention is not to eliminate and will not help in the hereafter.

Avoid the Syubhat not to fall into the haram. Among halal and haram there is one thing called syubhat thing. The matter of Shubhat is a vague or unknown law. But Islam has stated that abandoning the matter of Shubhat is including prudence not to be banned.

The haram is illegal for all. Illegal in Islam is universal. There is no elimination, facilitation or dispensation for a certain group, so it is free to do whatever they want just because they are nobles, priests, kings or blue-blooded. What Allah SWT has justified means lawful for all human beings, without any skin color, status, degree.

**Structural Equation Modelling (SEM)**

Structural Equation Modelling (SEM) is a multivariate analysis technique developed to cover the limitations of previous analytical models that have been used extensively in statistical research such as regression analysis, path analysis, and confirmatory factor analysis (Hox and Bechger 1998 inside Sarjono and Winda 2014).

Structural Equation Modelling (SEM) is one multivariate analysis that can analyze the relationship between variables more complex. This technique allows the researcher to examine the relationship between latent variables and manifest variables (the measurement equation), the relationship between latent variables with other latent variables (structural equations), and exposure of measurement
Latent variables are variables that cannot be measured directly and require some indicators as proxies (Ghozali and Fuad 2008 inside Sarjono and Winda 2014), whereas manifest variables are indicators used in these measurements.

Haryono and Wardoyo (2012) outline the SEM method can be classified into two types, namely Covariance based SEM or Covariance Based Structural Equation Modeling (CB-SEM) and SEM-based variants or components / Variance or Component Based SEM (VB-SEM) which includes Partial Least Square (PLS) and Generalized Structural Component Analysis (GSCA). The difference between CB-SEM and PLS and GSCA can be seen in Table 5.

Table 5  Criteria using of CB-SEM, PLS-SEM and GSCA

<table>
<thead>
<tr>
<th>No</th>
<th>Criteria</th>
<th>CB-SEM</th>
<th>PLS-SEM</th>
<th>GSCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Purpose research</td>
<td>Orientation parameter</td>
<td>Prediction Orientation</td>
<td>Orientation Prediction</td>
</tr>
<tr>
<td></td>
<td>approach</td>
<td>Based on covariance orientation parameter</td>
<td>Based on variance</td>
<td>Based on variance</td>
</tr>
<tr>
<td>2</td>
<td>Approach</td>
<td>Requires error terms and indicators only</td>
<td>Indicators can be formative and reflective and do not require error terms</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Specification measurement</td>
<td>reflective (the indicators may also formative but require complex procedures)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Measurement model</td>
<td>Model can be recursive and nonrecursive with small complexity until medium</td>
<td>Model can be big complexity with many construct and indicator</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Structural model</td>
<td>Requires a large sample size and multivariate normality assumptions are fullfilled (parametric)</td>
<td>The number of samples can be small and can be violated assumption of multivariate normality (non parametric)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Data and algorithm</td>
<td>Model can be tested and classified</td>
<td>Can not be tested and classified</td>
<td>Can not be tested classified</td>
</tr>
<tr>
<td></td>
<td>Characteristic</td>
<td>Parameter estimation can be done without requirement of goodness of fit criteria</td>
<td>Relatively no facing problem in the process of model iteration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Model evaluation</td>
<td>Requires the fulfillment of goodness of fit criteria before parameter estimation</td>
<td>Requires the fulfillment of goodness of fit criteria for model evaluation</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Signification test</td>
<td>Model can be tested and classified</td>
<td>Can not be tested and classified</td>
<td>Can not be tested classified</td>
</tr>
<tr>
<td></td>
<td>Software error</td>
<td>Often problematic with inadmissable and indeterminacy factors</td>
<td>Relatively no facing problem in the process of model iteration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of samples</td>
<td>The strength of the analysis is based on a recommended minimum-specific model ranging from 200-800</td>
<td>The analytical apprehension is based on the portion of the model that has the largest number of predictors. Minimum recommended ranges from 30-100 case</td>
<td></td>
</tr>
</tbody>
</table>
Table 5  Criteria using of CB-SEM, PLS-SEM and GSCA (continued)

<table>
<thead>
<tr>
<th>No</th>
<th>Criteria</th>
<th>CB-SEM</th>
<th>PLS-SEM</th>
<th>GSCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Asumption</td>
<td>Multivariate normal distribution, independence observation</td>
<td>Spesific prediktor (nonparametric)</td>
<td>-</td>
</tr>
<tr>
<td>11</td>
<td>Implication</td>
<td>Optimal for parameter precision</td>
<td>Optimal for parameter precision</td>
<td>-</td>
</tr>
<tr>
<td>12</td>
<td>Parameter Estimation</td>
<td>Consistent</td>
<td>Consistent as indicator and sample is rising (consistency at large)</td>
<td>-</td>
</tr>
<tr>
<td>13</td>
<td>Model Complexity</td>
<td>Complexity is small to middle (below 100 indicator)</td>
<td>Complexity is big (100 construct from 1000 indicator)</td>
<td>-</td>
</tr>
<tr>
<td>14</td>
<td>Score Variabel laten</td>
<td>Indeterminate</td>
<td>In estimation</td>
<td>-</td>
</tr>
</tbody>
</table>

Sumber: Haryono and Wardoyo (2012)

According to Bachrudin and Tobing (2003) in Sarjono and Winda (2014) describes three reasons for SEM are widely used in research, namely:
1. Social research generally uses measurements to describe constructs. SEM can directly answer the question to what extent the measurements made can reflect the measured constructs. In summary, data processing with SEM can evaluate the measurement quality that is reliability and validity of measuring instrument.
2. Social researchers are very interested in predictions. In doing the prediction involves not only the two-variable model, it can involve a more "complicated" model of relationship structure between several research variables.
3. SEM can do two things at once, that is measurement and prediction quality analysis. Particularly in models of latent variables, the models are flexible and have the ability to simultaneously examine the measurement quality and predictive relationships between constructs.

Some advantages of SEM compared to multiple regression (Sarjono and Winda 2014):
1. Allows for more flexible assumptions
2. The use of confirmatory factor analysis to reduce measurement error
3. Enable modeling using multiple endogenous variables
4. Ability to test the model as a whole
5. Ability to create error-fault models
6. Ability to overcome the data is not normally distributed

SEM analysis can use LISREL, EQS or AMOS software. The purpose of the structural relationship model in SEM is to connect measured / observed variables (independent and dependent variables) with latent / endogenous and exogenous variables to obtain the optimum relationship structure and to know the factors affecting endogenous latent variables (Sumarwan et al. 2013).
Research References

In this study can not be separated from previous research that can be used as a reference or comparison materials. The results of the study made a comparison tailored to the topic taken. Based on research by Rahman et al. (2015) entitled destination selection for education tourism service quality, destination image, spirituality embedded model. The method used in this research is using Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM), Composite Reliability (CR), and Average Variance Extracted (AVE). Variables used are tourist perception, service quality, destination image, destination loyalty, spiritual behavior. The results obtained are the service quality factor that most influence the choice of destination, while the destination image, destination loyalty and spiritual behavior have positive but not significant relationships affecting the selection of destination and perception is not a significant factor affecting the selection of destinations.

Mohamed et al. (2015) in his research entitled factors influencing travel to islamic destination: an empirical analysis of the Kuwaiti Nationals. The method used in this study is by regression analysis, where the Kuwaiti students are the respondents, randomly selected, amounting to 224 people. The variables used are travel motivation, Moslem amenities and lifestyle, cognitive image, affective image, and service quality. According to the results obtained motivation factor is the dominant influence in Islamic tourism in Kuwait, as well as cognitive and affective image. While the amenities and lifestyle also service quality does not affect the interest of tourism.

Awan et al. (2015) in their research that title is factor affecting halal purchase intention-evidence from Pakistan’s halal food sector, the method used is by using cronbach alpha, factor analysis, comparison of means, AHP, correlation analysis, and regression analysis. The variables used are halal awareness, personal societal perception, halal marketing, halal certification, religious belief. The most dominant result affecting purchasing is halal marketing in the form of promotion.

Wingnet and Sarah (2017) with his research entitled halal holidays: Exploring the expectations of Moslem friendly holidays. Where his method focuses on Moslem tourists using the technique of snowball sampling and qualitative analysis, which consists of 3 groups of samples are people who are very experts with halal travel, people who have done halal holiday and which is not at all. There are 6 main results of the expectations of halal holidays are: not being exposed to haram, Moslem friendly facilities and food, women only facilities, dress codes, protecting children from alcohol and bad behavior, Moslem friendly entertainment and living Islam. For dress codes and living Islam only a small percentage of the interviewees stated it, as well as protecting children from alcohol and bad behavior, all can be represented by the first opinion of not being exposed to Haram.

Future research is from Mohezar et al. (2017) entitled malaysian Islamic medical tourism market; A SWOT analysis. Where the method used is with the semi-structural interview associated with the manager of Islamic hospital by using SWOT analysis. Although in his research on Islamic medical tourism, but we can also mean that Moslem tourism in Malaysia today has become a pioneer of halal industry and recognized as the best country in producing halal products and
services among other Moslem countries, there are several factors such as Malaysia has many shopping centers, good English, hotel room costs are cheaper than Singapore, a very tourist friendly community. And the results obtained are purchasing power determined by a great awareness of Islamic values.

Maloud et al. (2015) entitled understanding the traveling behavior of Moslems in the United States. In this study conducted interviews on 12 Moslems where 6 Moslems and 6 Moslem women with different countries namely Libya, Jordan, Saudi Arabia, India and America. Interviews are conducted by selecting age, gender and cultural background. And this research is qualitative research. Based on this research states that there are six pillars in halal tourism that is halal food, Separation facilities between men and women, Places of worship, appropriate clothing.

Rahayu (2015) entitled marketing mix analysis on white crater nature and its effect on visitor decision. The variables that influence the customer's decision in the tour are product, price, location, promotion, human, process, and physical appearance with his sampling technique is with non probability incidental sampling where relevant respondent will be taken at meet. The analysis used is with SEM, validity and reliability test, assumption test, and hypothesis testing. The results obtained are the perception of the offered products such as the beauty of the panorama and uniqueness, the attractions and facilities that exist in the tourist location have a significant effect on the decision of visitors, price perception factors affect only the decision of visitors, the perception of the place that includes transport costs, distance, and road signs have a significant effect on visitor decisions. Perceptions of promotion in this study also showed little influence decisions, human perceptions such as hospitality and service have a significant effect on the decision. Perceptions of processes that include tourist procedures, information on tourism objects, information centers and follow-up complaints have no effect on visitor decisions.

Based on previous studies there are only a few studies on traveling behavior and halal holidays that discuss the behavior of Moslem consumers in travel, but specific research on the preference of halal tourism consumers between Indonesia and Malaysia has never been done. So this research is done to complement previous research that has not discussed about consumer preference about halal tourism in Indonesia and Malaysia.

**Inter Variable Relationship**

**Relationship Between Marketing Mix and Consumer Decision**

The marketing mix affects consumer decisions. Because marketing mix is a strategy used in marketing to create an exchange in achieving company goal that is to earn the profit and increase product sales volume (Goi 2009 inside Hafiz 2017).

The marketing mix is a conceptual inside of how the manager's main decision makes an offer that matches the needs of the consumer (Singh 2012 inside Hafiz 2017). According to Karunanity (2016) in Hafiz 2017, marketing mix has a significant effect on consumer decisions through consumer behavior. Ulus (2013) stated that the components of the marketing mix such as price, location, and promotion simultaneously have positive and significant impacts on the
purchasing decisions. The ups and downs of consumer decisions buying products are determined by the products, places, prices, and promotions offered to consumers (Saputra and Suphrihadi 2013). According to Ariyanto (2005) in Utama (2017), there are four aspects of tourism product that are the 4A consisting of Attractions (attractiveness), Accessibility (transportation), Amenities (facilities) and Ancillary (institutional).

**Relationship Between Attitude and Consumer Decision**

Attitude is one of the most important concepts used to understand consumer marketing and important factors that will affect consumer decisions (Setiadi 2010 inside Widiyanto 2016).

Research conducted by Sasongko and Khasanah (2012); Saputra and Samuel (2013); Suardika et al. (2014) inside Hafiz (2017) stated that attitudes have a positive influence on purchasing decisions because consumers feel happy or like the product.

Components of attitude, according to Hawkins and David (2013), are cognitive (beliefs), affective (feelings) and behavioral (response tendencies). Behavioral is a tendency to respond in some ways to an object or activity. So, the cognitive and affective components will affect consumer actions to buy or not a product or service offered. Cognitive and Affective as components of attitude have a positive and significant impact on product purchasing decisions, and the cognitive component is a dominant component that is very influential in the decision (Sarwoko and Churiyah 2007). Cognitive (knowledge) is a dominant factor influencing consumer decisions which statement is in line with research conducted by Anindityo (2018) stating that knowledge has a higher contribution compared to other variables on consumer decision.

**Relationship Between Motivation and Consumer Decision**

Motivation becomes a significant component because it is a key factor in tourist behavior and fundamental to the development of tourism (Crompton 1979; Dann 1984; Pearce 1995 in Zhang and Peng 2014). The pushing motivational factor becomes a major factor in the decision-making process of tourists. While the pulling factor becomes a factor that encourages a person to choose a destination or more (Klenosky 2002 inside Zhang and Peng 2014). Pearce (1993); Hal and Page (2006) inside Kellerman (2014) stated that the Maslow hierarchy is the key theory of travel motivation, where everyone has different motivations and needs when visiting a tourist attraction.

**Relationship Between Environment and Consumer Decision**

Environmental factors are forms of tourism consumer behaviors such as culture, social class, reference groups and families that influence the formation of tourist behaviors (Olivia et al. 2015). These factors partially influence the tourist decision-making process (Hawkins et al. 1998 inside Baker and Ritsuko 2008).

**Relationship Between Individual Differences and Consumer Decision**

Research by Yuliana and Tarmedi (2016) stated that individual differences have a positive influence on the decision to use products or services. The more varied individual differences are, the higher the decision to use products or services will be.
METHODOLOGY

Conceptual Framework

The conceptual framework of this research discusses the factors that influence consumer decisions in halal tourism (case study Indonesia and Malaysia). This research began with a low number of Muslim tourists visiting Indonesia. Indonesia is ranked as the second-best halal destination in the world after Malaysia (Crescentrating and Mastercard 2018), but the number of Muslim tourists coming to Indonesia is only 1,729,912 people per year. This amount is still low compared to Malaysia. The purpose of this study was to find out the consumer decision-making process, the effect of each environmental variable, individual differences of consumers, and the effect of each independent variable on consumer decisions in halal tourism and Indonesia and Malaysia can be determined. The conceptual framework can be seen in Figure 5.

