

The Effect of Tourist Attractions and Islamic Attributes on Muslim Tourist Visiting Decisions with Destination Image as a Mediating Variable at Tondok Bakarü Tourism Village

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ABSTRACT

Introduction: Indonesia has enormous potential in developing halal tourism, yet its implementation faces challenges in regions where Muslims are not the majority, such as Tondok Bakarü Tourism Village in West Sulawesi. Although the village offers stunning natural landscapes and rich cultural heritage, its ability to attract Muslim tourists remains uncertain due to limited Islamic attributes. This study aims to analyze the influence of tourism attractions and Islamic attributes on Muslim tourists' visiting decisions, with destination image acting as a mediating variable.

Methodology: A quantitative approach was employed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). Data were collected through an online questionnaire from 39 Muslim tourists who had previously visited Tondok Bakarü.

Results: Findings reveal that Islamic attributes significantly enhance destination image, which in turn positively influences visiting decisions. Conversely, tourism attractions do not directly affect visiting decisions but contribute indirectly by shaping destination image.

Conclusion: Islamic attributes and destination image are essential for attracting Muslim tourists to destinations in non-Muslim majority areas. Tourism managers should prioritize improving Islamic facilities such as prayer spaces and halal food availability and develop a Muslim-friendly destination image to strengthen competitiveness in the growing halal tourism industry. These efforts will help position Tondok Bakarü as an inclusive and appealing destination for Muslim travelers.

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INTRODUCTION

Indonesia with a population of 281.6 million people (Central Bureau of Statistics, 2024), has approximately 236 million Muslims, accounting for 84.35% of its population, making it the country with the second-largest Muslim population in the world after Pakistan (Hairani, 2024). Therefore, the country has great potential to become the home of the World's Muslim travellers by creating sustainable tourism that is friendly to Muslim travellers. Seeing this prospect, the government has undertaken a number of initiatives through the Ministry of Tourism and Creative Economy by issuing regulations on the implementation of tourism business certification regulated in Permen Parekraf No. 12 of 2016, which is closely related to sustainable tourism regulations that are friendly to Muslim tourists. In addition, the 2020-2024 national development plan in this case the medium term for the Tourism Sector has included a Muslim-friendly tourism component or halal tourism (Rukmana & Purnomo, 2023).

Halal tourism is another term for Muslim-friendly travel (MFT) (Mulyana et al., 2022). The set of ancillary services, including facilities, attractions, and accessibility, provided to cater to the interests, needs, and experiences of Muslim travellers is known as halal tourism. Tourist sites must have several elements to realise halal tourism. For example, offering halal food, facilitating places of worship such as prayer rooms and ablution places, and supporting other services that are friendly to Muslims (Kemenparekraf/Baparekraf RI, 2021c). Muslim travellers do not want to forget their basic religious needs when travelling for permitted purposes, according to the Organisation of Islamic Cooperation's (OIC) Institute for Economic and Commercial Cooperation. As described as "halal-conscious travellers, travelling for any halal (permissible) purpose" (Rusydiana et al., 2021; Zainol et al., 2021).

The Ministry of Tourism and Creative Economy has placed a strong emphasis on promoting sustainable tourism. In essence, sustainable tourism represents the development of travel practices that generate long-term economic, social, cultural, and environmental benefits (Kemenparekraf/Baparekraf RI, 2021). One of the strategies implemented by the government and tourism site managers is the development of tourist villages, as outlined in Permen Parekraf No. 9 of 2021 on Guidelines for Sustainable Tourism Destinations. To date, among the thousands of tourist villages promoting sustainable tourism in Indonesia, at least seven have been designated as pilot projects (Kemenparekraf/Baparekraf RI, 2021). A tourist village is a way to present activities, lodging, and additional services in a way that is connected to local customs and featured in community life (Hadiyatno et al., 2024; Jannah et al., 2022). The establishment of tourist villages serves as a key driver for both domestic and international tourist visits, ultimately contributing positively to the economic activities of local communities (Nurohman & Qurniawati, 2021). One of the steps in supporting the growth of the tourism sector is to develop tourism villages (Lilyk et al., 2023).

The concept of tourism village management that offers authentic experiences and the implementation of Muslim-friendly values will be a magnet to attract Muslim tourists (Murobbi, 2023). Currently, there are several provinces in Indonesia that have halal tourism village communities that are designated as pilot projects, one of which is West Sumatra (Mardian & Armen, 2024). Sandiaga Uno said that the development of halal tourism villages is one of the fastest accelerated tourism ecosystems (Maulana, 2024). Accelerating the development of halal tourism villages for Muslim-majority areas is certainly different from areas with non-Muslim majority populations, which have their own challenges. Various rejections have occurred in various areas with non-Muslim majority populations for the same reason, such as in Bali, Toba, and NTT (Riyono, 2021).

Tondok Bakarlu is a village in Mamasa Regency, West Sulawesi Province, Indonesia. Covering an area of 36 square kilometers, the village is situated 2 km from the center of Mamasa City, with the majority of its population being non-Muslim (Rizki, 2023). The village was inaugurated by the Deputy Regent of Mamasa in 2019 as a tourist village (Mulyana et al., 2022). Focusing on its natural resources and cultural potential such as natural scenery, orchid cultivation gardens, pine forest hills, typical Mamasa traditional houses, bamboo music performance art and dances (Widyanti, 2022), led this tourist village to be awarded as the 50 best tourist villages in the 2022 Indonesian Tourism Village Award event and is the sole representative from West Sulawesi (Hendriyani, 2022).

