ANALYSIS OF HALAL DESTINATION ATTRIBUTES AND SERVICE QUALITY ON MUSLIM TOURISM INTEREST IN BOGOR REGENCY

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ABSTRACT

Bogor Regency with a Muslim population of approximately 87% of 5.6 million people, has potential for halal tourism development. This research aims to analyze the impact of halal destination attributes and service quality on Muslim tourist interest in Bogor Regency. This study uses a quantitative approach to the population of Bogor Regency residents, with a sample of 100 tourists. Data were collected through questionnaires with a Likert scale and analyzed using SPSS, tested for validity and reliability, classical assumption tests, multiple linear regression analysis, hypothesis testing, and R² determination test to measure the relationship between halal destination attributes and service quality Muslim tourist interest. The results showed that halal destination attributes (X1) were proven to have a partial effect on Muslim tourist interest with t-count 3.955 > t-table 1.984. Similarly, service quality (X2) partially affects Muslim tourist interest with t-count 3.435 > t-table 1.984. Simultaneous testing confirms that both independent variables together have a significant effect on Muslim tourist interest, with a coefficient of determination (R²) of 77.7%, while the remaining 22.3% is influenced by factors outside the research.

Keywords: Halal Destination Attributes, Service Quality, Muslim Tourism Interest, Bogor Regency

I. INTRODUCTION

1.1 Background

Bogor Regency has an area of ±2,991.78 km² located at coordinates 6°18'0" to 6°47'10" South Latitude and 106°23'45" to 107°13'30" East Longitude (Source: Dinas Kebudayaan dan Pariwisata Kabupaten Bogor, accessed December 26, 2024). Administratively, this area is divided into 40 sub-districts with various tourism potentials, consisting of 416 villages and 19 sub-districts with a total of 435 villages or sub-districts, covering 3,941 Rukun Warga (RW), and 15,874 Rukun Tetangga (RT). Known for its mountain beauty and tropical forests, Bogor Regency presents stunning panoramas along the line of sight.

With a population of approximately 5.6 million people in 2024, this regency is dominated by Muslim residents reaching approximately 87% (Source: Badan Pusat Statistik Kabupaten Bogor, 2024). The presence of a strong Muslim community creates an atmosphere that strongly supports the development of halal tourism. Local communities generally understand and appreciate sharia values, thus being able to meet the needs of Muslim tourists well.

The development of halal tourism in Bogor Regency is beginning to show encouraging signs. This area is famous for its many attractive natural tourist attractions, such as the already famous Taman Safari Indonesia, the enchanting view of Mount Salak, natural scenery, and various historical sites that are evidence of the spread of Islam can be found in Bogor Regency. Some of these historical sites include the tomb complex of Pangeran Aria Wangsakara located on the slopes of Mount Salak, the tomb site of Mbah Dalem Jayakarta in Ciseeng, and the Pasir Angin Tomb Site in the Cileungsi Area. These tourist attractions strive to accommodate Muslim tourists from time to time. In addition, Muslim tourists are attracted to Bogor Regency because of its strategic location if accessed from Jakarta.

Nevertheless, Bogor Regency is still not included in the top halal tourism destinations in Indonesia in terms of halal tourism development in the country. Until now, Lombok in West Nusa Tenggara still holds the top position, followed by Aceh, West Sumatra, DKI Jakarta, and Bandung City. The Government of Bogor Regency and tourism industry actors continue to strive to improve service quality and create halal destinations, although currently not yet at the top of Indonesia's halal tourism destinations.

The Bogor Regency area shows significant potential to develop into a leading Muslim-friendly tourism destination in the coming period. This development can be realized through collaboration with national government authorities and the implementation of various regional development initiatives. This area has substantial capacity to become one of the leading destinations in the halal tourism category, supported by strategic programs both from the central level and ongoing local development efforts. The presence of various natural tourist attractions, regional cuisine that is already halal certified, and ease of access from several surrounding locations become added value (Source: Antaranews, 2025).