Location and Time Research

This research was conducted in Indonesia and Malaysia. Lombok was used as a sampling site in Indonesia, while Kuala Lumpur was used in Malaysia. Kuala Lumpur, according to information obtained from the Kementrian Pelancongan dan Kebudayaan Malaysia (2017), is a region in Malaysia which received an award from the Moslem Travel Shopping Index (MTSI) in 2015 as the second-best Muslim tourist destination in Malaysia. Lombok is a pioneer of sharia tourism destination in Indonesia, with 1000 mosques available and local regulations on halal tourism (AFP 2015 and Delaney 2015 in Khan and Michele 2017). This research was conducted from April to August 2018.

Type and Source Data

Primary data collection was done through a quantitative method. Quantitative methods have a structure that can be changed in the form of numbers. The survey was used to gather information about the factors that influence consumer decisions (Istijanto 2005). It was conducted by distributing surveys to Muslim respondents. The survey consisted of several questions that would be scored using a Likert scale (1-5). The Likert scale assessment can be seen in Table 6.

Table 6  Scale of respondent answer

<table>
<thead>
<tr>
<th>Type Of Answer</th>
<th>Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>5</td>
</tr>
<tr>
<td>Agree</td>
<td>4</td>
</tr>
<tr>
<td>Quite agree</td>
<td>3</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Riduwan and Kuncoro (2014)
The Global Muslim Travel Index (GMTI 2018) stated that Indonesia ranks second after Malaysia as the best halal tourism in the world.

Indonesia's land area is larger than Malaysia, but the total Muslim tourists are still very low at 1,729,912 people per year, while Malaysia's total Muslim tourists are 6,099,279 people per year (2015 Ministry of Tourism).

Individual differences, regions make a difference in decision making in determining Muslim tourist destinations.

Consumer decisions in halal tourism

Analyze the factors that influence consumer decisions in halal tourism and find out the dominant factors.

Managerial Implication

Figure 5  The conceptual framework
Secondary data collection was needed to determine the factors that influence consumer decisions in existing halal destinations in respective places (Malaysia and Indonesia). Secondary data were taken based on data from Kementerian Pariwisata Indonesia, Kementrian Pelancong dan Kebudayaan Malaysia, Crescentrating and Mastercard 2018 data and related literature research, whether books, journals or related reports.

**Sampling Method**

There were several methods in sampling, as follows:

a. Population
   The population in this study are all visitors of halal tourism in Malaysia and halal tourism in Indonesia.

b. Sample unit
   The sampling unit is all Indonesian or Malaysian consumers who are on or ever go trip to Kuala Lumpur Malaysia and to Lombok Indonesia.

c. Element of samples
   - In this study the sample elements are male and female in Indonesia and Malaysia with minimum 18 years old, with the assumption that the respondent can responsibility with their answer.
   - The respondents are consumers who had experience in previous halal tours.
   - Respondents are consumers who traveling to Lombok or Kuala Lumpur.
   - Taken 200 respondents Moslem tourists from Malaysia who were asked questions about halal tourism in Indonesia, and also 200 respondents Moslem tourists from Indonesia who were asked questions about halal tourism in Malaysia.

d. Sample frame
   In this study the sample framework is the respondent who have been visiting Kuala Lumpur or Lombok.

e. Number of sample
   The number of samples used in this study was 400 respondents, consisting of 200 respondents from Indonesia and 200 from Malaysia. According to Hair et al. (1998), the number of samples of the unknown number of the exact population should at least be five times the indicator. The number of respondents is said to be representative if there are at least 5-10 respondents. Then the number of samples used was Indicator x 5 = 32 x 5 = 160 people so that it can be rounded up to 200 people. Indonesian and Malaysian consumers were chosen because Kurnia (2018) in Kompas.com stated that Indonesian tourists are the three biggest coming to Malaysia with 2 796 570 people/year. According to the data of the Directorate General of Immigration (2018), the biggest number of tourists coming to Indonesia are from Malaysia with 1 173 351 people/year.

f. Sampling procedures
   In reviewing the factors influencing consumer decisions, the sampling through the nonprobabilistic sampling purposive technique. According to Sugiyono (2018), purposive sampling is a technique of determining the sample with certain considerations. Data collection method used was self-
administered questionnaires. For example, respondents were asked to fill in their questionnaires. Questionnaires can be seen in Appendix 2.

**Definition Of Operational Variable**

This study will limit the factors influencing the behavior of the decision that are individual differences, environmental factors, marketing mix and psychological factors (motivation, attitude, and perception). Perception factors were not used because of previous research conducted by Rahman *et al.* (2015), where the perception factor did not affect the choice of destination.

The operational definition of variables according to Sugiyono (2008), is a definition that is specifically made by the criteria of testing or measurement. The variables observed in this research were:

a. **Environmental Impact (X1)** which is a factor outside the individual consumer that influences decisions such as (1) Culture; (2) Social class; (3) Family; and (4) Situation (Engel *et al.* 1995).

b. **Individual differences (X2)** represent the characteristics of individual characteristics that arise from within the consumer such as Age, occupation, personality and self-concept (Kotler 2005). Individual characteristics also become things that affect buying decisions.

c. **Motivation (X3)** is a psychological process that greatly influences consumer decisions. According to research (Saputra and Semuel 2013; Yi *et al.* 2013; Suardika *et al.* 2014 in Hafiz (2017) motivation has a dominant influence on consumer decision to travel. Travel motivation, according to Pearce (1991); Wong and Musa (2014) in Muhammad (2017), consists of Self-fulfilment needs, self-esteem needs, relationship needs, safety, and physiological needs, where self-fulfilment need was not significant for decisions.

d. **Consumer attitude (X4)** is a psychological process that affects consumer decisions (Hasan 2015). The variables used were cognitive image and affective image (Mohamed *et al.* 2015).

e. **Marketing mix (X5)** has a significant effect on consumer decisions through consumer behavior (Karunanity 2016 inside Hafiz 2017). Zeithmal and Bitner (2000) in Utama (2017) stated that marketing mix of tourism consists of the product of marketing services that are 4 A (Attractions, Accessibility, Amenity, and Ancillary) and 3 P (Price, Place, Promotion).

**Method of Processing and Data Analysis**

The data were then processed to have meaning and be easily understood. Thus, the data processing used was as follows:

1. **Descriptive analysis**

   Descriptive analysis used to analyze the description of respondent characteristics. Descriptive analysis is a statistical method that discusses how to collect data, simplify the observation numbers, summarize and present observation figures in the form of tables or diagrams, and perform measurement of concentration and dissemination of data to obtain more interesting and easily understood information (Istijanto 2005).
2. Comparison test

Comparison test or comparative analysis or difference test is a form of variable analysis (data) to determine the differences between two groups of data (variables) or more. This comparative analysis or difference test is often called a significance test. There is a comparative type which is between two samples and comparative samples (comparative between more than two samples). Each comparative model of the sample is divided into two types, namely samples that are related and samples that are not correlated or independent (Misbahuddin 2013 in Indriasari 2016). This study used the Mann-Whitney U test aiming to test two free samples (which are independent) with ordinal data and different sizes. A test is said to have a significant difference if it has an asymp.sig value (2-tailed) with alpha lower than 0.05 (Sunyoto 2013). According to Tjiptono and Santoso (2001), if alpha <0.05 it means that variants in the population are not identical.

3. Analysis Structural Equation Modelling (SEM)

Structural Equation Modeling (SEM) is a multivariate analysis technique developed to cover the limitations of previous models that have been used extensively in statistical research such as regression analysis, path analysis, and confirmatory factor analysis (Hox and Bechger 1998 inside Sarjono and Winda 2014). Software used for the analysis of Structural Equation Modeling (SEM) is LISREL.

3a. Operational Variable

Variables and indicators that used in this study, can be seen in Table 7.

Table 7 | Variable and indicators
<table>
<thead>
<tr>
<th>Exogen Variable (Engel et al. 1995)</th>
<th>Laten Variable</th>
<th>Exogen Variable (Engel et al. 1995)</th>
<th>Laten Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental factors</td>
<td>Culture</td>
<td>Social Class</td>
<td></td>
</tr>
<tr>
<td>(Engel et al. 1995)</td>
<td></td>
<td>Family</td>
<td></td>
</tr>
<tr>
<td>Individual differences (Kotler 2005)</td>
<td></td>
<td>Situation</td>
<td></td>
</tr>
<tr>
<td>Motivation Factors Muhammad (2017)</td>
<td></td>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>Attitude influences (Mohamed et al. 2015)</td>
<td></td>
<td>Work</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Self concept</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Self esteem needs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Relationship needs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Safety/Security needs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Physiological needs</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cognitif (knowledge)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Afektif (emotion and feeling)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Attraction, aksesibility, amenities, ancillary (product)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Ease of transportation, good road conditions, attractive tourist attractions (place)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. Dilatang munculmukan don memperbontangk spesogion acuul seluncha Karagulbu ini dolom baihup capun yampa izin IPB.

3. Penukupan hakor merugion tempatur hany wong woler IPB.

4. Penukupan hanyu untkl reprenkogun penjilikan penjilikan penjilikan Karya Linich, penjilikan hanyu untkl reprenkogun penjilikan penjilikan hanyu Karya Linich, penjilikan hanyu untkl reprenkogun penjilikan penjilikan hanyu Karya Linich, penjilikan hanyu untkl reprenkogun penjilikan penjilikan hanyu Karya Linich, penjilikan hanyu untkl reprenkogun penjilikan penjilikan.

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4. Absolute Match Test

It is an overall model fit measure (structural model and measurement model) of the correlation matrix and covariance matrix. Some sizes belong to absolute compatibility are:

a. Chi-Square Test

It is a measure to evaluate the fit of the model as a whole and assess the magnitude of the difference between the sample and the covariance matrix. The model is said to be perfectly fit when the value of chi-squarenya is zero (Hu et al. 1992 inside Sarjono and Winda 2015).

b. Goodness of Fit Index (GFI)

Goodness of Fit Index (GFI) shows the level of accuracy of a model in generating the observed covariance matrix. The model is considered fit if the GFI value is greater than or equal to 0.9 (GFI ≥ 0.9) (Ghozali and Fuad inside Sarjono and Winda 2015).

c. Root Mean Square Residual (RMSR)

Root Mean Square Residual (RMSR) is the average residual between the observed covariance / correlation matrix with the estimation results. The model is considered good fit if the RMSR value is less than 0.05 (RMSR < 0.05), but according to Cheng (2001) the recommended RMSR value for the good fit value is ≤ 0.10.

d. Root Mean Square Error of Approximation (RMSEA)

Root Mean Square Error of Approximation (RMSEA) measures the deviation of the parameter values of a model by its population covariance matrix. A model is said to be close fit if it has a RMSEA value less than equal to 0.05 and the model is said to be fit if it has RMSEA value 0.05 ≤ RMSEA ≤ 0.08 (Sarjono and Winda 2015).

e. Expected Cross Validation Index (ECVI)

ECVI is used to assess the suitability of a model with a single sample when applied to other data (cross validated) with the same sample size and population. A model is said to be good if the value of small ECVI (Sarjono and Winda 2015).

f. Non Centrality Parameter (NCP)

The NCP assessment is based on comparisons with other models. A model is said to be good if it has a smaller NCP value (Sarjono and Winda 2015).

g. Scaled NCP (SNCP)

A model is said to be good if it has a smaller SNCP value (Sarjono and Winda 2015).

5. Measurement Model Fit

After performing the model's overall fit test, the next step is to test the fit of the measurement model. This test is done by determining the validity and reliability of the indicators in a construct.

a. Validity test

Validity test aims to determine the level of ability of an indicator (manifest variable) in measuring latent variables. A variable is said to be valid if: the value of factor loading is greater than the critical t value ≥ 2, and standardized loading factor ≥ 0.7.

b. Reliability Test

The reliability test aims to measure the consistency level of the manifest variable in measuring its latent construct. Hair et al. (1998) stated that a construct...
has good reliability when Value of Construct Reliability (CR) ≥ 0.7 and variance extracted value (VE) ≥ 0.5. According to Guilford (1956) stated that the coefficient of reliability will determine the closeness of the relationship where:
1. ≤ 0.2 : Very small relationship
2. 0.2 - < 0.4 : Small relationship
3. 0.4 - < 0.7 : Fairly close relationship
4. 0.7 - < 0.9 : close relationship (reliable)
5. 0.9 - < 1.00 : very close relationship (very reliable)
6. 1: perfect relationship

Research Data Processing Matrix

Based on the description of the method described previously. Can be seen in Table 8 related to the flow of data processing against the research objectives on the factors that influence the decision of kosher travel consumers.

Table 8  Linkages between objectives and research methods

<table>
<thead>
<tr>
<th>Research Objectives</th>
<th>Types and Data Sources</th>
<th>Data Analysis</th>
<th>Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Analyzing the process of halal travel decisions and different tests</td>
<td>Primary data; questionnaire</td>
<td>descriptive: Software SPSS (Mann-Whitney U)</td>
<td>Information about consumers</td>
</tr>
<tr>
<td>2. Analyzing the effect of the marketing mix on consumption behavior</td>
<td>Primary data; questionnaire</td>
<td>Absolute match test and fit model measurement test, SEM (Lisrel 8.8)</td>
<td>Factors that influence consumer decisions</td>
</tr>
<tr>
<td>3. Analyzing attitude, motivation, environment, individuals and marketing mix towards halal travel decisions</td>
<td>Primary data; questionnaire</td>
<td>SEM, Absolute match test and fit model measurement test, SEM (Lisrel 8.8)</td>
<td>Individual, environment, motivation and attitudes that influence decisions</td>
</tr>
<tr>
<td>4. Analyzing the dominant factor influencing consumer decisions in halal tourism</td>
<td>Primary data; questionnaire</td>
<td>Standardize solution SEM (Lisrel 8.8)</td>
<td>Dominant factors that affect the decision</td>
</tr>
</tbody>
</table>

4  FINDINGS AND DISCUSSION

General Description of Indonesian and Malaysian Halal Tourism

Indonesia has a lot of potential tourism destination spreading from Sabang to Merauke. Halal tourism refers to a tour friendly to Moslem tourists, where the provided tourism services, in halal tourism, refer to Islamic regulations. One form of halal tourism service is a hotel that does not provide food and beverages
containing alcohol or pork with separated swimming pool and spa facilities for men and women. In addition to hotels, transportation in the halal tourism industry also is also based on the Islamic concept. Transportation service providers are obliged to provide convenient vehicles for Moslem tourists to carry out worship during the trip.