The natural and cultural attractions of Tondok Bakarlu Village are its own advantages to influence tourists' visiting decisions. Lie & Facrura (2024) said that one of the factors of a tour is tourist attraction. This includes elements such as natural beauty, local culture, and available tourist activities (Susianto et al., 2022). Attractiveness encourages tourists to visit a destination. Therefore, attractiveness plays an important role in influencing a person's choice of which tourist destination to visit (Susianto et al., 2022). This has been proven through various previous studies, which found that there is an influence of attractiveness on decision making to visit a place (Aryo Anggoro & Baskoro, 2024; Purwanto et al., 2021).

However, in developing tourism villages that appeal to Muslim tourists, it is important to understand other factors that determine their visiting decisions. Many factors influence tourist decisions, one of which is religion (Alvarez et al., 2024). Islam impacts the attitudes and behaviour of its followers in their daily lives. Even when they are travelling, they still have to comply with Islamic law (Jaapar et al., 2021). Muslim travelers seek access to halal food, halal transportation, and halal-friendly tourism experiences when traveling (Zainol et al., 2021). Halal is a lifestyle for Muslim travellers, while for non-Muslims halal is related to the quality of the service or product (Fauzi & Battour, 2024), it includes the quality, safety, and hygiene of the supply chain (Isaac, 2024). Previous research has found that the travel decisions of Muslim tourists are influenced by Islamic attributes, including places of worship, halal culinary options, and adherence to Islamic moral values (Soonsan

& Jumani, 2024; Suryawardani et al., 2024). Then according to the search by Cahyono et al., (2021) and Qolbi et al., (2024) conducted with qualitative methods found that Islamic attributes can attract Muslim tourists to visit.

In addition to these factors, tourists' perceptions of destination image can also play an important role. The destination image in everyone's view of the same place is different from one another and the picture that visitors have of the place does not necessarily reflect the actual situation there (Setiawan et al., 2023). When a tourist attraction is offered in a way that suits its desires, this will create a positive destination image of the location that will be easily remembered by visitors and easily identified as the best version of the destination (Kladou et al., 2022; Manurung & Elizabeth, 2024). In previous research by Imam Pratama et al., (2021) and Riyadi & Nurmahdi, (2022) found that decision making to visit something is greatly influenced by the existence of a good destination image. However, the findings of Supian et al., (2021) suggest otherwise, revealing that a destination's image does not influence an individual's decision to visit a place.

The various factors that have been identified have shown that the combination of Tourist Attraction, Islamic Attributes, and Destination Image play a significant role in influencing the Visiting Decision of Muslim Tourists. However, no study has comprehensively investigated the relationship between these factors in a research location with a majority non-Muslim population structure. Therefore, this study aims to bridge the knowledge gap by examining the role of Destination Image as a mediator between Tourism Attractions and Islamic Attributes in influencing Muslim tourists' visiting decisions, particularly in the context of a tourist village where the majority of the community is non-Muslim. By understanding the factors that shape Muslim tourist behavior, this research seeks to develop more effective strategies and destination management approaches to enhance tourism products and services. Ultimately, these efforts are expected to increase Muslim tourist visits to Tondok Bakarluh Tourism Village and contribute positively to the development of sustainable tourism.

LITERATURE REVIEW

Tourism attraction, destination image and visiting decision of muslim tourists

The Theory of Planned Behavior states that an individual's decision is shaped by attitudes, subjective norms, and perceived behavioral control (Yastica et al., 2020; Ye et al., 2022). In the tourism context, tourist attractions act as external factors influencing tourists' attitudes, which are reflected in destination image and ultimately determine visiting decisions. Thus, destination image is expected to mediate the relationship between tourist attractions and visiting decisions.

Tourist attraction refers to distinctive and valuable natural, cultural, or man-made resources that draw visitors (Law No. 10/2009). As the core of tourism development, attractions play a vital role in generating interest and encouraging visits (Karagöz et al.,

2022; Nnko & Mbawambo, 2024). Each tourist location has its own attraction based on its capacity or potential, some are natural tourist attractions, cultural tourist attractions, and man-made tourist attractions (Mandaka et al., 2022). Pereira et al., (2022) say the attractiveness of a location will naturally attract tourists to visit. This is confirmed in research findings by (Iftikhar et al., 2023; Oktaviani et al., 2024; Purwanto et al., 2021). Wahim, (2024) said that the characteristics of a destination can have a significant impact on the destination's image and tourists' intention to revisit. Therefore, the following hypothesis is proposed:

H1: Tourist Attraction affects the Decision to Visit Muslim Tourists

H2: Tourist Attraction affects Destination Image

H6: Destination Image mediates Tourism Attraction on Muslim Tourist Visiting Decision

Islamic attributes, destination image and muslim tourist visiting decision

The Theory of Planned Behavior explains that an individual's decision to perform a behavior is influenced by attitudes, subjective norms, and perceived behavioral control (Yastica et al., 2020; Ye et al., 2022). In the tourism context, Islamic attributes can be considered external factors that shape Muslim tourists' attitudes toward a destination. A positive attitude then enhances the destination image, which ultimately affects the visiting decision. Thus, destination image serves as a mediating variable between Islamic attributes and visiting decision.