Based on data released by Mastercard-CrescentRating, the halal tourism market prospects are predicted to reach 274 billion US dollars in 2023 (Fadhlan & Subakti, 2022). In the Bogor Regency area itself, there are many tourist destinations that include natural beauty and cultural richness that may be attractive especially to Muslim tourists. However, further study is

still needed to find out the extent to which the existing halal tourism components influence the desire of Muslim tourists to come to this area. These conditions indicate that the supporting elements of halal tourism currently available have not been able to provide a satisfying experience for Muslim tourists. To overcome this problem, a study from various reference sources is needed that can provide in-depth analysis and effective resolution recommendations (Yuherawan, Suryastuti & Hasanah, 2023).

This research was conducted with the intention of studying how the impact of halal tourism elements and service levels on the interest of Muslim tourists to visit the Bogor Regency area. The results of this study can later become valuable input for tourism site managers in their efforts to attract more Muslim visitors. In addition, this study also intends to explore various other aspects that play a role in encouraging Muslim tourist interest when deciding to visit tourist sites in Bogor Regency.

1.2 Problem Formulation

Based on the background described, the problem formulation in this study is:

1. Do halal destination attributes affect Muslim tourism interest in Bogor Regency?

2. Does service quality affect Muslim tourism interest in Bogor Regency?

3. Is there a simultaneous effect between halal destination attributes and service quality on Muslim tourism visit interest in Bogor Regency?

1.3 Research Objectives

Based on the problem formulation above, this study has the following objectives:

1. To analyze the impact of halal destination attributes on Muslim tourism interest in Bogor Regency.

2. To analyze how service quality affects Muslim tourism interest in visiting tourist destinations in Bogor Regency.

3. To analyze the effect of halal destination attributes and service quality simultaneously on Muslim tourism interest in Bogor Regency.

II. LITERATURE REVIEW

2.1 Theoretical Foundation

2.1.1 Halal Destination Attributes

In Arabic, halal means permitted or in accordance with the law. Individual lifestyle reflects distinctive behavioral patterns that distinguish one person from another, including various habits and ways of life, thought patterns, and ways of responding to life from personal and collective perspectives, especially those that improve quality of life (Kurniawan, 2023).

The Muslim Judicial Council Halal Trust (MJCHT) defines halal lifestyle as a lifestyle that adheres to Islamic teachings and is carried out as well as possible in an honest, straight, fair, and dignified manner (Muslim Judicial Halal Trust, 2025). The three halal principles in procurement, halal in consumption, and halal in utilization can be applied to live a halal lifestyle.

Halal lifestyle is not only related to food, but also includes dress style, cosmetics, tourism, and even transactions with banks.

Halal tourism is tourism that emphasizes Islamic principles in all aspects of travel. Halal tourism not only includes goods, but also behavior during travel and additional facilities. Halal tourism is travel that complies with Islamic law by offering appropriate facilities and services for Muslims, such as providing separate prayer places, guaranteed halal food and beverages, clean water supply, hygienic toilets, and other facilities that do not conflict with Islamic law (Priyadi, 2022).

The term halal destination attributes refers to interrelated elements that shape the tourist experience at halal tourism locations. The overall service received and experienced by Muslim tourists when traveling from dining and lodging to transportation, food, and financial services, as well as facilities and travel providers themselves is referred to as halal destination quality. According to Battour et al. (2011), there are four dimensions of halal tourism characteristics: accessibility of places of worship, accessibility of worship facilities, accessibility of halal food and beverages, and availability of prayer direction guidance (Qiblat).

2.1.2 Service Quality

Based on Parasuraman's concept, service quality can be interpreted as the gap between customer expectations and the service experience they receive. This includes all efforts to meet customer needs and desires correctly to achieve the ideal balance. When someone performs or takes actions that are not directly visible to others, that person is providing service.

All human interactions must be conducted in accordance with Islamic law. Good moral principles must exist in relationships recognized legally in Islam. For example, transactions involving the purchase and sale of goods must comply with Islamic fiqh regulations and incorporate moral principles such as mutual support and facilitating others' affairs. In addition, relationships in Islam must consider social goals besides profit.

Providing the best service to others is a noble effort that can benefit everyone involved. Islam says that we must provide quality when delivering business results in the form of services or goods. High-quality service is characterized by providing service with full dedication and optimal effort. As stated in Allah's word in the Qur'an Surah Al-Maidah verse 2, this verse describes how humans relate to each other. The encouragement to support each other in virtue and piety is one of the key ideas.

In the service industry such as tourism, the term Service Quality (Servqual) is used to describe service quality. The following are the basic metrics used to assess the quality of services provided by the service sector: reliability, responsiveness, assurance, empathy, and tangibles.