Lombok is one of the pioneered regions of halal tourism in Indonesia and some of Lombok's attractions are as follows Mount Rinjani, Segara Anak Lake, Tanjung Aan Beach, and Gili Meno. Through the attraction provided by those places, Lombok managed to become the best halal destination, defeating Malaysia, Abu Dhabi, Turkey and Qatar at The World Halal Travel Summit and Exhibition in 2015. As a halal tourist destination, Lombok has already various facilities for the conveniences of Moslem tourists. As the majority of the population is Moslem, Lombok has many adequate mosques, leading to lombok being named as the island of thousand mosques. Another reason why the island is nicknamed the island of a thousand mosques is that if tourists take a trip to Lombok, they will be presented with a number of mosque buildings starting from around the main road to the villages. Lodging in Lombok also meets the needs of Moslem tourists such as the availability of Qibla direction, prayer equipment, and the holy book of the Koran. Besides, Lombok is also famous for the availability of halal and delicious food. Thus, there is no concern for tourists to try food in city.

Malaysia is a country that pioneered the halal tourism industry. It is also one of the countries that is aware of the potential of Moslem tourism which responded quickly to improving Moslem tourist facilities and services to suit the needs of the tourists. At present, almost all hotels, restaurants and shopping centers are equipped with facilities needed by Moslem tourists. The majority of hotel rooms is equipped with praying facilities such mats and schedules. In addition, there are also Qibla instructions marked in each room. Most of the mall has clean and decent prayer rooms for Moslem tourists. Restaurants that have halal certification in Malaysia can be easily found. Malaysia was declared the second best global shopping destination for Moslem travelers in 2015 after Dubai (United Arab Emirates), where Kuala Lumpur was the center (Ministry of Tourism and Culture Malaysia 2015).

Kuala Lumpur, the capital city of Malaysia, is visited by many foreign tourists. It is also famous for Moslem tourists with its skyscrapers and colonial architecture, friendly locals and some stunning natural attractions, with several golden triangle sites consisting of KLCC, Bukit Bintang and Chinatown, where Suria KLCC and Pavilion KL are extensive shopping center and some of the largest tourist attractions in Kuala Lumpur.

**Characteristics of The Respondent**

In this study, 400 Moslem tourists tourism were taken, consisting of 200 tourists in Kuala Lumpur and 200 in Lombok with a minimum age of 18 years and a halal tourism background. The minimum age of 18 years chosen because assumed that with that minimum age, the consumers can be responsible for the answers of the questionnaires they filled out. The used data collection technique was self-administered questionnaires, in which the respondents were asked to fill out the questionnaires themselves. The data were tabulated with a descriptive
approach based on characteristics such as sex, age, education, marital status, number of families, employment and average monthly income. The characteristics of the respondents illustrated the diversity of respondents' profile data which can represent the segmentation of halal tourist in both Indonesia and Malaysia. The distribution of respondents characteristics can be seen in the Table 9.

The total respondents from Indonesian and Malaysian obtained in this study were 66% man and 82% women; showing that women have an influence on purchasing decisions. Research conducted by Cosmin (2012) showed that women tended to be pioneers in decision making. According to Motti and Quinn (2004), in Arizin et al. (2010), a wife will have an important role in the vacation decision phase Zalatan (1998); Gursoy (2000); Decrop (2005) in Arizin et al. (2010) of choosing a destination, finding accommodation information, shopping and choosing a travel agent.

The age of 18-40 was the most dominating in this study, in both Indonesian and Malaysian respondents. The percentages were 88.5% and 96.5% respectively. According to a study by Putri and Setiawina (2013), age simultaneously affects income, thus income and age will also influence decisions. According to Polacheck and Siebert (1990) in Pramika (2017), income increases with age, where the age of 18-40 years is that of having high income. This condition can be described in the age earning profile graph that can be seen in Appendix 3.

The characteristics of respondents, based on educational levels, were divided into elementary, junior high school, senior high school and college groups. Respondents with higher educational backgrounds occupied the highest percentage in example 71.5% for Indonesian and 77.5% for Malaysian. The level of education can influence the person in making decisions during the trip. According to Meirad (2002), education is very closely related to work and income, in example the higher the educational background, the better the job to be obtained, thus, affecting one's income. It is well known that the higher the income, the greater the chance for someone to sustain one’s lifestyle, including halal tours to certain destinations (including Indonesia or Malaysia).

The characteristics of respondents, based on educational levels, were divided into elementary, junior high school, senior high school and college groups. Respondents with higher educational backgrounds occupied the highest percentage in example 71.5% for Indonesian and 77.5% for Malaysian. The level of education can influence the person in making decisions during the trip. According to Meirad (2002), education is very closely related to work and income, in example the higher the educational background, the better the job to be obtained, thus, affecting one's income. It is well known that the higher the income, the greater the chance for someone to sustain one’s lifestyle, including halal tours to certain destinations (including Indonesia or Malaysia).

Based on marital status, 60% of respondents visiting halal tourism destinations in Malaysia were single. Respondents visiting halal tourism destinations in Indonesia were 63.5% married. These data showed that both married and single people will make halal tourism trips. Based on the results, it can also be said that Malaysian consumers plan to travel more after they get married, whereas Indonesian consumers plan travel trips, especially to halal tourist destinations, when they still don't have a family. This condition is due to Malaysian consumers having sufficient time available as well as funds. At the
stage of marriage without children, these individuals have usually more than enough income and even free time (Suwena and Widyatmaja 2017). The free time is usually relatively the same between children and parents, because the determination of holidays is also the same between child and parent. More Indonesian consumers have sufficient time to travel when they do not have a family. Besides that, the costs to be spent will be less than having a family. According to Nichols and Snepenger (2005) in Cohen (2016), most people would prefer to be with family to spend their holidays. However, sometimes there are some people choosing to go on vacation with friends, colleagues or even alone. This condition correlates also with the results of the decision making process, where most of the biggest influencers are themselves in determining travel trips.

Table 9  Percentage of characteristics of respondents in Indonesia and Malaysia

<table>
<thead>
<tr>
<th>characteristics</th>
<th>Total Respondents in Indonesia</th>
<th>%</th>
<th>Total Respondents in Malaysia</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENDER</td>
<td>200</td>
<td></td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Man</td>
<td>68</td>
<td>34</td>
<td>36</td>
<td>18</td>
</tr>
<tr>
<td>Women</td>
<td>132</td>
<td>66</td>
<td>164</td>
<td>82</td>
</tr>
<tr>
<td>AGE</td>
<td>200</td>
<td></td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>18-40</td>
<td>177</td>
<td>88.5</td>
<td>193</td>
<td>96.5</td>
</tr>
<tr>
<td>41-60</td>
<td>22</td>
<td>11</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>&gt;60</td>
<td>1</td>
<td>0.5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>EDUCATION</td>
<td>200</td>
<td></td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Basic</td>
<td>9</td>
<td>4.5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Middle</td>
<td>48</td>
<td>24</td>
<td>45</td>
<td>22.5</td>
</tr>
<tr>
<td>High</td>
<td>143</td>
<td>71.5</td>
<td>155</td>
<td>77.5</td>
</tr>
<tr>
<td>MARITAL STATUS</td>
<td>200</td>
<td></td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>80</td>
<td>40</td>
<td>127</td>
<td>63.5</td>
</tr>
<tr>
<td>Single</td>
<td>120</td>
<td>60</td>
<td>73</td>
<td>36.5</td>
</tr>
<tr>
<td>OCCUPATION</td>
<td>200</td>
<td></td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>53</td>
<td>26.5</td>
<td>42</td>
<td>21</td>
</tr>
<tr>
<td>Private employee</td>
<td>76</td>
<td>38</td>
<td>79</td>
<td>39.5</td>
</tr>
<tr>
<td>Public servant/Military</td>
<td>26</td>
<td>13</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>35</td>
<td>17.5</td>
<td>71</td>
<td>35.5</td>
</tr>
<tr>
<td>Others</td>
<td>10</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>MONTHLY SALARY</td>
<td>200</td>
<td></td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Lower income</td>
<td>14</td>
<td>7</td>
<td>27</td>
<td>13.5</td>
</tr>
<tr>
<td>Lower middle income</td>
<td>32</td>
<td>16</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Upper-middle income</td>
<td>76</td>
<td>38</td>
<td>54</td>
<td>27</td>
</tr>
<tr>
<td>Upper income</td>
<td>78</td>
<td>39</td>
<td>87</td>
<td>43.5</td>
</tr>
</tbody>
</table>

Based on the type of works of the respondents, the profession as an employee in the private sector was the most dominant with 38% and 39.5% in Indonesia and Malaysia, respectively. According to Engel et al. (1995), the work done by consumers will affect their lifestyle.

The most dominant monthly income for both Indonesian and Malaysian was in upper income, meaning that the income of visitors to halal tourism in Indonesia or Malaysia was dominated by tourists with substantial income. This result can also mean that with a large income they can save some money to care more about their lifestyle, including doing halal tourism.
Process of Consumer Purchasing Decisions

Hasan (2013) stated that there are five stages in the process of purchasing decisions made by consumers, namely the introduction of needs, information seeking, evaluation of alternatives, purchasing and the results of the stage of the purchasing decision process.

Need Recognitions

The need recognition is the initial stage in decision making. According to Hasan (2013) stated that the introduction of problems or needs is the result of a difference between the conditions desired by consumers and the actual situation, and consumers are motivated to overcome these differences. The needs recognition can be seen in Table 10.

Table 10 shows the reasons for traveling with different test results above 0.05. thus, it can be said that differences in visiting reasons between Indonesian and Malaysian respondents were not significant. The result of comparison test can be seen on Appendix 4. For frequency to do the tour has a significant differences between Indonesian and Malaysian consumer, which in halal tourism in Indonesia has a potential enough to be visited by Malaysian consumer, which can be seen from the frequency to do the tour where Malaysian tourist do travel much more than Indonesian consumer.

<table>
<thead>
<tr>
<th>Need recognitions</th>
<th>Indonesian</th>
<th>Malaysian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reason for doing the tour</td>
<td>200 %</td>
<td>200 %</td>
</tr>
<tr>
<td>Only want to know</td>
<td>50 25</td>
<td>76 38</td>
</tr>
<tr>
<td>Easy to get halal food</td>
<td>80 40</td>
<td>49 24.5</td>
</tr>
<tr>
<td>Easy to pray</td>
<td>43 21.5</td>
<td>60 30</td>
</tr>
<tr>
<td>Increasing the knowledge of Islam</td>
<td>27 13.5</td>
<td>15 7.5</td>
</tr>
</tbody>
</table>

Comparison test result sig. (2-tailed) 0.574

<table>
<thead>
<tr>
<th>Frequency to do the tour (time/year)</th>
<th>Indonesian</th>
<th>Malaysian</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>200 74.5</td>
<td>162 81</td>
</tr>
<tr>
<td>3-4</td>
<td>33 16.5</td>
<td>30 15</td>
</tr>
<tr>
<td>5-6</td>
<td>3 1.5</td>
<td>2 1</td>
</tr>
<tr>
<td>&gt; 6</td>
<td>15 7.5</td>
<td>6 3</td>
</tr>
</tbody>
</table>

Comparison test result sig. (2-tailed) 0.047

The reason of Indonesians are visit halal tourism in Malaysia is because easy to get halal food. The consumption in Islam always pays attention to halal and haram, based on Islamic rules and laws that regulate consumption so that the consumption of haram mudharat is avoided. According to Manan (1995) in Rimadhani (2017), consumption activities in Islamic economics are controlled by five basic principles, in example the principle of justice and upholding goodness (halal toyyiban), the principle of hygiene, the principle of simplicity, the principle of generosity, the principle of morality. According to Chaney and Ryan (2012); Horng and Tsai (2010), in Handerson (2015), diverse food choices are central to
the selection of a destination, and Malaysia's strategy is embedded in Moslem religious sensitivity regarding halal food and facilities for worship (STB 2014c in Handerson 2015).

The reason of Malaysians are visit halal tourism in Indonesia, more respondents answered that it is just by curiosity with 38% with the ease of worship as the second reason. According to Wingnett and Sarah (2017), there are things in halal tourism that affect the satisfaction such as halal food, beach facilities, swimming pools, gyms and special spas for women, the availability of mosque facilities and prayer rooms in hotels or restaurants.

**Information Search**

After consumers recognize their needs, they seek information about products and services that can solve the problem. Consumers search for this information both internally (memory) and externally through personal, public, and/or personal sources (Hasan 2013). The results of information search can be seen in Table 11.

<table>
<thead>
<tr>
<th>Information Search</th>
<th>Frequency for Indonesian</th>
<th>Frequency for Malaysian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find Information before doing purchase</td>
<td>200%</td>
<td>200%</td>
</tr>
<tr>
<td>Yes</td>
<td>186 93%</td>
<td>192 96%</td>
</tr>
<tr>
<td>No</td>
<td>14 7%</td>
<td>8 4%</td>
</tr>
<tr>
<td>Comparison test result sig. (2-tailed)</td>
<td></td>
<td>0.674</td>
</tr>
<tr>
<td>Information source</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print Media</td>
<td>11 5.5%</td>
<td>3 1.5%</td>
</tr>
<tr>
<td>Electronic Media</td>
<td>146 73%</td>
<td>106 53%</td>
</tr>
<tr>
<td>Verbal Information</td>
<td>27 13.5%</td>
<td>30 15%</td>
</tr>
<tr>
<td>Promotion tour and travel</td>
<td>16 8%</td>
<td>61 30.5%</td>
</tr>
<tr>
<td>Comparison test result sig. (2-tailed)</td>
<td></td>
<td>0.000</td>
</tr>
</tbody>
</table>

Table 11, showing the results of different tests on information retrieval presented no significant differences between the respondents in Indonesia and Malaysia. It was also seen in the results of the number of respondents who mostly answered that they looked for information in advance about the places to be visited before deciding to travel.

There were significant differences in the results of different tests on the type of information sources used. It also looks very different from tour and travel promotions, where Indonesian respondents prefer to use electronic media, printed and information from others compared to promotions from tours and travel. Whereas Malaysian respondents prefer electronic media and tour and travel promotions compared to using printed media and verbal information. According to data from Humas (2017), internet users in Indonesia currently reach 132.7 million or 52% of the total population of Indonesia, and sales through e-commerce in Indonesia reached 2.6 billion US dollars. E-commerce spending in the US grew 15.6% which was higher than the growth of 14.6% of market share from e-commerce to retail sales (Daniel 2017). As it is well known, a travel agent even though is less efficient and less practical, Pertiwi (2016) stated that using a travel agent can reduce the risk of reservation errors as they can consult with customer
service to help find the best price, provide convenience if travelling with groups, or arrange travel schedules professionally along with guaranteed security of transactions.