Destination attributes are features or attractions that are offered at a tourism location and that have the potential to help visitors get the level of happiness they want (Ilyas et al., 2023). Islamic attributes are simply the features that Muslim travellers need to enjoy tourism (Mashilal & Dwi Swasana, 2023). Islamic attributes are classified into two categories by Suci et al., (2024) namely tangible and intangible attributes. Islamic attributes can provide a positive image for tourists to choose a tourist attraction as Suryawardani et al., (2024) said that tourists' assessment of the attractiveness, perception, and level of satisfaction with the location they visit is influenced by the quality of destination attributes. In line with what was revealed by Suci et al., (2024) that Islamic attributes play an important role, because they influence the preferences of Muslim tourists in choosing certain tourist locations. According to research by Adit, (2022) and Soonsan & Jumani, (2024) the choice of Muslim visitors to travel is significantly influenced by Islamic attributes, such as worship space, halal cuisine, and Islamic morals. This is further strengthened through research findings conducted using a qualitative approach by Suci et al., (2024) and Suryawardani et al., (2024) who found that Islamic characteristics can attract Muslim visitors.

H3: Islamic attributes influence the decision to visit Muslim tourists

H4: Islamic attributes influence Destination Image

H7: Destination Image mediates Islamic Attributes on Muslim Tourist Visiting Decision

Destination image and muslim tourist visiting decision

The Theory of Planned Behavior posits that attitudes, subjective norms, and perceived behavioral control shape an individual's intention and decision to act (Abdelrahman et al., 2024; Yastica et al., 2020). In the tourism context, destination image represents tourists' overall perception and attitude toward a place, which then strongly influences their behavioral intention to visit. A favorable destination image strengthens positive attitudes and increases the likelihood of a visiting decision. It has long been understood that destination image and brand image are closely related in the field of marketing. Consumer perceptions that are represented and retained in consumer memory are known as brand image (Zhang et al., 2023). The term destination image refers to the perception of a tourist destination, and is understood as the perceptions, and feelings and attitudes that exist in people or groups about tourist attractions, these perceptions are reflected and stored in the memory of a tourist (Sürücü & Avcı, 2023).

Previous research by Imam Pratama et al., (2021) have found that the perception or image of a tourist destination influences visiting decisions. This finding is further supported by Suryawardani et al., (2024) who identified that destination image plays a crucial mediating role between Islamic destination attributes and tourist decisions. In other words, tourist attractions and Islamic attributes contribute to enhancing a destination's image, which subsequently increases tourists' decision-making to visit.

H5: Destination Image affects the Visiting Decision of Muslim Tourists

METHODOLOGY DATA AND ANALYSIS

This research focused on tourism in Tondok Bakaru Village using a quantitative method approach. This method is a positivist-based research approach used for population studies and quantitative or statistical analysis with the aim of explaining and testing theories (Mason et al., 2022). The sample in this study was taken using non-probability sampling method, in this case purposive sampling with the criteria set:

1. Tourists who have visited Tondok Bakaru Tourism Village
2. Muslim or Muslims
3. Willing to fill out the questionnaire and give their opinions regarding Tondok Bakaru Tourism Village

Furthermore, this study uses a Likert scale to assess the responses given by participants, using a range of values from 1 (which indicates strong disagreement) to 5 (which indicates strong agreement). The data obtained were analysed using the SmartPLS software tool with the Path Least Square Structural Equation Modeling (SEM-PLS) method.

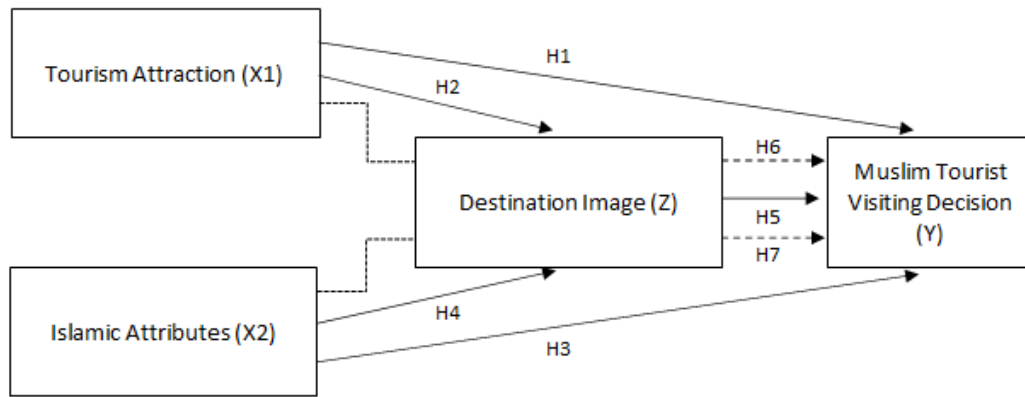


Figure 1. Research Model

RESULTS AND DISCUSSION

This study involved Muslim tourists who had experience visiting Tondok Bakaru Village as respondents. Data was collected through online questionnaire distribution using Google Forms, with a total of 39 respondents.

Evaluation of the measurement model

The variables of tourist attraction, Islamic attributes, destination image, and Muslim tourist visiting decision are measured reflectively in this study using a reflective measurement approach. Evaluation of the reflective model is carried out based on several criteria, namely the loading factor value ≥ 0.60 (Chin, 1998), composite reliability value ≥ 0.70 , Cronbach's alpha value ≥ 0.70 and AVE (Average Variance Extracted) value ≥ 0.50 . The evaluation of the measurement model is carried out based on research model shown in **Figure 1**, The following is an image of the measurement model evaluation as follows.

