

## Effects of Halal Awareness, Service Quality and Promotion on Visitor Decisions Through Destination Imagery as a Mediator

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**Abstract:** Indonesia has a diversity of destinations and natural and cultural wealth; major assets that other countries might not have. Tourists' desire to travel is undoubtedly diverse. Hence, the Ministry of Tourism and Creative Economy of the Republic of Indonesia carried out promotions to increase the number of tourist visits by providing halal tourism locations that promoted the Muslim-friendly concept. This study determines the impact of halal awareness, service quality, and promotion on visitor decisions through destination imagery. The research method was descriptive quantitative, incorporating a purposive sampling technique to select participants who are visitors or people who have visited Kota Tua. The present study data were obtained by distributing questionnaires to 150 respondents who had visited Kota Tua tourist attractions in the past six months. The data analysis technique used was path analysis using SPSS software. The Cronbach's Alpha value for every variable was greater than 0.60, which implies the questions were trustworthy and it was possible to use each one. Based on the path analysis, halal awareness, service quality, and promotion impact on destination imagery has an R Square ( $R^2$ ) of 0.364 or 36.4%. The impact of halal awareness, service quality, and promotion on visitor decisions has an  $R^2$  of 0.548 or 54.8%. The findings indicated that halal awareness has a significant impact on destination imagery. Service quality promotion did not have a significant impact on destination imagery. Halal awareness and service quality did not significantly impact visitor decisions. Promotion and destination imagery had a significant impact on visitor decisions.

**Keywords:** destination imagery, halal awareness, promotion, service quality, visitor decisions

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## 1. Introduction

Indonesia has the largest Muslim population in the world. Based on the World Population Review Report in 2023, Indonesia has a population of around 278.8 million people and more than 236 million or 86.7 percent of them are Muslim. From a marketing viewpoint, this dominance can be beneficial as a potential market share for Islamic finance, halal products, and services. Based on Table 1, the State Global Islamic Economy (SGIE) in 2023 reported that Indonesia was ranked third in the Islamic economy sector under Saudi Arabia and Malaysia. The Islamic sub-sectors include Islamic finance, halal food, Muslim-friendly travel, modest fashion, pharmaceutical and cosmetics, and halal media and recreation.

Table 1. GIE Indicator Score Breakdown for Top 5 Ranking Countries in 2023

Countries	GIE Scores	Islamic Finance	Halal Food	Muslim-Friendly Travel	Modest Fashion	Media and Recreation	Pharmaceuticals and Cosmetics
Malaysia	193.2	408.7	128	99	73.6	74.4	73.9
Saudi Arabia	93.6	194.9	48.5	99.7	34.3	57.5	34.3
Indonesia	80.1	93.2	94.4	60.7	66.3	52.4	58.6
United Arab Emirates	79.8	115.7	59.2	136.2	51.3	44.5	41.3
Bahrain	75.0	125.1	55	81.1	33.4	49.6	38.5

In addition, Bank Indonesia noted that Indonesia's Islamic economy and finance in 2023 grew, driven by the performance of the leading halal value chain sector, which grew by 3.93 percent yearly. The leading halal value chain sector supports almost 23 percent of the national economy, contributing to the agricultural and halal food and beverage sectors, Muslim-friendly tourism, and modest fashion. Historical SGIE reports from 2014 to 2023 support data from Bank Indonesia.

Sub-Sector of Indonesia's Islamic Economy Scores in 2014–2023

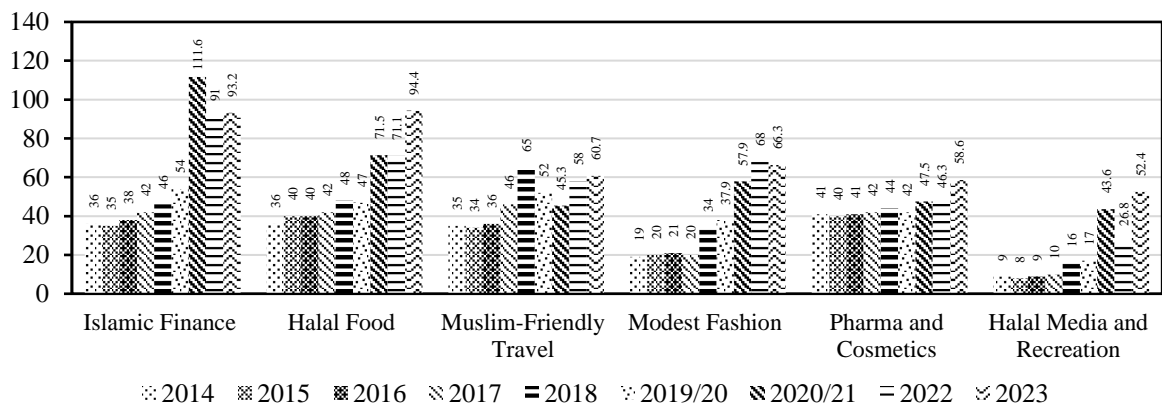


Figure 1. Comparison of Sub-Sector of Indonesia's Islamic Economy Scores in 2014–2023

Based on Figure 1, almost all sub-sectors of the Islamic economy fluctuate. However, in the last three years, the sub-sectors have continuously increased, starting from Islamic finance, halal food, modest fashion, pharma and cosmetics, and halal media and recreation. The graph shows that the highest increase is from the Islamic finance sub-sector, the second position is halal food, and the third is Muslim-friendly travel. The increase in the Muslim-friendly travel sub-sector with scores in the last three years, including in 2021 of 45.3, in 2022 of 58.0, and finally in 2023 of 60.7. The data above explains that the score that has increased from year to year from the Muslim-friendly travel sub-sector shows an increase in the number of domestic or international visitors, which also impacts positive economic growth. It undoubtedly follows the statement from Muhajir et al. (2020) and Warito & Samsuri (2020) that Muslim-friendly tourism is very important for national economic development and growth.