**Evaluation Alternative**

Hasan (2013) stated that at this stage consumers compare the brands and products they consider. The psychological process relevant to the alternative evaluation stage is the formation of attitudes (tendencies) towards an object (both cognitive, what consumers think and how consumers think about it or in an affective manner, what they feel and how they feel). Alternative evaluation results can be seen in Table 12.

<table>
<thead>
<tr>
<th>Evaluation Alternative</th>
<th>Frequency for Indonesian</th>
<th>Frequency for Malaysian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Considering choosing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Destination</td>
<td>200 %</td>
<td>200 %</td>
</tr>
<tr>
<td>Price offered</td>
<td>91 45.5</td>
<td>120 60</td>
</tr>
<tr>
<td>Ease of communication</td>
<td>23 11.5</td>
<td>29 14.5</td>
</tr>
<tr>
<td>Safety and comfortable</td>
<td>44 22</td>
<td>34 17</td>
</tr>
<tr>
<td>Good name of country</td>
<td>42 21</td>
<td>17 8.5</td>
</tr>
<tr>
<td>Comparison test result (2-tailed)</td>
<td>0.163</td>
<td></td>
</tr>
<tr>
<td>Another place to visit</td>
<td>200 %</td>
<td>200 %</td>
</tr>
<tr>
<td>Turkey</td>
<td>25 12.5</td>
<td>15 7.5</td>
</tr>
<tr>
<td>Indonesia/Malaysia</td>
<td>140 70</td>
<td>143 71.5</td>
</tr>
<tr>
<td>Arab saudi</td>
<td>32 16</td>
<td>39 19.5</td>
</tr>
<tr>
<td>Mesir</td>
<td>3 1.5</td>
<td>3 1.5</td>
</tr>
<tr>
<td>Comparison test result (2-tailed)</td>
<td>0.941</td>
<td></td>
</tr>
</tbody>
</table>

Based on the Table 12, the results of different tests were not significant because they have a sigma value of more than 0.05. Thus, the differences in the consideration of choosing halal destinations and tourist attractions visited between Indonesian and Malaysian respondents were not significantly different. Indeed, it appeared in the Table 12, that consumers consider several alternatives available to decide or buy a product, including choosing a halal tourist destination. In the table, it can be seen that the price bidding was the dominant factor influencing the selection of goals. The second factor influencing decisions was safety and security. According to Greafe (1998) in Chauhan (2015), safety and security are the main requirements for tourist destinations with lots of visits.

**Consumer Purchasing Decisions**

After the alternatives were evaluated, consumers were ready to make a purchasing decision. Purchasing decisions are the last stage of the purchasing decision process, where consumers must make three decisions, in example when, where and how to pay. Consumer decision tables can be seen in Table 13.

Based on the Table 13, there were different tests on how to decide and influence the respondents between Indonesian and Malaysian respondents with significant differences. The previous trip planning dominated the results when seen in the table above based on how to decide. However, it was observed that the
Malaysian respondents planned trips beforehand, while Indonesian respondents choose not to plan trips before.

<table>
<thead>
<tr>
<th>Consumer Decisions</th>
<th>Frequency for Indonesian</th>
<th>Frequency for Malaysian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place to buy flight ticket</td>
<td>200 (%)</td>
<td>200 (%)</td>
</tr>
<tr>
<td>internet</td>
<td>139 (69.5)</td>
<td>121 (60.5)</td>
</tr>
<tr>
<td>Travel agent</td>
<td>26 (13)</td>
<td>73 (36.5)</td>
</tr>
<tr>
<td>Airport</td>
<td>29 (14.5)</td>
<td>6 (3)</td>
</tr>
<tr>
<td>Handphone application</td>
<td>6 (3)</td>
<td>0 (0)</td>
</tr>
<tr>
<td>Comparison test result</td>
<td></td>
<td></td>
</tr>
<tr>
<td>sig. (2-tailed)</td>
<td></td>
<td>0.722</td>
</tr>
<tr>
<td>How to decide</td>
<td>200 (%)</td>
<td>200 (%)</td>
</tr>
<tr>
<td>Planned</td>
<td>179 (89.5)</td>
<td>195 (97.5)</td>
</tr>
<tr>
<td>Unplanned</td>
<td>21 (10.5)</td>
<td>5 (2.5)</td>
</tr>
<tr>
<td>Comparison test result</td>
<td></td>
<td></td>
</tr>
<tr>
<td>sig. (2-tailed)</td>
<td></td>
<td>0.006</td>
</tr>
<tr>
<td>Influencer</td>
<td>200 (%)</td>
<td>200 (%)</td>
</tr>
<tr>
<td>Friends</td>
<td>53 (26.5)</td>
<td>53 (26.5)</td>
</tr>
<tr>
<td>Family</td>
<td>57 (28.5)</td>
<td>83 (41.5)</td>
</tr>
<tr>
<td>They self</td>
<td>87 (43.5)</td>
<td>64 (32)</td>
</tr>
<tr>
<td>Advertising</td>
<td>3 (1.5)</td>
<td>0 (0)</td>
</tr>
<tr>
<td>Comparison test result</td>
<td></td>
<td></td>
</tr>
<tr>
<td>sig. (2-tailed)</td>
<td></td>
<td>0.008</td>
</tr>
</tbody>
</table>

The results of different tests based on where to buy flight tickets between Indonesian and Malaysian respondents were not significantly different. The majority of Indonesian and Malaysian respondents bought flight tickets on the internet. With the increasing use of the internet, online shopping will also increase, including purchasing tickets online.

The test results significantly differed based on the influence of the respondents, Indonesian and Malaysian. This was also seen in the percentage of differences between Indonesian and Malaysian respondents in answering. Indonesian respondents answered as ‘themselves’ as the dominant influencer. According to Kotler and Keller (2008), self-influence is related to the way in which consumer beliefs, attitudes, and behavior are affected when others are used as a reference group. Self-influence represents the age, work, economic situation, self-concept and lifestyle of a person. In Malaysian respondents, the dominant influencer was family. According to Kotler (2005), the family is the most influential primary reference, where the orientation is towards parents and siblings. Zeithaml et al. (1996) in Choudhury (2013), stated that good quality of services will affect certain behaviors such as Word of Mouth (WOM), where positive things will be said about these products and services to recommend them to others and also to encourage friends and relatives to buy and consider these products and services to be the first choice for buying a product or service.

Post-purchase evaluation

After consumers buy and use the product, they will evaluate their purchasing decision. If the product meets expectations, consumers will react positively. However, if otherwise the consumer will react negatively. The post-
purchase evaluation table can be seen in Table 14. Based on the Table 14, a test based on satisfaction during the tour between Indonesian and Malaysian respondents had a significant differences, although most respondents from Indonesia and Malaysia were satisfied during the tour and will return to the tourist attractions. However, there is also a significant percentage of respondents from Indonesia who are satisfied but do not plan to return. This can occur because Indonesian respondents want to try other halal tourist attractions besides Malaysia.

Table 14  Post-purchase evaluation results

<table>
<thead>
<tr>
<th>Post-Purchase Evaluation</th>
<th>Frequency for Indonesian</th>
<th>Frequency for Malaysian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price conformity with benefits obtained</td>
<td>200 %</td>
<td>200 %</td>
</tr>
<tr>
<td>Yes</td>
<td>194 97</td>
<td>199 99.5</td>
</tr>
<tr>
<td>No</td>
<td>6 3</td>
<td>1 0.5</td>
</tr>
<tr>
<td>Comparison test result sig. (2-tailed)</td>
<td></td>
<td>0.082</td>
</tr>
<tr>
<td>Satisfaction during the tour</td>
<td>200 %</td>
<td>200 %</td>
</tr>
<tr>
<td>Satisfied and will come back again</td>
<td>173 86.5</td>
<td>189 94.5</td>
</tr>
<tr>
<td>Satisfied but won't come back again</td>
<td>21 10.5</td>
<td>10 5</td>
</tr>
<tr>
<td>Not satisfied but will come back again</td>
<td>5 2.5</td>
<td>0 0</td>
</tr>
<tr>
<td>Not satisfied and will not come back again</td>
<td>1 0.5</td>
<td>1 0.5</td>
</tr>
<tr>
<td>Comparison test result sig. (2-tailed)</td>
<td></td>
<td>0.003</td>
</tr>
</tbody>
</table>

Indonesia has 13 provinces which are being prepared to become halal tourism destinations, namely West Nusa Tenggara (NTB), where Lombok is in the top 5 tourist destinations favored by Indonesian (Agustin 2017), Nangroe Aceh Darussalam, Sumatera Barat, Riau, Lampung, Banten, DKI Jakarta, Java West, Central Java, Yogyakarta, East Java, South Sulawesi, and Bali (Indonesia travel 2013 in Kemenpar 2015). With the natural beauty of Lombok recognized by the world for its panoramic views of the coast, the exotic atmosphere of its green nature, the expanse of green scenery around the coastline, Lombok has thousands of mosques spread across its sub-districts with more than 500 hotels and restaurants that have been certified halal, making Lombok a mainstay tourist destination for world Moslems (Halal Corner 2017). Malaysia is well known and became the number one Moslem tourist destination (Crescentrating and Mastercard 2018). More than 25 million tourists visited Malaysia, including Indonesian, recording the biggest number of visitors is 2 548 021 people in 2015 (Tourism Malaysia 2015c in Handerson 2015). Halal tourism offered by Malaysia is to showcase the beauty of very beautiful and magnificent mosque architecture with a variety of halal foods from various countries, clean facilities and very good understanding of detail of Moslem needs in worship. Also, Malaysia has many retailers, making foreign tourists including Indonesian very fond of travelling to Malaysia. Every entertainment offered by Malaysia such as shopping, tourist attractions has been equipped with facilities for Moslems in the form of halal restaurants and hotels, and available public facilities that are very friendly to Moslems. This is what makes Moslem tourists have a sense of satisfaction with a desire to return to halal tourist attractions both in Indonesia and Malaysia.
There were insignificant differences based on the test results on price suitability with the benefits obtained between respondents Indonesia and Malaysia. It can be seen that the majority of respondents answered that the prices set were in accordance with the benefits, quality and service in the halal tourist attractions. The benefits and quality referred to are the quality of the facilities for Moslems, such as the availability of good places for worship, hygienic and halal food, as well as interesting attractions that are in accordance with Islamic laws.

Factors Influencing Consumer Decisions

Structural Equation Modeling (SEM) is a multivariate analysis technique developed to cover the limitations possessed by previous analytical models that have been used extensively in statistical research such as regression analysis, path analysis, and confirmatory factor analysis (Hox and Bechger 1998 in Sarjono and Winda 2014). Structural Equation Modeling (SEM) is a multivariate analysis that can analyze relationships between more complex variables. This technique allows researchers to test the relationship between latent variables with manifest variables (measurement equations), the relationship between one latent variable and another latent variable (structural equation), and expose measurement errors. Latent variables are variables that cannot be measured directly and require several indicators as proxies (Ghozali and Fuad 2008 in Sarjono and Winda 2014), while manifest variables are indicators used in these measurements. The SEM measurement model in this study can be seen in Figure 7.

Figure 7  SEM measurement model in research

Effects of Environment, Individuals, Motivation, Attitudes and Marketing Mix on Indonesian Consumer Decisions

According to Engel et al. (1995), consumer decision making behavior is influenced by several factors, namely the influence of the environment, psychological processes, individual differences and marketing strategies. The results of environmental influences, individual differences, motivation, attitudes
and marketing mix on Indonesian consumers based on calculations using SEM can be seen in Figure 8.

![Figure 8](image_url)  
**Figure 8** SEM results of environmental influences, individual differences, motivation, attitudes and marketing mix towards Indonesian consumer decisions

The variables used in this model showed a positive effect, but only the variables of environmental influence and marketing mix showed positive and significant results on the decisions of Indonesian consumers in taking halal trip to Malaysia. This means that for Indonesian consumers, environmental factors and marketing mix are the factors that most influence in halal trips to Malaysia.

Environmental influencing factors are factors that shape the behavior of tourism consumers such as culture, social class, reference groups and families. Cultural, social class, reference groups and family factors partially influence the visiting decision-making process of tourists Hawkins *et al.* (1998) in Baker and Ritsuko (2008). According to Suwantoro (2004), community environmental factors and the convenience of tourist attractions are some of the elements supporting tourism. Karunanity (2016) in Hafiz (2017), stated that the marketing mix has a significant effect on consumer decisions. According to Ulus (2013), marketing mix components such as price, location and promotion simultaneously have a positive and significant effect on purchasing decisions.

Individual differences are in line with the research conducted by Yuliana and Tarmedi (2016) stated that individual differences have a positive influence on the decision of using products or services. However, the results showed that Indonesian consumers do not have a significant influence on consumer decisions. This is because factors such as age, occupation, personality, and Islamic values in Indonesian consumers do not significantly influence the purchase or level of visits of Indonesian consumers to halal tourism destinations in Malaysia, because the environmental factors and marketing mix offered by Malaysian tourism have large influences on Indonesian consumers.

Crompton (1979); Dann (1981); Pearce (1995) in Zhang and Peng (2014), stated that motivation is a key factor in tourist behavior and is fundamental to the
development of tourists. Pearce (1993); Hal and Page (2006) in Kellerman (2014), mentioned that maslow hierarchy is the key theory of travel motivation, where everyone has different motivations and different needs when visiting tourist attractions. However, the results of motivation are influential but not significant factors. Indeed, self-confidence, feeling valued, feeling having lots of friends and guaranteed security and safety, easy access to halal food are motivating factors that do not significantly influence the decisions of Indonesian consumers. This is in accordance with the research of Hafiz (2017) stating that motivation has a positive but not significant effect on purchasing decisions.

Attitude is one of the most important concepts used by marketing to understand consumers and important factors that will influence consumer decisions (Setiadi 2010 in Widiyanto 2016). Based on the results obtained, attitudes is a factor that has a positive but not significant effect on consumer decisions in halal travel, which is in line with the research conducted by Sasongko and Khasanah (2012); Saputra and Samuel (2013); Suardika et al. (2014) in Hafiz (2017). They demonstrated that attitudes have a positive influence on purchasing decisions because consumers feel happy or like the product. The attitude is an influential but not significant factor. This statement is in line with the research conducted by Hafiz (2017), proving that attitude is a factor that has a positive but not significant effect. This is due to the fact that awareness of halal tourism of Indonesian consumers is still low, but even so Indonesian Moslem consumers will still pay attention to halal and haram in consuming products or services.

**Absolute Compatibility Test Models for Indonesian Consumer**

Quantitative data analysis was performed using SEM LISREL software. SEM is a multivariate analysis that can analyze relationships between more complex variables. Tests were carried out on the influence of the environment, individual differences, motivation, attitudes, marketing mix and consumer decisions. The test was carried out through three stages of compatibility test, namely the overall suitability of the model (overall model fit), the measurement model fit and the fit of the structural model (structural model fit). The overall model compatibility test for Indonesian consumers can be seen in Table 15.