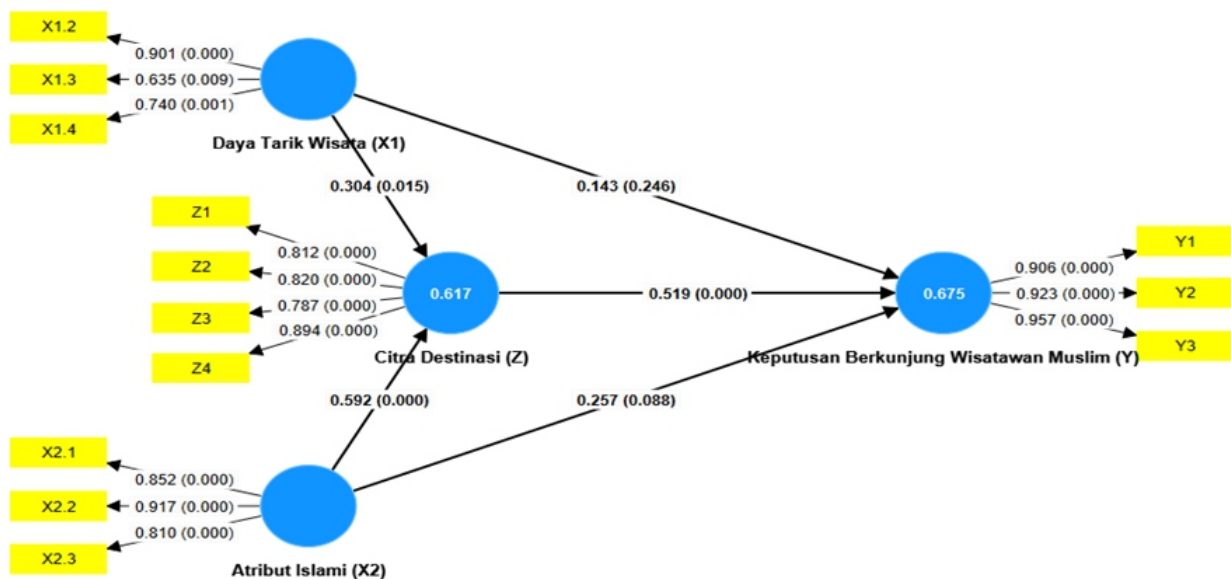


Figure 2. Measurement Model (Outer Model)

Based on **Figure 2**, it can be seen that the Convergent Validity test, model design, data input and PLS Algorithm results show that there is indicator elimination. The tourist attraction variable (X1) is represented by indicators X1.2, X1.3, X1.4. The Islamic Attributes variable (X2) is represented by indicators X2.1, X2.2, X2.3. Destination Image (Z) is represented by indicators Z1, Z2, Z3, Z4. Muslim Tourist Visit Decision Variable (Y) is represented by indicators Y1, Y2, Y3.

Based on the **Table 1** below, the Tourism Attraction variable (X1) was evaluated through three indicators, with outer loading values between 0.635 to 0.901, indicating the indicators are valid in representing the Tourism Attraction variable (X1). The reliability of this variable was confirmed as

Table 1. Evaluation of the Measurement Model

Variables	Items	Indicators	Outer Loading Value	Cronbach's Alpha value	Composite Reliability Value	AVE value
Tourism Attraction (X1)	X1.2	Building Attraction	0.901	0.727	0.807	0.587
	X1.3	Cultural Attraction	0.635			
	X1.4	Social Tourism Attraction	0.74			
Islamic Attributes (X2)	X2.1	Facilities	0.852	0.824	0.895	0.741
	X2.2	Food and Beverages	0.917			
	X2.3	Islamic Morality	0.81			
Destination Image (Z)	Z1	Useful entertainment	0.812	0.85	0.898	0.687
	Z2	Pleasant travelling environment and conditions	0.82			
	Z3	Interesting travelling experience	0.787			
	Z4	Unique tourist attractions	0.894			
Muslim Tourist Visiting Decision (Y)	Y1	Awareness of needs	0.906	0.92	0.95	0.863
	Y2	Want to try the product	0.923			
	Y3	Used to using or have visited	0.957			

meeting the required standards, with Cronbach's alpha above 0.60 and composite reliability exceeding 0.70. In addition, the AVE value of 0.587, which is greater than the benchmark of 0.50, confirms strong convergent validity. The indicators in this variable accounted for 58.7% of the explained variance, with X1.2 and X1.4 showing the highest outer loading values of 0.901 and 0.740, respectively. These results highlight that factors related to Built Tourism Attraction and Social Tourism Attraction play a dominant role in measuring this variable.

Based on the **Table 1** above, the Islamic Attributes (X2) variable was evaluated through three indicators, with outer loading values between 0.917 and 0.852, indicating the indicators are valid in representing the Islamic Attributes (X2) construct. The reliability of the variables was confirmed, as Cronbach's alpha exceeded 0.60 and composite reliability exceeded 0.70, indicating that the variables are reliable. In addition, the AVE value of 0.741, which is above the threshold of 0.50, signifies strong convergent validity. Collectively, the indicators explain 74.1% of the variance, with X2.2 and X2.1 having the highest outer loading values of 0.917 and 0.852. These results indicate that the Food and Beverage and Facility aspects are the most dominant factors in assessing this variable.