2.1.3 Muslim Consumer Preferences

In Islam, preferences must utilize wealth carefully. The most important factor is the use of decisions that must be focused on preferences that bring maslahah, namely things that are beneficial and good, so that property or wealth can contribute to individual welfare. Preference refers to a person's tendency or choice when choosing goods and services, which implies personal autonomy.

Three fundamental pillars that support Muslim consumer behavior according to Qardhawi (2017):
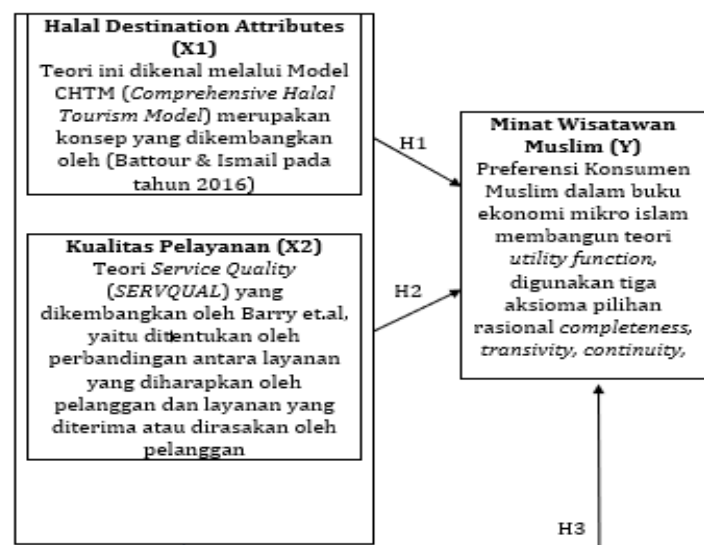
1. Avoiding miserliness and using wealth for good things, as well as setting aside part of wealth for welfare that fights for all religious ideals while being safe facing future challenges.

2. Avoiding waste and allocating funds based on needs and utility.

3. When the economy is difficult, live simply by only spending money on basic needs. In addition, maintain a balance between material expenditure and charity in the hereafter.

In Islam, purchasing preferences are made for the benefit of welfare, not just satisfaction that triggers lust. From the maslahah perspective, satisfaction is determined by whether the product is beneficial to the environment, not whether the product is a good purchase. Consumption principles in Islam include: sharia principles to obtain Allah's pleasure, quantity principles must be balanced with income, consumption priority principles starting from primary (basic needs), secondary (supporting needs) to tertiary (complementary needs), and morality principles by considering the social impact of consumption activities.

2.2 Theory Analysis

2.2.1 Theory Analysis of Halal Destination Attributes and Service Quality on Muslim Tourism Interest

Table 2.1 Research Theoretical Framework

Sumber: Data Diolah Tahun (2025)

2.3 Research Hypothesis

This study identifies two independent variables that act as factors that can cause changes or the emergence of the dependent variable. The independent variables in this study are halal destination attributes (X1) and service quality (X2), while the dependent variable is Muslim tourism interest (Y).

According to research, Muslim visitors are more interested in visiting places with these qualities. In addition, visitor satisfaction and positive perceptions of locations are influenced by excellent service, which includes staff friendliness and the capacity to accommodate unique visitor needs. Thus, Muslim visitor interest in visiting is greatly influenced by service quality and halal destination characteristics.

This study proposes the following hypotheses:

1. H1: Halal Destination Attributes affect Muslim tourist interest in Bogor Regency
2. H2: Service Quality affects Muslim tourist interest in Bogor Regency
3. H3: Halal Destination Attributes and Service Quality simultaneously affect Muslim tourist interest in Bogor Regency

III. RESEARCH METHODOLOGY

3.1 Population and Sample

Referring to information from the Central Statistics Agency of Bogor Regency in 2024, the population of this study is 5,600,000 people who live or reside in Bogor Regency. Given the large population and cannot be determined precisely, the determination of sample size uses the Slovin formula (Sugiyono, 2017):

$n = N / (1 + N(e)^2)$

Where:

- n = Sample size

- N = Population size (5,600,000)

- e = Margin of error (0.1)

$n = 5,600,000 / (1 + 5,600,000(0.1)^2)$ $n = 5,600,000 / 56,001$ $n = 99.99$

Thus, the required sample size is rounded to 100 Muslim tourists.