Hooper et al. (2008) assessed the size of the model matched by looking at the value of chi-square test, RMSEA, Root Mean Square Residual (RMSR), Goodness of Fit Index (GFI), Normed Fit Index (NFI), Comparative Fit Index (CFI). The test of goodness of fit can be seen on the Appendix 5. The suitability test showed that the used model was fit. Thus, it could be concluded that the used model in this study can be used as the basis of the analysis of the problems in this study. The second match test was the measurement model match test. This test was carried out by determining the validity and reliability of indicators in a construct. The results of the suitability test of the measurement model can be seen in Table 16. The reliability testing of the model was used to prove the accuracy, consistency and accuracy of instruments in measuring constructs. Reliability test, by measuring composite reliability on latent variables, is said to be reliable if ≥ 0.7.
Table 15 Compatibility results the model of environmental influences, individual differences, motivation, attitudes and marketing mix towards Indonesian consumer decisions

<table>
<thead>
<tr>
<th>Goodness-of-Fit</th>
<th>Cut-off-Value</th>
<th>Result</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>$X^2$ - Chi-square</td>
<td>Expected to be small</td>
<td>389.19</td>
<td>goodness of fit</td>
</tr>
<tr>
<td>Significance</td>
<td>$\geq 0.05$</td>
<td>$P = 0.10220$</td>
<td>goodness of fit</td>
</tr>
<tr>
<td>RMSEA</td>
<td>$\leq 0.08$</td>
<td>0.022</td>
<td>goodness of fit</td>
</tr>
<tr>
<td>GFI</td>
<td>Approaching 1</td>
<td>0.98</td>
<td>goodness of fit</td>
</tr>
<tr>
<td>NFI</td>
<td>Approaching 1</td>
<td>1.00</td>
<td>goodness of fit</td>
</tr>
<tr>
<td>CFI</td>
<td>Approaching 1</td>
<td>1.00</td>
<td>goodness of fit</td>
</tr>
<tr>
<td>RMSR</td>
<td>RMSR $\leq 0.10$</td>
<td>0.063</td>
<td>goodness of fit</td>
</tr>
</tbody>
</table>

Based on the results of the Table 16, levels of validity and reliability of an indicator in measuring latent variables (consumer decisions) is good. A good value of CR and VE indicates that the indicators have a high level of consistency, so that if re-research is conducted at different times, the respondent will provide reliable or consistent answers.

Table 16 Test results for validity and reliability in the Indonesian consumer model

<table>
<thead>
<tr>
<th>Latent</th>
<th>Indicators</th>
<th>LF</th>
<th>Error Variance</th>
<th>CR $&gt; 0.70$</th>
<th>VE $&gt; 0.5$</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EF1</td>
<td>0.710</td>
<td>0.500</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EF2</td>
<td>0.730</td>
<td>0.470</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EF3</td>
<td>0.670</td>
<td>0.550</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EF4</td>
<td>1.000</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ID1</td>
<td>0.800</td>
<td>0.360</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ID2</td>
<td>0.720</td>
<td>0.470</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ID3</td>
<td>0.850</td>
<td>0.290</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ID4</td>
<td>0.640</td>
<td>0.590</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MI1</td>
<td>0.850</td>
<td>0.280</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MI2</td>
<td>0.890</td>
<td>0.210</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MI3</td>
<td>0.960</td>
<td>0.080</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MI4</td>
<td>0.860</td>
<td>0.260</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AI1</td>
<td>0.730</td>
<td>0.420</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AI2</td>
<td>0.800</td>
<td>0.360</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AI3</td>
<td>0.960</td>
<td>0.090</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPRO1</td>
<td>0.730</td>
<td>0.470</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPRO2</td>
<td>0.860</td>
<td>0.270</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPRO3</td>
<td>0.860</td>
<td>0.260</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPRO4</td>
<td>0.690</td>
<td>0.530</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPRO5</td>
<td>0.850</td>
<td>0.280</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 16  Test results for validity and reliability in the Indonesian consumer model (continued)

<table>
<thead>
<tr>
<th>Latent</th>
<th>Indicators</th>
<th>LF</th>
<th>Error Variance</th>
<th>CR &gt; 0.70</th>
<th>VE &gt; 0.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPL</td>
<td>MPL1</td>
<td>0.790</td>
<td>0.370</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPL2</td>
<td>0.870</td>
<td>0.250</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPL3</td>
<td>0.730</td>
<td>0.460</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPR11</td>
<td>0.710</td>
<td>0.450</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMPRI</td>
<td>MPR12</td>
<td>0.700</td>
<td>0.510</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPR13</td>
<td>0.950</td>
<td>0.100</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MMPROM1</td>
<td>0.650</td>
<td>0.580</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MMPROM2</td>
<td>0.720</td>
<td>0.480</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MMPROM3</td>
<td>0.590</td>
<td>0.660</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CD</td>
<td>CD1</td>
<td>0.760</td>
<td>0.420</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CD2</td>
<td>0.830</td>
<td>0.310</td>
<td>0.871</td>
<td>0.693</td>
</tr>
<tr>
<td></td>
<td>CD3</td>
<td>0.900</td>
<td>0.190</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Effects of Environment, Individuals, Motivation, Attitudes and Marketing Mix on Malaysian Consumer Decisions

According to Engel et al. (1995), consumer decision making behavior is influenced by several factors, namely the influence of the environment, psychological processes, individual differences and marketing strategies. The results of Structural Equation Modeling (SEM) for Malaysian consumers can be seen in Figure 9.

Figure 9  SEM results of environmental influences, individual differences, motivation, attitudes and marketing mix towards Malaysian consumer decisions
Based on the results of SEM, the factors that have a positive and significant effect on Malaysian respondents in influencing the decision on halal travel to Indonesia are environmental factors, individual differences, motivational factors and attitudinal factors, while the marketing mix factors have no significant influence on Malaysian consumer decisions. The marketing mix factor has a positive influence on Malaysian consumer decisions but is not significant because, according to Malaysian consumers, the second indicators such as product, place, price, promotion that exist in Indonesian halal tourism need to be improved or changed to make product, place, price and promotion found in Indonesian halal tourism equivalent to halal tourism in Malaysia. It was also seen in the image of halal tourism in Indonesia that the tourism is still not good compared to other countries. In fact, the ease of transportation offered still needs improvement, along with price compatibility that is still lacking with lack of promotion or recommendation of ticket purchases from friends/family, making halal tourism in Indonesia to need various improvements from the product, place, price and promotion.

Environmental influencing factors are factors that shape the behavior of tourism consumers such as culture, social class, reference groups and families influencing tourist behavior. Cultural, social class, reference groups and family factors partially influence the visiting decision-making process of tourists (Hawkins et al. 1998 in Baker and Ritsuko 2008). According to Suwantoro (2004), the community environmental factors and the convenience of tourist attractions are some of the elements supporting tourism. Individual differences are in line with research conducted by Yuliana and Tarmedi (2016), stating that individual differences have a positive influence on the decision to use a product or service. Motivational factors are in line with research from Crompton (1979); Dann (1981); Pearce (1995) in Zhang and Peng (2014) which stated that motivation is a significant component because it is a key factor in tourist behavior and fundamental to the development of tourism. Attitude factors are in line with the research of Hafiz (2017), demonstrating that attitudes have a positive influence on purchasing decisions and according to Sarwoko and Curiyah (2007), cognitive and affective are component of attitudes that positively and significantly influence purchasing decisions.

**Absolute Compatibility Test Models for Malaysian Consumer**

Quantitative data analysis was performed using SEM LISREL software. SEM is a multivariate analysis that can analyze relationships between more complex variables. Tests were carried out on the influence of the environment, individual differences, motivation, attitudes, marketing mix and consumer decisions. The test was carried out through three stages of compatibility test, namely the overall suitability of the model (overall model fit), the measurement model fit and structural model fit. The results of the overall suitability of the model can be seen in Table 17.

Hooper et al. (2008) assessed the size of the model match by looking at the value of chi-square test, RMSEA, Root Mean Square Residual (RMSR), Goodness of Fit Index (GFI), Normed Fit Index (NFI), Comparative Fit Index (CFI). The test of goodness of fit can be seen on the Appendix 6. Vandenberg (2006) stated that the chi-square value is very sensitive to a large number of
samples and does not become a basis for accepting or rejecting a model. Based on Table 18, the compatibility test of the suitability test requirements has met the cut-off value standard, so it can be concluded that the model used in this study can be a reference for the analysis of the research problems.

Table 17 Compatibility results the model of environmental influences, individual differences, motivation, attitudes and marketing mix towards Malaysian consumer decisions

<table>
<thead>
<tr>
<th>Goodness-of-Fit</th>
<th>Cut-off-Value</th>
<th>Result</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>X² - Chi-square</td>
<td>Expected to be small</td>
<td>556.99</td>
<td>Not goodness of fit</td>
</tr>
<tr>
<td>Significance</td>
<td>≥ 0.05</td>
<td>P = 0.000</td>
<td>goodness of fit</td>
</tr>
<tr>
<td>RMSEA</td>
<td>≤ 0.08</td>
<td>0.056</td>
<td>goodness of fit</td>
</tr>
<tr>
<td>GFI</td>
<td>Approaching 1</td>
<td>0.96</td>
<td>goodness of fit</td>
</tr>
<tr>
<td>NFI</td>
<td>Approaching 1</td>
<td>1.00</td>
<td>goodness of fit</td>
</tr>
<tr>
<td>CFI</td>
<td>Approaching 1</td>
<td>1.00</td>
<td>goodness of fit</td>
</tr>
<tr>
<td>RMSR</td>
<td>RMSR ≤ 0.10</td>
<td>0.074</td>
<td>goodness of fit</td>
</tr>
</tbody>
</table>

The second matching test is that of the measurement model match test. This test is carried out by determining the validity and reliability of indicators in a construct. Hair et al. (2010) added that the interpretation of the size of the reliability construct can be said to be good if the values of CR ≥ 0.7 and VE ≥ 0.40. The results of the suitability test of the measurement model can be seen in Table 18. Based on the results in Table 18, the level of validity and reliability of an indicator in measuring latent variables (consumer decisions) is good. Good values of CR and VE indicate that the indicators have a high level of consistency, so that if research is conducted at different times, the respondent will provide reliable or consistent answers.

Table 18 Validity and reliability test results in Malaysian consumer models

<table>
<thead>
<tr>
<th>Laten</th>
<th>Indicators</th>
<th>LF</th>
<th>Error Variance</th>
<th>CR &gt; 0.70</th>
<th>VE &gt; 0.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>EF</td>
<td>EF1</td>
<td>0.880</td>
<td>0.220</td>
<td>0.867</td>
<td>0.630</td>
</tr>
<tr>
<td></td>
<td>EF2</td>
<td>0.560</td>
<td>0.690</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EF3</td>
<td>0.970</td>
<td>0.060</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EF4</td>
<td>0.700</td>
<td>0.510</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ID1</td>
<td>0.920</td>
<td>0.160</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ID2</td>
<td>0.760</td>
<td>0.420</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ID3</td>
<td>0.940</td>
<td>0.110</td>
<td>0.891</td>
<td>0.677</td>
</tr>
<tr>
<td></td>
<td>ID4</td>
<td>0.630</td>
<td>0.600</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MI1</td>
<td>0.950</td>
<td>0.100</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MI2</td>
<td>0.950</td>
<td>0.100</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MI3</td>
<td>0.940</td>
<td>0.110</td>
<td>0.972</td>
<td>0.898</td>
</tr>
<tr>
<td></td>
<td>MI4</td>
<td>0.950</td>
<td>0.100</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AI1</td>
<td>0.950</td>
<td>0.100</td>
<td>0.976</td>
<td>0.931</td>
</tr>
<tr>
<td></td>
<td>AI2</td>
<td>0.950</td>
<td>0.100</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AI3</td>
<td>0.950</td>
<td>0.100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 18  Validity and reliability test results in Malaysian consumer models (continued)

<table>
<thead>
<tr>
<th>Latent</th>
<th>Indicators</th>
<th>LF</th>
<th>Error Variance</th>
<th>CR &gt; 0.70</th>
<th>VE &gt; 0.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>MMPRO</td>
<td>MPRO1</td>
<td>0.870</td>
<td>0.240</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MPRO2</td>
<td>0.770</td>
<td>0.410</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPRO3</td>
<td>0.880</td>
<td>0.220</td>
<td>0.908</td>
<td>0.560</td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPRO4</td>
<td>0.800</td>
<td>0.360</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPRO5</td>
<td>0.750</td>
<td>0.500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPL1</td>
<td>0.650</td>
<td>0.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPL2</td>
<td>1.000</td>
<td>0.560</td>
<td>0.834</td>
<td>0.637</td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPL3</td>
<td>0.660</td>
<td>0.100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPR1</td>
<td>0.930</td>
<td>0.260</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPR12</td>
<td>0.860</td>
<td>0.500</td>
<td>0.879</td>
<td>0.710</td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPR13</td>
<td>0.710</td>
<td>0.300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPR14</td>
<td>0.840</td>
<td>0.430</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPR15</td>
<td>0.750</td>
<td>0.310</td>
<td>0.849</td>
<td>0.653</td>
</tr>
<tr>
<td>MMPRO</td>
<td>MPR16</td>
<td>0.830</td>
<td>0.420</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMPRO</td>
<td>CD1</td>
<td>0.720</td>
<td>0.310</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMPRO</td>
<td>CD2</td>
<td>0.880</td>
<td>0.190</td>
<td>0.868</td>
<td>0.688</td>
</tr>
<tr>
<td>MMPRO</td>
<td>CD3</td>
<td>0.860</td>
<td>0.500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Dominant Factors Affect Consumer Decisions

The dominant factor is needed to find out which indicators really influence consumer decisions in halal tours in both Indonesia and Malaysia. The dominant factor is taken from the contribution of the greater factor loading value of the variable. Factor loading value can be seen on Appendix 7 and 8. The following are the dominant factors affecting consumer decisions in halal tours can be seen on Table 19.

Table 19  The dominant factors influence the decisions of Indonesian and Malaysian consumers

<table>
<thead>
<tr>
<th>Variable name</th>
<th>Indicators</th>
<th>Code</th>
<th>Loading Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Environment Factors (EF)</td>
<td>situation</td>
<td>EF4</td>
<td>1.00</td>
</tr>
<tr>
<td>Indonesian</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Environment (AI)</td>
<td>Family</td>
<td>EF3</td>
<td>0.97</td>
</tr>
<tr>
<td>Malaysian</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on Table 19, the dominant factor in Indonesian respondents is the situation factor. The situation here is in the form of what is happening to tourists such as the religious values found in these tourists so that it attracts tourists to visit. Religious values require comfort in worship and ease in obtaining halal products or facilities, such as get the comfortable worship in hotel, restaurant and airport. The require of muslim friendly hotel can be seen on Appendix 9. One of the comfort factors in worship is environmental cleanliness because, according to
Hussain and Ali (2015) cleanliness as one of the consumer comfort factors becomes a factor that significantly influences consumer decisions.