Based on the **Table 1** above, the Destination Image (Z) variable was evaluated using four indicators, with outer loading values ranging from 0.787 to 0.94, indicating the indicators effectively represent the variable. The reliability of this variable was affirmed, with Cronbach's alpha exceeding 0.60 and composite reliability exceeding 0.70, confirming its reliability. In addition, the AVE value of 0.687, which exceeds the acceptable limit of 0.50, indicates strong convergent validity. The indicators accounted for 68.7% of the variance in this variable. Indicators Z4 (0.894) and Z2 (0.820) showed the highest outer loading values, indicating that unique tourist attractions and perceptions of pleasant tourist environments and conditions are the most dominant aspects in evaluating this variable.

Based on the **Table 1** above, the Muslim Tourist Visit Decision variable (Y) is evaluated through three indicators, with outer loading values between 0.906 to 0.957, confirming the validity of these indicators in representing the variable. The reliability of this variable is supported by Cronbach's alpha values above 0.60 and composite reliability greater than 0.70, indicating its consistency. In addition, the AVE value of 0.863, which exceeds the limit of 0.50, indicates strong convergent validity. The variance explained by the indicators for this variable is 86.3%. The highest outer loading values are found in indicators Y3 (0.957) and Y2 (0.923), which emphasise that the frequency of destination visits and interest in trying tourist products are the main determinants in assessing this variable.

Evaluation of goodness of fit and model fit

PLS is a variance-based SEM analysis method used in evaluating theoretical models

oriented towards predictive studies. Therefore, various metrics are used to assess the suitability of the proposed model, such as R square value, Q square value, and SRMR value (Hair et al., 2021). Furthermore, the robustness of the model was tested by assessing linearity and testing the endogeneity of the relationship between variables (Hair et al., 2021). Based on the results of the analysis carried out, the results in **Table 2** were found as follows:

Table 2. R Square, Q Square and SRMR

Variables	Value R-square	Predict Q2 Value	SRMR
Destination Image (Z)	0.617	0.538	
Muslim Tourist Visiting Decision (Y)	0.675	0.513	
Estimated Value of Model			0.103

1) *R Square*

According to Hair et al., (2021) the R-square value is divided into three categories, namely below 0.25 low influence, a range of 0.25 to 0.50 moderate or moderate influence, and 0.50 to 0.75 substantive influence (high). Based on the **Table 2** above, it can be concluded that the joint effect of Tourism Attraction (X1) and Islamic Attributes (X2) on Destination Image (Z) reaches 0.617, which shows a significant influence with a contribution of 61.7%. Furthermore, the joint effect of Tourist Attraction (X1), Islamic Attributes (X2) and moderation of Destination Image (Z) on Muslim Tourist Visiting Decision (Y) is 0.675 or high influence with a percentage level of 67.5%.

2) *Q square*

The ability of any change in an exogenous or endogenous factor to predict the endogenous variable is measured by Q-square, which is a measure of predictive accuracy (Hair et al., 2021). This metric is a way for PLS to validate whether the model predictions are correct (predictive relevance). If the Q-square is 0, it means low influence, if it is 0.25, it means moderate influence and if it is 0.50, it means strong influence (Hair et al., 2021). Based on the **Table 2** above, the analysis shows that the Q-square value of Destination Image variable (Z) is 0.538, which is greater than 0.50, indicating a high level of prediction accuracy. Meanwhile, the Muslim Tourist Visiting Decision variable (Y) has a Q-square value of 0.513, also greater than 0.50, indicating a high prediction accuracy value.

3) *Standardised Root Mean Square Residual (SRMR)*

Yamin, (2023) explains that SRMR is a measure that describes the fit of the model, which shows the difference between the data correlation and the correlation predicted by the model. According to Hair et al., (2021) if the SRMR is below 0.08, then the model can be said to be suitable or fit. Meanwhile, Karin Scmelleh et al (2003) in Nugraha & Masithoh, (2023) state that the range of SRMR values between 0.08 and 0.10 indicates that the model

is acceptable in this case it is appropriate or fit. Based on the **Table 2** above, the model estimate shows a value of 0.103, which indicates that the model has an acceptable fit. This indicates that the empirical data in the model is able to explain the relationship between variables.

4) Robustness Check

Hair et al., (2021) mentioned that checking for linearity and endogeneity in the relationship between variables is very important. The assumptions underlying the influence between variables are based on the principles of linearity and endogeneity. This process is part of the robustness model test in SEM-PLS. To test linearity, the quadratic effect (QE) of variables is analysed, while the Gaussian Copula (GC) method is used to test endogeneity.

Table 3. Linearity and Endogeneity Test

Variables	Linearity		Endogeneity		Description
	Path Coefficient Value	Value P-Values	Path Coefficient	Value P-Values	
QE Tourism Attraction (X1) on Destination Image (Z)	-0.169	0.182	-0.448	0.426	Linearity and Endogeneity Fulfilled
QE Islamic Attributes (X2) on Destination Image (Z)	0.139	0.271	0.014	0.977	Linearity and Endogeneity Fulfilled
QE Tourism Attraction (X1) on Muslim Tourist Visiting Decision (Y)	-0.061	0.613	0.074	0.895	Linearity and Endogeneity Fulfilled
QE Islamic Attributes (X2) on Muslim Tourist Visiting Decision (Y)	0.052	0.765	-0.395	0.397	Linearity and Endogeneity Fulfilled
QE Destination Image (Z) on Muslim Tourist Visiting Decision (Y)	-0.042	0.755	-0.179	0.729	Linearity and Endogeneity Fulfilled