3.2 Research Method

This study adopts the survey method due to its relevance to research objectives in data collection. Through the application of the survey approach, researchers have the ability to extract information from sample groups that have been selected through certain criteria in the early stages of research.

3.3 Data Sources

1. Primary Data: Structured surveys, field observations of respondents, and interviews with tourism destination managers are used to collect primary data directly from respondents.

2. Secondary Data: To complement primary data, secondary information is obtained from various references with high credibility including statistical data documentation from the Tourism Office of Bogor Regency, profiles of tourism destination managers, and related documentation.

3.4 Operational Definition of Research Variable Indicators

Table 3.1 Operational Definition of Research Variable Indicators

No.	Variabel	Operational Definition	Indicators	Measurement Scale	Source
1.	Halal Destination Attributes (X1)	Halal Destination Attributes are tourism facilities that emphasize Islamic principles in their entirety, which are included in the characteristics of halal principles.	Accessibility of places of worship, accessibility of worship facilities, accessibility of halal food and drinks.	Likert1-4	Battour, M.M., Battor, M.M., Ismail, M. (2011).
2.	Service Quality (X2)	Service quality is determined by the comparison between the service expected by the customer and the service received or perceived by the customer.	Reliability, responsiveness), assurance, empathy, tangibles.	Likert1-4	Wiwik Sulistiyow ati(2018),29
3.	Muslim Tourism Interests (Y)	Preferences must utilize wealth carefully, the crucial element in this context is the usage mechanism which must be oriented towards decision making (preferences) which contain maslahat values (benefit and goodness).	Tendency to visit halal tourist attractions, tendency to recommend halal tourist attractions, tendency to seek information about halal tourism, realizing interest in halal tourism by having visited more than once.	Likert1-4	Amzal, C., Rahmadita, A., & Noven, S. A. (2021).

All variables are measured using a 4-level Likert scale:
1. Strongly Agree (SA) = 1
2. Agree (A) = 2
3. Disagree (D) = 3
4. Strongly Disagree (SD) = 4

3.5 Data Analysis Techniques

This study adopts a combined method of descriptive and inferential data analysis. Multiple linear regression analysis method is implemented to predict changes in the dependent variable based on manipulation of two or more independent variables. Mathematical model:

$Y = a + b_1X_1 + b_2X_2 + e$

Where: Y = Muslim tourist interest

$\quad\quad$ X1 = Halal destination attributes

$\quad\quad$ X2 = Service quality

$\quad\quad$ b1 = Halal destination attributes coefficient

$\quad\quad$ b2 = Service quality coefficient

$\quad\quad$ α = Constant e = Standard error

IV. RESULTS AND DISCUSSION

4.1 Data Description

This study involved 100 Muslim tourist respondents in Bogor Regency with the following characteristics:
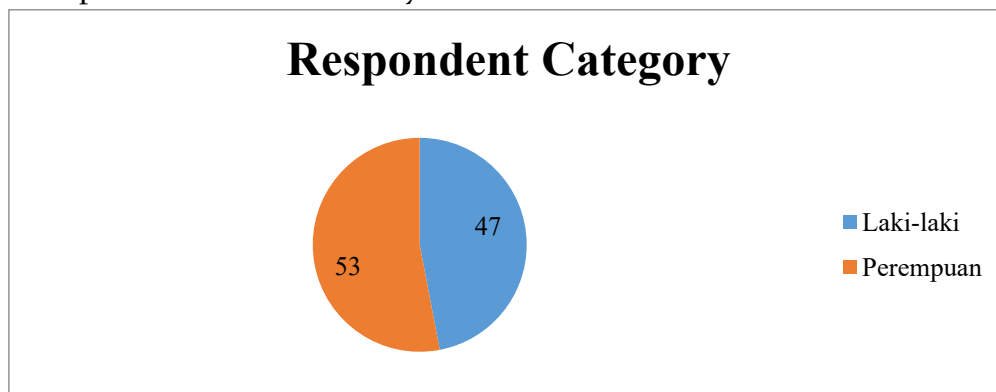
1. Respondent Characteristics by Gender:

Figure 4.1 Respondent Characteristics by Gender
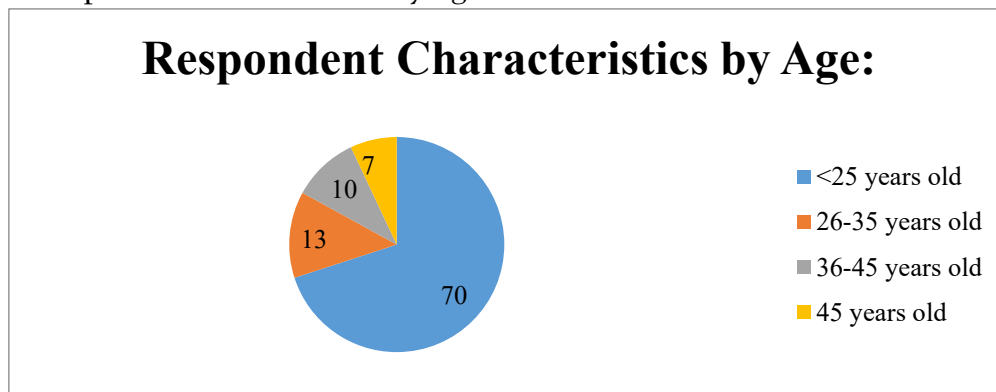
2. Respondent Characteristics by Age:

Figure 4.2 Respondent Characteristics by Age

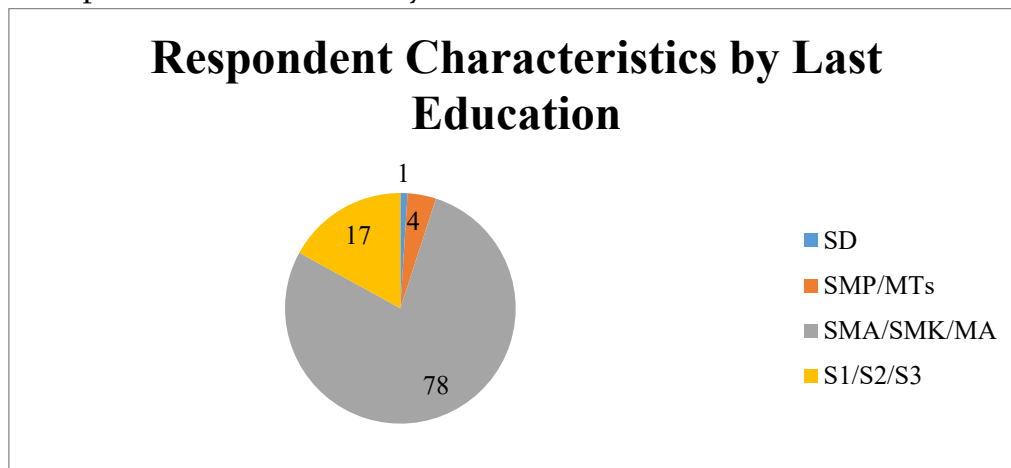3. Respondent Characteristics by Last Education:

Figure 4.3 Respondent Characteristics by Last Education

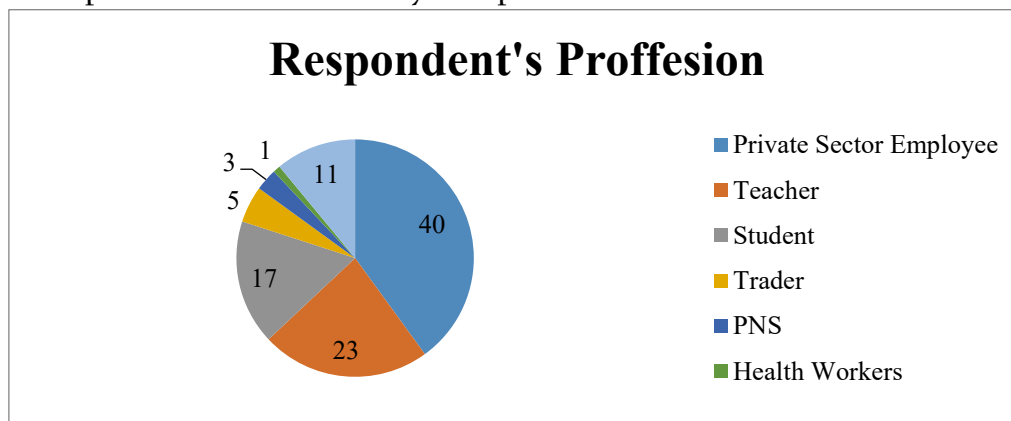4. Respondent Characteristics by Occupation:

Figure 4.4 Respondent Characteristics by Profession

Based on descriptive analysis of respondent responses:

1. Halal Destination Attributes Variable (X1): The majority of respondents gave a "strongly agree" response to the halal food and beverage accessibility indicator, indicating that the halal aspect of culinary is very important for Muslim tourists.
2. Service Quality Variable (X2): On average, respondents answered "agree" with the responsiveness indicator getting the highest response, indicating that speed and service efficiency are tourists' priorities.
3. Muslim Tourist Interest Variable (Y): On average, respondents answered "agree" with the highest tendency in statements about the desire to return if satisfied with services, places of worship, and halal food.

4.2 Data Analysis Results

1. Validity Test

Validity test results show that all statement items in the questionnaire are valid with r count › r table (0.165). The highest r count value for each variable:

Table 4.1 Validity Test Results

Halal Destination Attributes X1	Variable X1	R count	R table	Information
	Q1	0,759		Valid
	Q2	0,682	0,165	Valid
	Q3	0,841		Valid

Service Quality X2	Variable X1	R count	R table	Information
	Q1	0,604		Valid
	Q2	0,830	0,165	Valid
	Q3	0,773		Valid
	Q4	0,747		Valid

Muslim tourism interest Y	Variable Y	R count	R table	Information
	Q1	0,708		Valid
	Q2	0,762	0,165	Valid
	Q3	0,797		Valid
	Q4	0,766		Valid

Source: Processed Primary Data 2025

2. Reliability Test

Reliability test results using Cronbach's Alpha show all variables are reliable (> 0.60):

Table 4.2 Reliability Test Results

No	Variable	Cronbach's Alpha	Reliability Limits	Information
1	Halal Destination Attributes X1	0,642		
2	Service Quality X2	0,720	0,60	Reliable
3	Muslim tourism interest Y	0,754		

Source: Processed Primary Data 2025

3. Classical Assumption Tests
a. Normality Test

Table 4.3 Normality Test Results

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.37112651
Most Extreme Differences	Absolute		.079
	Positive		.079
	Negative		-.066
Test Statistic			.079
Asymp. Sig. (2-tailed)			.123
Monte Carlo Sig. (2-tailed)	Sig.		.126
	99% Confidence Interval	Lower Bound	.118
		Upper Bound	.135

Source: Processed Primary Data 2025

b. Multicollinearity Test

Table 4.4 Multicollinearity Test Results

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Halal Destination Attributes	.530	1.885	There is no multicollinearity
Service Quality	.530	1.885	There is no multicollinearity

Source: Processed Primary Data 2025

c. Heteroscedasticity Test

Table 4.5 Heteroscedasticity Test Results

Variable	Sig	Information
Halal Destination Attributes	0,349	No Heteroscedasticity Occurs
Service Quality	0,647	No Heteroscedasticity Occurs

Source: Processed Primary Data 2025

d. Autocorrelation Test

Table 4.6 Autocorrelation Test Results

Nilai Durbin Watson(d)	Durbin Watson Table		Information
	dU	4-dU	
2.399	1,7152	2,2848	No Autocorrelation

Source: Processed Primary Data 2025

4. Multiple Linear Regression Analysis

Table 4.7 Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.743	.531		3.285	.001
	Halal Destination Attributes	.488	.123	.401	3.955	<.001
	Service Quality	.342	.100	.348	3.435	<.001

a. Dependent Variable: Muslim tourism interest

Source: Processed Primary Data 2025

Y = 1.743 + 0.488X1 + 0.342X2 + e

Interpretation:

1. Constant (a) = 1.743: If halal destination attributes and service quality variables are zero, Muslim tourist interest still has a value of 1.743.
2. Coefficient X1 (b1) = 0.488: Each one-unit increase in halal destination attributes will increase Muslim tourist interest by 48.8% (assuming X2 is constant).
3. Coefficient X2 (b2) = 0.342: Each one-unit increase in service quality will increase Muslim tourist interest by 34.2% (assuming X1 is constant).