The result for Malaysian consumer the most factor that influence to choose the destination is because of family. Family becomes an important factor in decision making because in traveling it is necessary to involve the opinions of the family. The family such as children, spouses, parents according to Cunningham and Green (1974); Myers and Moncrief (1978); Ritchie and Filiatrault (1980); Martínez and Polo (1999) inside Arizon et al. (2010) said that the vacation decision is usually taken by a partner, where the husband decides to look for destination information, the duration of the trip, and the costs expended, while the woman chooses destination and accommodation and travel agent selection. Beside that, Indonesia especially in Lombok also has a natural tourism that is comfortable and well-suited for tourists who bring their extended families to vacation.

Managerial Implication

Based on the obtained results, academic implications are expected to be more informative material about halal tourism. Implications for tourism agents or related parties are that they can pay attention to the halal aspects of each tourist attraction, both in fulfilling facilities for Moslem in worship, and taking into consideration the tourism businesses. The presence of halal tourism will not lead to the closing of already existing tourism or non-Moslem tourism, but it can open opportunities for new markets where needs are met in accordance with Islamic law. Consumers are expected to be more understanding of the halalness of the tour. In addition, based on the results of research and data processing regarding consumer decision analysis in halal tourism Malaysia, the managerial implications can be recommended are related to environmental factors and marketing mix factors which can be seen in Table 20.

<table>
<thead>
<tr>
<th>Result</th>
<th>Managerial Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Environmental factors</td>
<td>- Providing family-friendly attractions, providing entertainment that is in accordance with Islamic culture, providing all facilities that Moslem needs, providing tourism objects for various groups</td>
</tr>
<tr>
<td>2. Marketing mix factors</td>
<td></td>
</tr>
<tr>
<td>a. Product</td>
<td>- Attract new potential visitors through addition attractions and entertainment in accordance with Moslem needs</td>
</tr>
<tr>
<td>b. Place</td>
<td>- Maintaining good road access conditions for tourists, such as precise and complete directions and information</td>
</tr>
<tr>
<td>c. Price</td>
<td>- Maintain product quality in accordance with its price, such as quality of halal food, quality of lodging, quality of worship facilities at tourist attractions</td>
</tr>
<tr>
<td>d. Promotion</td>
<td>- Give a competitive prices for Moslem tourism</td>
</tr>
<tr>
<td></td>
<td>- Attract new potential visitors through collaboration with various e-commerce and marketplace or advertising through media electronic, mass media, and etc</td>
</tr>
</tbody>
</table>
Based on the results, halal tourism in Malaysia must to providing family-friendly attractions, providing entertainment that is in accordance with Islamic culture, providing all facilities that Moslem needs, providing tourism objects for various groups.

Products in Malaysia must addition attractions and entertainment in accordance with Moslem needs, maintain the availability of facilities for Moslem tourists in order to rising the comfortable and satisfaction of tourists. The availability of important facilities for Moslem tourists such as halal lodging, halal food, the availability of halal certified products and worship facilities in tourism objects, should be maintained.

Based on places, halal tourism in Malaysia can maintain good road access conditions for visiting tourists such as precise, complete, informative directions, as well as maintaining safe and comfortable road conditions for tourists.

Based on the prices offered by Indonesian consumers, the prices provided are in accordance with the quality of the products and facilities provided and also give a competitive prices for a Moslem tourism. So, when it comes to raising prices, they must be adjusted to the ease of facilities to be obtained, such as the availability of adequate worship facilities, hygienic halal food facilities, decent quality of accommodation and adequate facilities for Moslem tourists in the form of Qibla, mukena, sarong sejadah and a place for ablution.

On the promotion side, attract new potential visitors through collaboration with various e-commerce and marketplace or advertising through media electronic, mass media, and also the quality of halal tourism in Malaysia can be maintained so that more word of mouth promotions will be created and will have a positive impact on halal tourism in Malaysia and help in attracting new visitors through cooperation with various travel companies and communities by collaboration with various e-commerce and marketplace, Attract new potential visitors through collaboration with various advertising from media electronic. Managerial implications for halal tourism in Indonesia can be seen in Table 21.

<table>
<thead>
<tr>
<th>Result</th>
<th>Managerial Implication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Environmental factors</td>
<td>- Providing family-friendly attractions, providing entertainment that is in accordance with Islamic culture, providing all facilities that Moslem needs, providing tourism objects for various groups</td>
</tr>
<tr>
<td>2. Individual factors</td>
<td>- Creating tourist attractions that are accordance to the characteristics of age, work and adapted to the lifestyle of Moslem tourists</td>
</tr>
<tr>
<td>3. Motivation factors</td>
<td>- Increasing the friendliness of the local people towards foreign Moslem tourists</td>
</tr>
<tr>
<td>4. Attitude factors</td>
<td>- Increasing information of all halal aspect such as facilities, food, and worship place and maintaining good reputation of halal tourism in Indonesia with provide many facilities for Moslem and increase security in all aspect of tourism</td>
</tr>
</tbody>
</table>

According the result, halal tourism in Indonesia has many alternative for attract a Moslem consumer especially Malaysian consumer. Based on environmental factors halal tourism in Indonesia must providing family-friendly
attractions, providing the entertainment that accordance with Islamic culture, providing all facilities that Moslem needs, providing tourism objects for various groups.

Based on Individual factors can creating tourist attractions that are accordance to the characteristics of age, work and adapted to the lifestyle of Moslem tourists. Based on motivation factors, increasing the friendliness of the local people towards foreign Moslem tourists. Because with the friendliness from local people can increase comfortable of Moslem tourism itself. Based on attitude factors, increasing information of all halal aspect such as facilities, food, and worship place and maintaining good reputation of halal tourism in Indonesia with provide many facilities for Moslem and increase security in all aspect of tourism.

CONCLUSION AND RECOMMENDATIONS

Conclusions

Based on the results of the analysis, the consumer decision-making process showed a significant difference between Indonesian and Malaysian consumers in information sources, trip planning, influencer and on post-purchase satisfaction. Regarding information sources, Indonesian consumers prefer to use electronic media, print and information from other sources compared to promotions from tours and travel agency. Whereas Malaysian respondents prefer electronic media and tour or travel promotions compared to using print media and verbal information, although the previous trip planning dominated the results. However, the Malaysian respondents planned trips in advance, while Indonesian respondents pretty much choose not to plan trips beforehand. The influencer between Indonesian and Malaysian respondents is significantly different. This is also seen in the percentage of differences between Indonesian and Malaysian. Indonesian respondents answered that they are the biggest influencer to decide halal tourism. In Malaysian respondents, family as the biggest influencer for doing the tour.

Based on satisfaction during the tour between Indonesian and Malaysian respondents, there were significant differences, although most respondents from Indonesia and Malaysia were satisfied during the tour and will return to the tourist attractions. However, there was also a significant percentage of respondents from Indonesia who are satisfied but do not plan to return. This happened because Indonesian respondents wanted to try other halal tourist attractions besides Malaysia.

Based on the results of SEM, it concluded that for Indonesian consumers the factors such as marketing mix and environment show a significant effect where products, place, price, promotion available in Malaysian halal tourism can encourage Indonesian consumers to visit halal tourism in Malaysia. In addition, the environment in the form of encouragement from the family, religious values contained in consumers encourage them to visit. The dominant factor is to determine the contribution of variables, and the dominant factor that influences Indonesian consumers to visit halal tourism in Malaysia as the situation of tourists is in the form of religious values that attract tourists. It can be concluded that the
religious values embedded in consumers will require comfort for tourists, comfort here is in the form of maintained hygiene and ease of worship and halal food.

Meanwhile, for Malaysian consumers the factors such as environment, individuals, motivation and attitudes influence Malaysian consumers to come to halal tourism in Indonesia, this is because psychological factors in Malaysian consumers encourage them to visit Indonesian halal tourism, besides that also because consumer knowledge, awareness of halal tourism and also family show a high effect that it encourages Malaysian consumers to visit Indonesian halal tourism. The dominant factor that influencing Malaysian decision is family, because the vacation decision is usually taken in a group.

Recommendations

Based on conclusions, this study has limitations leading to the need for improvements. Things that need to be considered as the suggestion for the next research is necessary to add moderator variable and indicators that are considered such as to consumer behavior in halal tourism both in Indonesia or Malaysia.

For businessmen and policy maker in Malaysia, suggestions can prospect increase the environmental and marketing mix factors. Environmental factor such as providing family-friendly attractions and providing entertainment that are in accordance with Islamic culture, providing all facilities that Moslem needs, providing tourism objects for various groups. Halal tourism in Malaysia also expected to be more concentrated on marketing mix factors that improving in product, place, price and promotion aspect.

For businessmen and policy maker in Indonesia, there are many alternatives to attract Moslem tourism, especially Malaysian Moslem tourists. The suggestion can prospect such as improving the environmental, individual, motivation and attitude factors.

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APPENDICES
### Appendix 1 Halal tourism destination criteria (Kemenpar 2015)

<table>
<thead>
<tr>
<th>No</th>
<th>Aspek</th>
<th>Unsur</th>
<th>Sub Unsur</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Perwilayah</td>
<td>1. Kebijakan</td>
<td>1. Komitmen pemerintah provinsi dan atau kabupaten/kota dalam bentuk kebijakan untuk mendukung daerahnya sebagai destinasi pariwisata halal</td>
</tr>
<tr>
<td>II</td>
<td>Daya tarik wisata</td>
<td>1. Daya tarik wisata (alam, budaya, buatan)</td>
<td>2. Memiliki image yang positif dan aman</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3. Tersedia toilet yang memiliki kelengkapan:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>a. Sarana bersuci dengan air</td>
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<td>b. Terdapat pembatas antara satu dengan yang lain</td>
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<td>c. Urinoir memiliki tombol bidet shower (bila ada urinoir)</td>
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<td>d. Kloset memiliki hand shower</td>
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<td>e. Toilet dalam kondisi bersih dan terawal</td>
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<td>4. Tempat ibadah yang memiliki kelengkapan:</td>
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<td>f. Tersedia pembatas ruang shalat pria dan wanita</td>
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<td>g. Tersedia tempat berwudhu dalam kondisi bersih dan terawat</td>
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<td>h. Tempat berwudhu terpisah antara pria dan wanita</td>
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<td></td>
<td></td>
<td>i. Tersedia air bersih yang memadai untuk berwudhu</td>
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<td></td>
<td>j. Tersedia saluran pembuangan air bebas berwudhu yang baik</td>
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<td>k. Tersedia sarana kemudahan dari tempat berwudhu ke tempat shalat (bisa beberapa penyediaan beberapa sandal untuk berwudhu atau sarana lainnya) bila tempat berwudhu terpisah/berjarak dengan tempat ibadah</td>
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<td>5. Terdapat petunjuk arah menuju tempat ibadah (mushalla)</td>
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<td>6. Terdapat tempat ibadah disetiap radius 500 meter atau disetiap wahana bila kawasan wisata luas</td>
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<td>7. Terdapat masjid untuk melaksanakan shalat Jumat di kawasan wisata bila kawasan wisata luas</td>
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<td></td>
<td>8. Tersedia pilihan jasa makanan dan</td>
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</tbody>
</table>
| III Fasilitas umum | 1. Toilet umum | 15. Tersedia toilet yang memiliki kelengkapan:  
   a. Sarana bersuci dengan air  
   b. Urinoir ada pembatas antara yang satu dengan yang lain  
   c. Urinoir memiliki tombol bidet shower  
   d. Kloset memiliki hand shower  

| 2. Masjid/Mushola | 16. Tempat ibadah yang memiliki kelengkapan:  
   a. Ruang ibadah dalam kondisi bersih dan terawat  
   b. Pencahayaan cukup terang  
   c. Memiliki sirkulasi udara yang baik dengan AC atau kipas angin  
   d. Tersedia arah petunjuk kiblat dan jadwal waktu shalat  
   e. Tersedia perlengkapan shalat berupa sajadah, mukena yang bersih dan terawat  
   f. Tersedia pembatas ruang shalat pria dan wanita  
   g. Tersedia tempat wudhu dalam kondisi bersih dan terawat  
   h. Tempat berwudhu terpisah untuk pria dan wanita |
<table>
<thead>
<tr>
<th>Fasilitas Pariwisata</th>
<th>1. Jasa kawasan pariwisata</th>
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<tbody>
<tr>
<td>i. Tersedia air bersih yang memadai untuk berwudhu</td>
<td>18. Memiliki image yang positif dan aman</td>
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<tr>
<td>j. Tersedia saluran pembuangan air bekas berwudhu yang baik</td>
<td>19. Tersedia toilet yang memiliki kelengkapan</td>
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<tr>
<td>k. Tersedia sarana kemudahan dari tempat berwudhu ke tempat shalat (bisa beberapa penyiadaan sandal untuk berwudhu dan sarana lainnya) bila tempat berwudhu terpisah dengan tempat ibadah</td>
<td>20. Tempat ibadah yang memiliki kelengkapan:</td>
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<tr>
<td>l. Tersedia saluran pembuangan air bekas berwudhu yang baik</td>
<td>a. Ruang ibadah dalam kondisi bersih dan terawat</td>
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<tr>
<td>m. Tersedia arah petunjuk kiblat dan jadwal waktu shalat</td>
<td>b. Pencahayaan cukup terang</td>
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<tr>
<td>n. Tersedia perlengkapan shalat berupa sajadah, mukena yang bersih dan terawat</td>
<td>c. Memiliki sirkulasi udara yang baik dengan AC atau kipas angin</td>
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<tr>
<td>o. Tersedia tempat wudhu dalam kondisi bersih dan terawat</td>
<td>d. Tersedia arah petunjuk kiblat dan jadwal waktu shalat</td>
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<tr>
<td>p. Tempat berwudhu terpisah untuk pria dan wanita</td>
<td>e. Tersedia perlengkapan shalat berupa sajadah, mukena yang bersih dan terawat</td>
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</tr>
<tr>
<td>q. Tersedia air bersih yang memadai untuk berwudhu</td>
<td>f. Tersedia pembatas ruang shalat pria dan wanita</td>
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<tr>
<td>r. Tersedia saluran pembuangan air bekas berwudhu yang baik</td>
<td>g. Tersedia tempat wudhu dalam kondisi bersih dan terawat</td>
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<tr>
<td>s. Tersedia sarana kemudahan dari tempat berwudhu ke tempat ibadah</td>
<td>h. Tempat berwudhu terpisah untuk pria dan wanita</td>
<td></td>
</tr>
<tr>
<td>2. Jasa perjalan wisata (BPW)</td>
<td>shalat (bisa beberapa penyediaan sandal untuk berwudhu dan sarana lainnya) bila tempat berwudhu terpisah dengan tempat ibadah</td>
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</tr>
<tr>
<td>4. Jasa makanan dan minuman lainnya (pusat oleh-oleh makanan dan atau kerajinan)</td>
<td>22. Tersedia pilihan jasa makanan dan minuman yang bersertifikat halal minimal berjumlah 3 buah</td>
<td></td>
</tr>
<tr>
<td>5. Jasa akomodasi</td>
<td>23. 24. Tersedia pilihan BPW halal hilal 1 atau hilal 2</td>
<td></td>
</tr>
<tr>
<td>6. Jasa hiburan dan rekreasi</td>
<td>25. Tersedia pilihan restoran dan cafe halal hilal 1 dan atau hilal 2</td>
<td></td>
</tr>
<tr>
<td>7. Jasa pramuwisata</td>
<td>26. Tersedia pilihan hotel halal hilal 1 dan atau hilal 2</td>
<td></td>
</tr>
</tbody>
</table>