Based on the **Table 3** above, there is no significant influence between the squared form of Tourist Attractions (X1) and Islamic Attributes (X2) on Destination Image (Z). This indicates that the correlation between Tourist Attractions (X1) and Islamic Attributes (X2) with Destination Image (Z) is linear, which proves the fulfilment of the linearity effect in the model (robust). Furthermore, Tourist Attraction (X1), Islamic Attributes (X2), and Destination Image (Z) also show no significant influence on Muslim Tourist Visiting Decision (Y), which confirms that the relationship between the three variables with Muslim Tourist Visiting Decision (Y) is also linear, which further strengthens that the

linearity effect of the model has been fulfilled (robust). Based on the **Table 3** above, the analysis results show that the Gaussian Copula for Tourist Attractions (X1) and Islamic Attributes (X2) does not have a significant effect on Destination Image (Z). This indicates that the correlation between Tourist Attractions (X1) and Islamic Attributes (X2) with Destination Image (Z) is endogenous, which means that the endogeneity effect in the model has been fulfilled. In addition, Tourist Attraction (X1), Islamic Attributes (X2), and Destination Image (Z) also do not have a strong or significant effect on Muslim Tourist Visiting Decision (Y), which further confirms that the relationship between these three variables and Muslim Tourist Visiting Decision (Y) is also endogenous, thus the endogeneity effect of the model has been achieved.

Structural model evaluation

Hypothesis testing regarding the relationship between variables focuses on evaluating the structural model, which is conducted in three stages. The first stage involves the use of the inner VIF (Variance Inflation Factor) metric to check for multicollinearity between variables. If the inner VIF value obtained is less than 5, it gives the conclusion that there is no multicollinearity between variables (Hair et al., 2021). The second stage is to test the hypothesis by paying attention to the p-value or t-statistic. The relationship between variables is considered significant if the p-value is smaller than 0.05. Furthermore, the results and 95% confidence intervals of the path coefficients are examined. The third stage involves calculating the f-square value, which describes the level of direct influence between variables at the structural level. The f-square value of 0.02 is considered low, 0.15 moderate, and 0.35 high (Hair et al., 2021). In addition, the mediating effect is calculated using the f-square value known as ϵ^2 , which is obtained by squaring the mediation coefficient. The level of mediation influence is low if the ϵ^2 value is 0.02, medium if the ϵ^2 value is 0.075 and high if the ϵ^2 value is 0.175 (Ogbeibu et al., 2022).

Table 4. Inner VIF

Variables	VIF
Islamic Attributes (X2) on Destination Image (Z)	1.305
Islamic Attributes (X2) on Muslim Tourist Visiting Decision (Y)	2.219
Destination Image (Z) to Muslim Tourist Visiting Decision (Y)	2.608
Tourism Attraction (X1) to Destination Image (Z)	1.305
Tourism Attraction (X1) to Muslim Tourist Visitor Decision (Y)	1.545

Based on the **Table 4** above, the inner Variance Inflation Factor (VIF) is a statistical metric that can be used to evaluate multicollinearity among the variables in the model before testing the structural model hypothesis. According to the computation results, there appears to be no multicollinearity between the variables because the inner VIF value is less than 5. This result validates the stability and bias-free estimation of SEM-PLS parameters.

Table 5. Hypothesis Testing of Direct Effect

Research Hypothesis	Value Path Coefficient	Value P-Values	Value F-Square	Confidence Interval (95%)	
				Lower Limit	Upper Limit
Tourism Attraction (X1) to Muslim Tourist Visitor Decision (Y)	0.143	0.246	0.041	-0.11	0.379
Tourism Attraction (X1) to Destination Image (Z)	0.304	0.015	0.184	0.101	0.574
Islamic Attributes (X2) on Muslim Tourist Visiting Decision (Y)	0.257	0.088	0.092	-0.036	0.568
Islamic Attributes (X2) on Destination Image (Z)	0.592	0	0.701	0.326	0.782
Destination Image (Z) on Muslim Tourist Visiting Decision (Y)	0.519	0	0.317	0.22	0.805

Based on the **Table 5** above, it is known as follows:

- 1) Given that the p-value of 0.246 is higher than 0.05 and the path coefficient is 0.143, the first hypothesis (H1) is rejected since there is no discernible relationship between Tourism Attraction (X1) and Muslim Tourist Visiting Decision (Y). Although the path coefficient is positive, it indicates that, within a 95% confidence interval, changes in tourism attractions can enhance Muslim tourists' decisions to visit; nonetheless, the effect's magnitude ranges from -0.110 to 0.379. Additionally, the f-square value of 0.041 indicates that, at the structural level, the impact of tourism attractions on Muslim tourists' decisions to visit is deemed to be minimal.
- 2) With a path coefficient of 0.304 and a p-value of 0.015 less than 0.05, the Second Hypothesis (H2) is supported due to the strong or significant influence of Tourism Attraction (X1) on Destination Image (Z). Any change in tourism attraction will improve destination image within a 95% confidence interval, according to the route coefficient's positive value. Tourist attractions have an impact on destination image that ranges from 0.101 to 0.574. Additionally, with an f-square value of 0.184, the impact of tourist attractions on destination image is categorized as modest at the structural level.
- 3) With a p-value of 0.088 greater than 0.05 and a path coefficient of 0.257, the third hypothesis (H3) is rejected due to the lack of a meaningful relationship between Islamic Attributes (X2) and Muslim Tourist Visiting Decision (Y). Within a 95% confidence interval, changes in Islamic attributes can boost Muslim tourists' decisions to visit, according to the positive path coefficient; nevertheless, the effect's magnitude ranges from -0.036 to 0.568. Furthermore, the f-square value of 0.092 indicates that, at the structural level, the impact of Islamic attributes on Muslim tourists' decisions to visit is

deemed to be minimal.