5. Hypothesis Testing

a. Partial Test (t-test)

Table 4.8 t-test Results

Variable	T	Sig
Halal Destination Attributes	3.955	<.001
Service Quality	3.435	<.001

Source: Processed Primary Data 2025

Conclusion: H0 is rejected, H1 is accepted. Halal destination attributes significantly affect Muslim tourist interest. H0 is rejected, H2 is accepted. Service quality significantly affects Muslim tourist interest.

b. Simultaneous Test (F-test)

Table 4.9 F-test Results

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	166.631	2	83.316	43.422	<.001[b]
	Residual	186.119	97	1.919		
	Total	352.750	99			

a. Dependent Variable: Muslim tourism interest
b. Predictors: (Constant), Service Quality, Halal Destination Attributes

Source: Processed Primary Data 2025

Conclusion: H0 is rejected, H3 is accepted. Halal destination attributes and service quality simultaneously significantly affect Muslim tourist interest.

6. Coefficient of Determination (R²)

Table 4.10 Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884a	.782	.777	.693

a. Predictors: (Constant), Service Quality, Halal Destination Attributes

Source: Processed Primary Data 2025

Analysis results show R² value = 0.777 or 77.7%. This means that 77.7% of the variation in Muslim tourist interest can be explained by halal destination attributes and service quality variables, while the remaining 22.3% is influenced by factors outside this study.

4.3 Discussion of Research Results

1. Effect of Halal Destination Attributes on Muslim Tourim Interest

Research results show that halal destination attributes significantly affect Muslim tourist interest. Research instruments reveal that the most dominant aspect is the availability of food and beverage products that meet halal standards in tourist areas. The majority of respondents gave high ratings on statements expressing the importance of easy access to halal culinary, including clarity of product halal status information and ease of finding supplier locations. These research findings correlate with increasing demand trends for tourism products and services that meet halal standards. Development approaches focused on strengthening halal destination elements can be accelerators for tourism economic growth in the Bogor Regency area which simultaneously contributes to improving local community welfare.

2. Effect of Service Quality on Muslim Tourism Interest

Hypothesis testing results confirm that service quality has a significant impact on Muslim tourist interest. Research instruments show that the dominant service dimension is the aspect of responsiveness and service effectiveness at tourist locations. This finding reflects that service personnel responsiveness is a fundamental element that affects the satisfaction level and Muslim tourist interest in tourist objects in Bogor Regency. The implications of this research are also relevant for accelerating the regional economy of Bogor Regency. With the understanding that service quality contributes significantly to Muslim tourist interest, local government along with tourism stakeholders can create education programs and competency development for tourism business actors in order to improve tourism human resource quality.

3. Simultaneous Effect of Halal Destination Attributes and Service Quality

Hypothesis testing results show a significant relationship between both independent variables simultaneously on Muslim tourist interest. Research instruments show that indicators getting high responses from respondents are statements expressing intentions to make repeat visits if tourists obtain satisfaction from quality service, availability of representative worship facilities, and provision of culinary products that meet halal standards. These research findings receive

reinforcement from similar studies that have been conducted previously. Fatimah and Sugianto (2024) in their research "The Effect of Religiosity, Service Quality, Destination Image, and Halal Tourism on Muslim Tourist Interest" found positive correlations although not all variables showed statistical significance. This finding emphasizes the importance of developing halal destination attributes and improving service standards as key strategies to attract the growing Muslim tourist segment in the Bogor Regency tourism industry. Development approaches focused on both aspects in an integrated manner can be accelerators for tourism economic growth in the Bogor Regency area which simultaneously contributes to improving local community welfare.

V. CONCLUSION

1. Halal Destination Attributes Variable (X1) is proven to have a significant partial effect on Muslim tourist interest. The most dominant aspect is the availability and ease of access to halal food and beverages which is the main priority of Muslim tourists.

2. Service Quality Variable (X2) is proven to have a significant partial effect on Muslim tourist interest. The responsiveness dimension is the most influential aspect, where speed, efficiency, and staff readiness in responding to tourist needs are determining factors for satisfaction and visit interest.

3. Simultaneous testing confirms that both independent variables (halal destination attributes and service quality) together have a significant effect on Muslim tourist interest. This finding shows that optimal halal tourism development in Bogor Regency requires an integrated approach that not only focuses on providing halal facilities, but also on improving overall service quality.

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