27. Tersedia pilihan jasa hiburan dan rekreasi yang tidak mengarah pada pornoaksi dan pornografi

28. Tersedia pramuwisata yang telah mendapatkan pelatihan tentang pariwisata halal dan lembaga yang telah diakui oleh DSN MUI

29. Tersedia pilihan Spa Halal hilal 1 dan atau hilal 2

30. Tersedia pilihan mall/shopping center dengan kelengkapan:

1). Tersedia toilet yang memiliki kelengkapan:
   a. Sarana bersuci dengan air
   b. Urinoir ada pembatas antara yang satu dengan yang lain
   c. Urinoir memiliki tombol bidet shower
   d. Kloset memiliki hand shower

2). Tempat ibadah yang memiliki kelengkapan:
   a. Ruang ibadah dalam kondisi bersih dan terawat
   b. Pencahayaan cukup terang
   c. Memiliki sirkulasi udara yang baik dengan AC atau kipas angin
   d. Tersedia arah petunjuk kiblat dan jadwal waktu shalat
   e. Tersedia perlengkapan shalat berupa sajadah, mukena yang

1. Dilengkapi labirin atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:
2. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa izin IPB.
| Aksesibilitas | 1. Fasilitas transportasi (Bandara, stasiun KA, dermaga, pelabuhan terminal) | 32. Tersedia toilet yang memiliki kelengkapan:
   a. Sarana bersuci dengan air
   b. Urinoir ada pembatas antara yang satu dengan yang lain
   c. Urinoir memiliki tombol bidet shower
   d. Kloset memiliki hand shower
33. Tempat ibadah yang memiliki kelengkapan:
   a. Ruang ibadah dalam kondisi bersih dan terawat
   b. Pencahayaan cukup terang
   c. Memiliki sirkulasi udara yang baik dengan AC atau kipas angin
   d. Tersedia arah petunjuk kiblat dan jadwal waktu shalat
   e. Tersedia perlengkapan shalat berupa sajadah, mukena yang bersih dan terawat
   f. Tersedia pembatas ruang shalat pria dan wanita
   g. Tersedia tempat wudhu dalam kondisi bersih dan terawat |
| 8. SPA | f. Tersedia pembatas ruang shalat pria dan wanita
9. Mall/shopping | g. Tersedia tempat wudhu dalam kondisi bersih dan terawat
   h. Tempat berwudhu terpisah untuk pria dan wanita
   i. Tersedia air bersih yang memadai untuk berwudhu
   j. Tersedia saluran pembuangan air bekas berwudhu yang baik
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<table>
<thead>
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<th>VII</th>
<th>VI</th>
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<tbody>
<tr>
<td>2. Pemilihan</td>
<td>1. Iklim investasi</td>
</tr>
<tr>
<td>41. Pembinaan dan pelatihan SDM (Capacity Building)</td>
<td>38. Terdapat pilihan makanan dan minuman halal yang bersertifikat halal dari berbagai pilihan menu yang tersedia untuk keluarga, keberagaman, dan keterkaitan dengan kebutuhan wisatawan.</td>
</tr>
<tr>
<td>42. Tersedianya database destinasi wisata halal yang akurat.</td>
<td>37. Tersedia pilihan makanan dan minuman halal yang bersertifikat halal dari berbagai pilihan menu yang tersedia untuk keluarga, keberagaman, dan keterkaitan dengan kebutuhan wisatawan.</td>
</tr>
</tbody>
</table>

Kondisi bersih dan terawat

1. Kondisi bersih dan terawat

2. Tempat berwudhu terpisah untuk pria dan wanita

3. Tersedia air bersih yang memadai untuk berwudhu

4. Tersedia saluran pembuangan air bekas berwudhu yang baik

5. Tersedia sarana kemudahan dari tempat berwudhu ke tempat shalat (bisa beberapa jalan atau naik lift)

6. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

7. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

8. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

9. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

10. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

11. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

12. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

13. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

14. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

15. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

16. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

17. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

18. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

19. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

20. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

21. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

22. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

23. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

24. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

25. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

26. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

27. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

28. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

29. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

30. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

31. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

32. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

33. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

34. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

35. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

36. Terdapat penunjuk arah menuju tempat ibadah (mushalla)

37. Tersedia pilihan makanan dan minuman halal yang bersertifikat halal dari berbagai pilihan menu yang tersedia untuk keluarga, keberagaman, dan keterkaitan dengan kebutuhan wisatawan. |

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<th>VI</th>
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<tbody>
<tr>
<td>1. Iklim investasi</td>
<td>38. Terdapat pilihan jasa makanan dan minuman yang bersertifikat halal untuk bandara dan minimal 1 untuk yang lain.</td>
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<tr>
<td>2. Terdapat pilihan masa untuk bandara dan minimal 1 untuk yang lain.</td>
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<tr>
<td>3. Tersedia pilihan makanan dan minuman halal yang bersertifikat halal dari berbagai pilihan menu yang tersedia untuk keluarga, keberagaman, dan keterkaitan dengan kebutuhan wisatawan.</td>
<td>39. Tersedia pilihan makanan dan minuman halal yang bersertifikat halal dari berbagai pilihan menu yang tersedia untuk keluarga, keberagaman, dan keterkaitan dengan kebutuhan wisatawan.</td>
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<td>40. Tersedia pilihan makanan dan minuman halal yang bersertifikat halal dari berbagai pilihan menu yang tersedia untuk keluarga, keberagaman, dan keterkaitan dengan kebutuhan wisatawan.</td>
<td>41. Pembinaan dan pelatihan SDM (Capacity Building)</td>
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<td>42. Tersedianya database destinasi wisata halal yang akurat.</td>
<td>43. Tersedianya database destinasi wisata halal yang akurat.</td>
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<tr>
<td>1. Iklim investasi</td>
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</tr>
<tr>
<td>6. Tersedia beberapa jalan atau lift untuk menuju tempat shalat.</td>
<td>43. Tersedianya database destinasi wisata halal yang akurat.</td>
</tr>
</tbody>
</table>
Appendix 2  Questionnaire Research

QUESTIONNAIRE RESEARCH

Dear,
The Mr/Mrs/Brother/Sister ..... 

With Respect,

In order to complete a thesis as one of the requirements for obtaining a master’s degree in management, Faculty of management in IPB, then I plead you to fill out a questionnaire that has been provided. The title of this research is factors influencing consumer’s decisions in halal tourism (case study in Indonesia and Malaysia). Halal tourism is actually not much different from the tour in general. Halal tourism is a tourism concept that allows Moslem travelers to meet their travel needs. The need is among others: the existence of halal certified restaurant, the availability of mosques / musholla in public places and others.

This is not a psychological test of superiority. Therefore, you need not fear or hesitate in giving the answer truthfully. This means that all answers given were correct, and the answers should be in accordance with the conditions which you perceive during this time.

Every answer given is priceless assistance for this research, thank you.

Yours faithfully,

Retno Santi Sumardi
NRP. H251160081
Kuisiner ini digunakan sebagai alat bantu untuk penelitian mengenai “Faktor-faktor yang mempengaruhi pengambilan keputusan wisata halal (Studi kasus Indonesia dan Malaysia)” oleh Retno Santi Sumardi (H251160081), Mahasiswa program Magister Ilmu Manajemen, Institut Pertanian Bogor. Mohon kesediaan Anda untuk mengisi kuisier ini secara jujur dan lengkap. Kerahasiaan responden akan terjamin. Terimakasih atas bantuan dan kerjasamanya.

BAGIAN 1

I. SCREENING

1. Apakah kamu pernah melakukan wisata halal di Indonesia atau Malaysia sebelumnya?
   A. Tidak (STOP, Anda tidak perlu mengisi kuisier lebih lanjut)
   B. Ya (lanjutkan)

2. Apakah umur Anda lebih dari 17 tahun?
   A. Tidak (STOP, Anda tidak perlu mengisi kuisier lebih lanjut)
   B. Ya (lanjutkan)

3. Apakah Anda seorang Muslim?
   A. Tidak (STOP, Anda tidak perlu mengisi kuisier lebih lanjut)
   B. Ya (Lanjutkan)

Petunjuk: Berilah tanda silang (X) pada nomor dan tabel yang tersedia sesuai dengan jawaban yang Anda pilih. Pilih salah satu jawaban saja untuk pertanyaan serta mengisi titik-titik jawaban yang diperlukan. Kecuali ada petunjuk khusus.

II. IDENTITAS RESPONDEN

1. Nama:
3. Usia:
4. Alamat email:
5. No telephone:
6. Alamat rumah:
8. Pendidikan terakhir:
   a. SD c. SMU
   b. SLTP d. SI/S2/S3
9. Pekerjaan?
   a. Wirausaha c. PNS/TNI/POLRI
   b. Pegawai swasta d. Pelajar
   e. Lainnya sebutkan: ............................................................
10. Berapakah pendapatan anda dalam sebulan?
    a. < Rp. 1.000.000       c. Rp. 3.000.000 - 5.000.000
    b. Rp. 1.000.000 - Rp. 3.000.000     d. > Rp. 5.000.000
11. Jumlah anggota keluarga?........ orang
BAGIAN II (Pilihlah salah satu jawaban dan silanglah)

- INTRODUCTION OF NEEDS

1. Apakah motivasi Anda pergi ke tempat wisata halal Malaysia?
   a. Sekedar ingin tahu
   b. Mudah memperoleh makanan halal
   c. Mudah dalam melakukan ibadah
   d. Meningkatkan pengetahuan islam

2. Dalam satu tahun, berapa kali Anda melakukan perjalanan wisata halal?
   a. 1-2 kali
   b. 3-4 kali
   c. 5-6 kali
   d. lebih dari 6 kali

- INFORMATION SEARCH

1. Apakah Anda mencari informasi dahulu sebelum menentukan pilihan destinasi?
   a. Ya
   b. Tidak

2. Dimanakah Anda memperoleh informasi tentang tempat wisata tersebut?
   a. Media cetak (Koran, majalah, brosur, poster)
   b. Media elektronik (TV, radio, internet)
   c. Informasi verbal (keluarga, teman, rekan kerja)
   d. Agen Tour dan Travel

- ALTERNATIVE EVALUATION

1. Berdasarkan informasi yang Anda peroleh, apakah fokus perhatian yang paling penting menurut Anda sebagai bahan pertimbangan Anda memilih destinasi wisata?
   a. Harga yang ditawarkan
   b. Kemudahan berkomunikasi
   c. Keamanan
   d. Nama baik dan reputasi negara

2. Selain Malaysia, negara islam manakah yang Anda kunjungi untuk berwisata halal?
   a. Turki
   b. Indonesia
   c. Saudi Arabia
   d. Mesir

- PURCHASE

1. Dimanakah Anda membeli tiket penerbangannya?
   a. Internet
   b. Smart telefon
   c. Agen perjalanan
   d. Di airport

2. Bagaimana cara Anda dalam memutuskan membeli suatu barang/jasa?
   a. Terencana
   b. Tidak terencana

3. Siapa yang mempengaruhi Anda dalam membeli suatu produk/jasa?
   a. Teman
   b. Keluarga
   c. Diri sendiri
   d. Lainnya sebutkan...

- PURCHASE EVALUATION

1. Apakah keuntungan yang Anda rasakan sesuai dengan biaya yang telah Anda keluarkan?
   a. Ya
   b. Tidak

2. Apakah Anda merasa puas berwisata halal ke Malaysia?
   a. Puas dan akan kembali lagi
   b. Puas tapi tidak akan kembali lagi
   c. Tidak puas tapi akan berencana kembali lagi
   d. Tidak puas dan tidak akan kembali lagi
BAGIAN III Petunjuk: Isilah/berilah tanda checklist (√) pada kolom yang sesuai dengan pilihan Anda (Hanya satu pilihan untuk setiap pernyataan).