- 4) With a path coefficient of 0.592 and a p-value of 0.000 less than 0.05, the Fourth Hypothesis (H4) is accepted due to the strong or substantial influence of Islamic Attributes (X2) on Destination Image (Z). Any change in Islamic Attributes will improve Destination Image within a 95% confidence interval, according to the path coefficient's positive value. Between 0.326 and 0.568 is the range of the impact of Islamic attributes on destination image. Furthermore, at the structural level, where the f-square value is 0.701, the impact of Islamic attributes on destination image is significant.
- 5) With a path coefficient of 0.519 and a p-value of 0.000 less than 0.05, the Fifth Hypothesis (H5) is accepted due to the strong or substantial influence of Destination Image (Z) on Muslim Tourist Visiting Decision (Y). Any modification in destination image will raise Muslim tourists' decisions to visit within a 95% confidence interval, according to the path coefficient, which is positive. The degree to which destination image influences Muslim tourists' decisions to visit ranges from 0.220 to 0.805. Additionally, with an f-square value of 0.317, the impact of destination image on Muslim tourists' decisions to visit is categorized as medium/moderate, which is near high at the structural level.

Table 6. Hypothesis Testing for the Effect of Mediation

Research Hypothesis	Value Path Coefficient	Value P-Values	Value Upsilon V	Confidence Interval (95%)	
				Lower Limit	Upper Limit
Mediation of Destination Image (Z) between Tourism Attraction (X1) and Muslim Tourist Visiting Decision (Y)	0.157	0.061	0.025	0.031	0.353
Mediation of Destination Image (Z) between Islamic Attributes (X2) and Muslim Tourist Visiting Decision (Y)	0.307	0.003	0.094	0.119	0.534

Based on the **Table 6** above, F square of the effect of mediation is obtained from the upsilon formula (v) with the following formula:

$$v = \beta_{YMX}^2 - (R_{YMX}^2 - p_{YX}^2)$$

$$v = \beta_{YMX}^2 \beta_{YM.X}^2$$

Mediation of variable Z in the relationship between X1 and Y (Upsilon V value)

$$v = 0.3042 \times 0.5192$$

$$v = 0,025$$

Mediation of variable Z in the relationship X2 to Y (Upsilon V value)

$$v = 0.5922 \times 0.5192$$

$$v = 0,094$$

- 6) With a p-value of 0.061 greater than 0.05 and a mediation path coefficient of 0.157, the sixth hypothesis (H6) is rejected because Destination Image (Z) has no discernible impact on mediating the indirect effect of Tourist Attraction (X1) on Muslim Tourist Visiting Decision (Y). Although this mediation effect is quite small, with an upsilon v value of 0.025, the role of Destination Image (Z) still has a beneficial impact at the structural level because the path coefficient is positive. Additionally, this mediating role can rise to 0.353 in the 95% CI as Destination Image (Z) increases.
- 7) With a p-value of 0.003 less than 0.05 and a mediation path coefficient of 0.307, the Seventh Hypothesis (H7) is accepted due to the important impact that Destination Image (Z) plays in mediating the indirect influence of Islamic Attributes (X2) on Muslim Tourist Visiting Decisions (Y). At the structural level, Destination Image (Z) plays a positive role due to the positive path coefficient, with a moderate mediating influence where the upsilon v value is 0.094. There is a 95% chance that this mediating role will rise to 0.534 as Destination Image (Z) increases.

Tourism attraction on muslim tourist visiting decision

The study's findings show that while tourist attractions have a favorable influence, they have little bearing on Muslim travelers' decisions to travel there. According to earlier research by Iftikhar et al., (2023); Oktaviani et al., (2024); Purwanto et al., (2021); and Saputra et al., (2021) tourist attractions have a substantial or considerable influence on traveler decisions. This finding differs from other findings. The results of these studies do not demonstrate that tourist destinations meet the criteria that Muslim travelers take into account or that they align with their preferences when choosing where to visit. However, the favorable impact of tourist attractions on Muslim travelers' choices to visit suggests that efforts should be made to enhance tourist attractions, for example, by diversifying or expanding them.

Tourism attraction on destination image

The study's findings suggest that tourism attractions significantly and favorably affect the perception of a place. This result is consistent with study by Hidayatullah & Windhyastiti, (2021); Karini & Putri, (2023); Manurung & Elizabeth, (2024); and Putranti & Rokhman, (2023) which shows that tourist appeal influences the perception of a place. The results of this study demonstrate that a destination's image improves with the strength of its tourist attractions. The study's good findings suggest that ongoing efforts are necessary to enhance tourist attractions in order to boost the perception of the place.

Islamic attributes on muslim tourist visiting decision

The study's findings suggest that while Islamic characteristics are beneficial, they do

not significantly or strongly influence travelers' decisions to travel to Muslim countries. This study's results are different from those of Adit, (2022); Soonsan & Jumani, (2024); and Suci et al., (2024) who concluded that Islamic characteristics had a substantial or significant impact on Muslim travelers' choices. This study has not been able to demonstrate that Islamic characteristics satisfy significant factors for Muslim tourists, or, to put it another way, that they are entirely consistent with what Muslim tourists expect when choosing where to travel. However, this research demonstrates the beneficial impact of Islamic characteristics on travel choices, highlighting the necessity of taking steps to accommodate Muslim tourists' diverse needs, including halal-certified food, worship spaces, and upholding Islamic morals, in order to have a greater impact.

Islamic attributes on destination image

The study's findings show that Islamic attributes have a positive and significant influence on destination image, which is consistent with Mashilal & Dwi Swasana, (2023); and Suryawardani et al., 2024) who stated that the quality of a destination's attributes shapes tourists' perceptions of attractiveness, satisfaction, and overall evaluation. Furthermore, Dabphet, (2021); and Suci et al., (2024) stressed that Islamic characteristics are important in determining Muslim tourists' choices when choosing travel locations. According to these results, improving Islamic features in a tourism context improves the perception of the place among Muslim travelers. The positive effect of Islamic characteristics on a destination's image emphasizes the necessity of ongoing enhancements in areas like places of worship, halal food options, and adherence to Islamic moral principles in order to boost a destination's overall appeal and perception.

Destination image on muslim tourist visiting decision

The results of the study show that the image of the destination has a positive value and has a significant influence on the decision to visit Muslim tourists. The study's findings support those of Fatimah & Sugianto, (2024); and Imam Pratama et al., (2021) who found that tourists' perceptions of a place influence their decision to visit. These findings also show that Islamic attributes have a positive and significant impact on trip image. However, it contradicts the findings of Supian et al., (2021) who came to the conclusion that visitors' decisions are not significantly influenced by the perception of a location. The results of this study indicate that Muslim visitors are more inclined to choose a destination if it has a more favorable reputation. This highlights how crucial it is to keep working to enhance the destination's reputation, as this can boost the number of Muslim visitors.

Mediation of destination image between tourist attraction and muslim tourist visiting decision

The results of this study indicate that although there is a positive value in the

mediation of destination image between tourist attractions and the decisions of Muslim tourists to travel, the effect is not significant or potent. Anggraeni et al., (2022); Ibrahim et al., (2021); and Priono et al., (2023) discovered that a destination's qualities can significantly influence its perception and intention to be visited, which is different from this conclusion. This finding does not prove that tourist attractions can affect Muslim travelers' decisions to travel, as mediated by the destination's impression. The beneficial effect of destination image mediation in the link between tourist attraction and decision to visit, however, provides a roadmap for enhancing the destination's image through the creation and diversification of tourist attractions, which can increase Muslim tourists' decision to visit.

Mediation of destination image between islamic attributes and muslim tourist visiting decision

The study's findings suggest that there is a positive and significant relationship between Muslim tourists' decisions to visit and the way the destination is portrayed in relation to Islamic characteristics. This is in line with research conducted by tourists Suryawardani et al., (2024) which showed the results that the image of a destination plays an important role as a mediator between the attributes of an Islamic destination and the decision of tourists. In other words, Islamic features may improve a location's image, which may ultimately affect tourists' decisions to visit that location. This study illustrates how Muslim travelers' decisions to visit a place might be influenced by Islamic features, as mediated by the perception of the location. It is vital to continue enhancing Islamic features like halal cuisine, places of worship, and Islamic morality in order to enhance a favorable destination image, which may result in a rise in Muslim tourists. The positive value of destination image mediation in the association between Islamic qualities and travel decisions serves as evidence for this.

CONCLUSION AND SUGGESTION

The study's findings imply that the relationship between Islamic characteristics and Muslim travelers' decisions to travel is significantly mediated by the perception of the destination. To put it another way, Muslim tourists have a more positive impression of a place when it has strong Islamic features like places of worship, halal cuisine, and an atmosphere that is consistent with Islamic values. Muslim visitors are therefore more likely to decide to travel there if the area has a favorable reputation. Thus, integrating Islamic principles into the creation and marketing of travel locations can be a successful strategy for drawing in Muslim travelers. Conversely, this study also found that destination image does not serve as a strong or significant mediator of the relationship between tourist attractions and Muslim tourists' visiting decisions. Although tourist attractions such as natural beauty and local culture can improve destination image, their influence on Muslim

tourists' visiting decisions is not large enough. This implies that Muslim tourists consider other, more specific things related to their needs as Muslim tourists. Therefore, in developing tourist destinations for Muslim tourists, a more holistic approach is needed, emphasising on strengthening the destination image through a more comprehensive application of Islamic values.

Theoretically, this study emphasizes the importance of destination imagery as a mediator between Islamic attributes and Muslim tourists' decisions to visit. These findings enrich the halal tourism literature and emphasize the need for further research with additional variables such as religiosity, halal awareness, and travel motivation, using a mixed approach to make the results more in-depth.

Practically, destination managers, governments, and the tourism industry need to strengthen Islamic attributes through the provision of halal food, worship facilities, and an atmosphere that is in accordance with Islamic values, accompanied by the diversification of sharia-friendly attractions. Strengthening halal tourism standards, digital marketing strategies, and increasing the capacity of human resources are needed to build an Islamic image as a competitive advantage.

For further research, it is recommended to expand the cross-site sample, explore other factors such as service quality, price, promotion, satisfaction, and destination loyalty, and use qualitative and longitudinal approaches. It is important to understand more comprehensively the factors that influence Muslim travelers' decisions in choosing destinations.

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