Keterangan:
1= Sangat tidak setuju 3= Cukup setuju 5= Sangat setuju
2= Tidak setuju 4= Setuju

<table>
<thead>
<tr>
<th>Pengaruh Lingkungan</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Rekreasi dan hiburan yang di tawarkan di Malaysia sejalan dengan norma Islam</td>
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<tr>
<td>2 Pengeluaran berwisata halal ke Malaysia sesuai dengan pendapatan Anda</td>
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<td>3 Keluarga memiliki peranan penting dalam pemilihan destinasi wisata halal</td>
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<td>4 Situasi dalam diri berupa nilai religi yang ada dalam diri saya menarik saya untuk berkunjung</td>
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<tr>
<td>5 Hiburan yang di tawarkan sesuai dengan usia Anda</td>
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<td>6 Daya tarik wisata yang ditawarkan sesuai dengan profesi Anda sekarang</td>
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<td>7 Objek wisata yang ditawarkan sesuai dengan kepribadian Anda</td>
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<td>8 Nilai-nilai islami dalam diri Anda mendorong Anda melakukan wisata halal ke Malaysia</td>
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<tr>
<td>9 Berwisata halal ke Malaysia membuat saya lebih percaya diri</td>
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<td>10 Berwisata halal ke Malaysia membuat saya merasa lebih dihargai</td>
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<td>11 Berwisata halal ke Malaysia merasa terjamin keamanan dan keselamatannya</td>
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<tr>
<td>12 Anda melakukan wisata halal karena merasa mudah memperoleh makanan dan minuman halal</td>
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<tr>
<td>Cognitive (knowledge)</td>
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<tr>
<td>13 Saya mengetahui dengan wisata halal kebutuhan saya sebagai muslim akan terpenuhi</td>
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<td>Affective (emotion dan feeling)</td>
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<td>14 Saya senang melakukan wisata di Malaysia karena mudah mendapatkan fasilitas untuk muslimnya</td>
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<td>15 Saya senang berwisata halal di Malaysia karena keamanan dan reputasinya yang baik</td>
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<tbody>
<tr>
<td>16 Alam di Malaysia sangat indah dan menarik</td>
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<tr>
<td>17 Wisata halal di Malaysia memiliki sarana dan</td>
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<tr>
<td>No</td>
<td>Pernyataan</td>
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<td>18</td>
<td>Wisata halal di Malaysia banyak tersedia fasilitas untuk muslim</td>
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<td>19</td>
<td>Wisata halal di Malaysia banyak tersedia makanan halal</td>
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<tr>
<td>20</td>
<td>Citra wisata halal Malaysia merupakan yang terbaik di mata masyarakat</td>
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<td>21</td>
<td>Transportasi dari dan ke destinasi wisata sangat mudah di peroleh</td>
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<td>22</td>
<td>Kondisi jalan menuju obyek wisata Malaysia sangat bagus</td>
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<td>23</td>
<td>Banyak tempat wisata di Malaysia yang menarik</td>
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<td>24</td>
<td>Tarif harga tiket penerbangan yang di tetapkan sangat terjangkau oleh konsumen</td>
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<td>25</td>
<td>Besarnya biaya masuk ke obyek wisata halal di Malaysia terjangkau oleh wisatawan</td>
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<td>26</td>
<td>Harga produk yang di tawarkan di Malaysia sesuai dengan kualitasnya</td>
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<tr>
<td>27</td>
<td>Saya membeli tiket penerbangan karena promosi di media massa (koran, majalah)</td>
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<td>28</td>
<td>Saya membeli tiket penerbangan karena promosi teman/keluarga</td>
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<td>29</td>
<td>Saya membeli tiket penerbangan karena promosi media elektronik (internet, TV, radio)</td>
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<tr>
<td>30</td>
<td>Saya puas dengan wisata halal di Malaysia dan akan kembali lagi ke tempat ini</td>
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<tr>
<td>31</td>
<td>Saya akan merekomendasikan wisata halal di Malaysia kepada teman/keluarga/rekan kerja</td>
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<tr>
<td>32</td>
<td>Saya mengunjungi Malaysia karena Malaysia adalah negara yang memiliki wisata halal yang baik</td>
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</tbody>
</table>

Bagian IV Petunjuk: Isilah essay berikut sesuai dengan pandangan Anda sebagai umat Moslem

1. Saran yang dapat Anda berikan untuk wisata yang sedang Anda kunjungi?

2. Ceritakan pengalaman islam yang Anda dapatkan dengan berwisata ke tempat ini?
This questionnaire is used as a tool for research on “factors influencing consumer’s decisions in halal tourism (case study of Indonesia and Malaysia)” by Retno Santi Sumardi (H251160081), a student of the Masters program in management science, Bogor Agricultural University. I really appreciate your willingness to fill out a detailed questionnaire truthfully and completely. Thank you for your help and cooperation.

SECTION 1

I. SCREENING
1. Have you ever done halal tourism in Malaysia and Indonesia?
   A. No (STOP, You do not need to fill out this questionnaire)
   B. Yes (continue)
2. Is your age more than 17 years old?
   A. No (STOP, You do not need to fill out this questionnaire)
   B. Yes (continue)
3. Are you a Moslem?
   A. No (STOP, You do not need to fill out this questionnaire)
   B. Yes (Continue)

II. RESPONDENT IDENTITY
1. Name:
2. Gender: a. Man  b. Woman
3. Age:
4. Email address:
5. Phone number:
6. Original address:
8. Last educational background:
   a. Elementary School  c. Senior High School
   b. Junior High School  d. Bachelor/Master/Doctor degree
9. What is your occupation?
   a. Entrepreneur  c. Public servant/Military
   b. Private employee  d. Students
   e. Others, mention: ..........................................................
10. How much is your monthly salary?
    a. <Rm. 1.000,  c. Rm. 3.000 - 5.000
    b. Rm. 1.000 - Rm. 3.000  d. > Rm. 5.000.
11. Number of family members?........people

Instruction: Give cross sign (X) on numbers and tables which are available in accordance with the answer you have chosen. Select one of the answers to a question as well as filling in the answer points needed unless there are specific instructions.
SECTION II (Choose an answer by giving a cross or circle sign)

● INTRODUCTION OF NEEDS

1. What is your motivation to go to halal destination
   a. Only want to know
   b. Easy to get halal food
   c. Easy to pray
   d. Increase the knowledge of religion

2. In one year, how many times have you done the tour?
   a. 1-2 times
   b. 3-4 times
   c. 5-6 times
   d. over 6 times

● INFORMATION SEARCH

1. Do you do a specific information search before you choose a destination?
   a. Yes
   b. No

2. Where did you get the information about the vacation?
   a. Printed Media (newspaper, magazine, brochure, poster)
   b. Electronic Media (TV, radio, internet)
   c. Verbal Information (family, friends, relatives, partners)
   d. Tour and Travel Agent

● ALTERNATIVE EVALUATION

1. Based on the information you get, what the most focus of attention and your consideration for choosing the destination?
   a. Price offered
   b. Easy to communication
   c. Safety and security
   d. Good name of the country

2. Besides visiting Indonesia, which Islamic country are you visiting?
   a. Turkey
   b. Malaysia
   c. Saudi Arabia
   d. Mesir

● PURCHASE

1. Where did you buy the tickets?
   a. Internet
   b. Mobile Phone
   c. Agent
   d. Buy on the Airport

2. How you decide to make a decisions?
   a. Planned
   b. Unplanned

3. Who influences you to make a purchase?
   a. Friends
   b. Family
   c. My self
   d. Others, mention..........................

● PURCHASE EVALUATION

1. Did the benefit that you feel accordance with the cost that you give?
   a. Yes
   b. No

2. Do you feel satisfied after visiting Indonesia?
   a. Satisfied and want to come back again
   b. Satisfied but not want to come back again
   c. Not satisfied but plan to come back again
   d. Not satisfied and will not come back again
**SECTION III**

**Instruction:** Fill/sign checklist (√) in the box with your suitable choice (only one choice for each statement).

<table>
<thead>
<tr>
<th>Explanation:</th>
<th>1= Strongly disagree</th>
<th>3= Agree Enough</th>
<th>5= Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Factors (EF)</td>
<td>1</td>
<td>2</td>
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<tr>
<td>1 Recreation and entertainment offered in Indonesia are related with Islamic laws</td>
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<tr>
<td>2 Cost of halal travelling to Indonesia is in compliance with your income</td>
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<tr>
<td>3 Family has an important role in the selection of halal tourism destinations</td>
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<tr>
<td>4 The situation in myself in the form of religious values within me attracts me to visit</td>
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<tr>
<td>Individual differences (ID)</td>
<td>1</td>
<td>2</td>
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<tr>
<td>5 Entertainment is offered according to your age</td>
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<tr>
<td>6 Tourist attraction offered in accordance with your current profession</td>
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<tr>
<td>7 Entertainment are offered correspond to your personality</td>
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<tr>
<td>8 Islamic values in yourself encourages you to do halal tourism to Indonesia</td>
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<tr>
<td>Motivational Influence (MI)</td>
<td>1</td>
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<tr>
<td>9 Doing halal tourism to Indonesia makes me more confident</td>
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<tr>
<td>10 Doing halal tourism to Indonesia makes me feel more appreciated</td>
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<tr>
<td>11 Doing halal tourism to Indonesia guaranteed safety and salvation</td>
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<td>12 Doing halal tourism because easily to obtain halal food and drink</td>
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<td>Attitude influence (AI)</td>
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<td>Cognitif (knowledge)</td>
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<td>Afektif (emotion and feeling)</td>
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<td>15</td>
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<td>Marketing Mix (MM)</td>
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<tr>
<td>Product</td>
<td>16</td>
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<tr>
<td>17 Halal tourism in Indonesia has facilities and adequate infrastructure to tourist</td>
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<tr>
<td>18 Halal tourism in Indonesia has many facilities for</td>
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</table>
Moslem

19. Halal tourism in Indonesia has many halal food

20. Image of halal tourism in Indonesia is the best in the perception of the community

Place

21. A transportation to and from halal destination are easily obtained

22. The condition of the road to tourism place is nice

23. Many tourist attraction in Indonesia

Price

24. Tariffs all facilities are very affordable by the consumer

25. Tariffs entrance to tourism object is affordable

26. The price product offered in accordance with the quality

Promotion

27. Bought the fly tickets because of the campaign (magazine, news paper)

28. Bought the fly tickets because of recommendation of friends/family

29. Bought the fly tickets because of promotion in media

Consumer decision (CD)

30. I am satisfied with the halal tours in Indonesia and will come back to this place

31. I would recommend halal tours in Indonesia to friends/family/relatives/co-workers

32. I visited in Indonesia because Indonesia is Moslem Country that emphasizing good halal tourism

SECTION IV

Instruction: Fill in the following essays according to your views as Moslems

1. What suggestions for the tours that you're visiting?

2. Tell the Islamic experience that you can give from the vacation to this place?
Appendix 3  The age-earning profile Graph

Hak Cipta Dilihungi Undang-Undang
1. Dilanggar hak yang sudah ditentukan dan menyangkut hak penduduk, penelitian, penelitian pendidikan, penelitian ilmu, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, penelitian, 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Appendix 5  Syntax Software LISREL for Indonesian consumer SEM Models

Goodness of Fit Statistics

\[ W_{A,R,N,I,N,G} \]: Chi-square, standard errors, t-values and standardized residuals are calculated under the assumption of multivariate normality.

**Degrees of Freedom** = 359

Normal Theory Weighted Least Squares Chi-Square = 390.64 (P = 0.12)

Estimated Non-centrality Parameter (NCP) = 31.64

90 Percent Confidence Interval for NCP = (0.0 ; 83.66)

Minimum Fit Function Value = 1.96

Population Discrepancy Function Value (P0) = 0.16

90 Percent Confidence Interval for P0 = (0.0 ; 0.42)

Root Mean Square Error of Approximation (RMSEA) = 0.021

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.034)

P-Value for Test of Close Fit (RMSEA < 0.05) = 1.00

Expected Cross-Validation Index (ECVI) = 3.66

90 Percent Confidence Interval for ECVI = (3.50 ; 3.92)

ECVI for Saturated Model = 5.31

ECVI for Independence Model = 101.33

Chi-Square for Independence Model with 496 Degrees of Freedom = 20101.02

**Independence AIC** = 20145.02

**Model AIC** = 728.64

**Saturated AIC** = 1056.00

**Independence CAIC** = 20302.57

**Model CAIC** = 1455.06

**Saturated CAIC** = 3328.51

**Normed Fit Index** (NFI) = 1.00

**Non-Normed Fit Index** (NNFI) = 1.03

**Parsimony Normed Fit Index** (PNFI) = 0.72

**Comparative Fit Index** (CFI) = 1.00

**Incremental Fit Index** (IFI) = 1.02

**Relative Fit Index** (RFI) = 1.00

**Root Mean Square Residual** (RMR) = 0.065

**Standardized RMR** = 0.038

**Goodness of Fit Index** (GFI) = 0.98

**Adjusted Goodness of Fit Index** (AGFI) = 0.93

** Parsimony Goodness of Fit Index** (PGFI) = 0.67
Appendix 6  Syntax Software LISREL for the Malaysian consumer SEM Model

Goodness of Fit Statistics

\[ \chi^2 = 727.97, \quad \text{DF} = 339, \quad p = 0.00 \]

Estimated Non-centrality Parameter (NCP) = 398.97

90 Percent Confidence Interval for NCP = (515.07; 470.62)

Minimum Fit Function Value = 3.66

Population Discrepancy Function Value (F0) = 1.95

90 Percent Confidence Interval for F0 = (1.58; 2.36)

Root Mean Square Error of Approximation (RMSEA) = 0.076

90 Percent Confidence Interval for RMSEA = (0.068; 0.084)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 5.56

90 Percent Confidences Interval for ECVI = (5.19; 5.97)

ECVI for Saturated Model = 5.31

ECVI for Independence Model = 57.46

Chi-Square for Independence Model with 496 Degrees of Freedom =

\[ \chi^2 = 11370.17 \]

Independence AIC = 11436.85

Model AIC = 1108.97

Saturated AIC = 1058.00

Independence CAIC = 11572.39

Model CAIC = 1918.35

Saturated CAIC = 3325.51

Normed Fit Index (NFI) = 1.00

Non-Normed Fit Index (NNFI) = 1.05

 Parsimony Normed Fit Index (PNFI) = 0.69

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.09

Relative Fit Index (RFI) = 1.00

Root Mean Square Residual (RMR) = 0.094

Standardized RMR = 0.33

Goodness of Fit Index (GFI) = 0.95

Adjusted Goodness of Fit Index (AGFI) = 0.82

 Parsimony Goodness of Fit Index (PGFI) = 0.61
Appendix 7  SEM results for Indonesian consumers

Appendix 8  SEM results in Malaysian consumers
## Moslem friendly hotel classification

(In addition to other standard facilities in a reputable hotels)

<table>
<thead>
<tr>
<th>Rating</th>
<th>Rating Moslem Friendly Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>Qiblah pointing signage, prayer rug in guest room</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>Halal Kitchen/Halal food</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>Only halal food and alcohol free beverages served</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>Only halal food and alcohol free beverages served</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>Only halal food and alcohol free beverages served</td>
</tr>
</tbody>
</table>


1. Dilarang mengubah tanda atau seluruh kondisi tulus lainnya untuk kepentingan pendidikan, penelitian, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
The author has full name Retno Santi Sumardi, was born in Wonogiri on February 08, 1986, as the first child from Bapak Mardi and Ibu Surati. The author graduated from senior high school on SMUN 5 Karawang in 2004 and continued to undergraduated study (S1) on Departement Fishery Technology, Faculty Fisheries and Marine Science from Bogor Agricultural University graduated in 2009. The author continued to study master degree in Management Science, Faculty of Economic and Management Bogor Agricultural University.

Author took marketing management major and have done collaboration with Universiti Putra Malaysia (UPM) with research title is “Factors Influencing Consumer Decisions in Halal Tourism (Case Study Indonesia and Malaysia)” under direction of the advisory committee Dr. Mukhamad Najib STP, MM (IPB) dan Dr. Ir. Ma’num Sarma MS.,M.Ec (IPB) and Dr. Anuar Shah Bali Mahomed (UPM).