GMTI 2019 interprets that a tourism attraction can be categorized as halal when it has a religion-based service ecosystem such as halal food, worship facilities, restrooms providing ablution water, and not being in an Islamophobic environment. Another essential point is the capability to provide comfort without forgetting the obligations of faith and always increase understanding through historical and cultural heritage journeys. The increase in the tourism sector, especially halal tourism, has been seen throughout 2019 (Ainin et al., 2020; Slamet et al., 2022). Thus, GMTI 2019 has rewarded Indonesia

with the World Halal Tourism Award for the past few years. It was given to Sembalun Valley (Lembah Sembalun), East Lombok, and West Nusa Tenggara as the world's best halal honeymoon destination. In addition, Padang City received the title of the world's best halal destination, and Aceh Province was named the world's best halal cultural destination (Nisthar & Mustafa, 2019). Halal tourism has been a leading sector, as illustrated in the 2023 Global Muslim Travel Index (GMTI) report on halal tourism worldwide. Thus, GMTI 2023 has awarded Indonesia the top halal tourism destination category in the world. Indonesia and Malaysia jointly hold the prestigious top position in GMTI 2023. Indonesia has reclaimed its top position after previously jointly topping the rank in 2019, while Malaysia has maintained its consistent position at the forefront of GMTI since its inception in 2015.

The Indonesian Central Statistics (BPS) reports that, in 2023, Indonesia will have 11,677,825 foreign tourists, most of whom will come from Malaysia. Other data predicted that 2026 the total number of worldwide Muslim travelers will reach 230 million people. Based on these two data, Indonesia is the top halal tourist destination. Therefore, Muslim-friendly tourism is expected to support the service trade balance and revive multiple sectors, including aviation, hospitality, and culinary businesses (Assagaf et al., 2022; Mahardika, 2020; Pratiwi et al., 2018; Satriana & Faridah, 2018).

From another perspective, halal tourism interprets that a tourist attraction can be categorized as halal when it has a religion-based service ecosystem, such as halal food, worship facilities, restrooms providing ablution water, and not being in an Islamophobic environment. Another essential point is the capability to provide comfort without forgetting faith obligations and increase understanding through historical and cultural heritage journeys (Pantouw & Pangemanan, 2014).

CrescentRating, Bank Indonesia and the Indonesian Halal Tourism Association (PPHI) on the Indonesia Muslim Travel Index (IMTI) 2023 provide access, communication, environment, and services assessments. IMTI ranks 15 provinces that have succeeded in becoming destinations for Muslim tourists, as shown by the scores in Table 2.

Table 2. IMTI 2023 Rankings by Province in Indonesia

Province	IMTI 2023 Score	IMTI 2023 Rank
Nusa Tenggara Barat	67	1
Aceh	63	2
Sumatera Barat	62	3
DKI Jakarta	60	4
Jawa Tengah	59	5
Jawa Barat	56	6
D.I. Yogyakarta	53	7
Jawa Timur	52	8
Sulawesi Selatan	51	9
Kalimantan Selatan	49	10
Riau	48	11
Kepulauan Riau	43	12
Kepulauan Bangka Belitung	42	13
Banten	41	14
Sumatera Selatan	34	15

Based on Table 2, Indonesia has 15 leading halal tourism destinations, in which Nusa Tenggara Barat was first ranked and DKI Jakarta was fourth. It is interesting because Jakarta is, apart from being the country's capital, visited by many people for work and travel, and many facilities support halal tourism like hotels and restaurants. The Jakarta Tourism and Creative Office stated that nine destinations could be developed into Muslim-friendly destinations: Taman Impian Jaya Ancol, Taman Mini Indonesia Indah, Kepulauan Seribu, Kota Tua, Situ Babakan, Sarinah, Thamrin City, Jalan Raden Saleh and Senayan area. According to data from the Jakarta Central Statistics Office, there has been an increase in the trend of foreign tourists visiting Jakarta. In 2023, 1,970,000 international tourists were registered in Jakarta, representing a 109.06 percent increase over 2022, when only 938,991 foreign tourists arrived. Foreign tourists were dominated by 18.06 percent from China, 13.68 percent from Malaysia, 8.82 percent from Singapore, 6.32 percent from Saudi Arabia, 6.05 percent from Japan, and others.

Many visits by tourists affect the level of regional income. However, DKI Jakarta has more tourist places offering pleasure or entertainment than those providing knowledge, insights, and historical

stories, such as museums. Therefore, it should be a concern for the government to introduce and preserve the existing attractions. The DKI Jakarta halal tourism acceleration team, through the Jakarta Muslim-Friendly Tourism Exhibition 2022 program, mentioned that one of the tourist attractions in Jakarta is Kota Tua. Kota Tua has several museums, including the Fatahillah Museum, Arts and Ceramics Museum, Wayang Museum, Bank Mandiri Museum, and Bank Indonesia Museum. These buildings have existed since the days of the Dutch government and were later named historical sites by the local government (Rahmiyatun et al., 2021; Soehardi et al., 2020; Wadjaudje et al., 2018). According to data from the Jakarta Tourism and Creative Office, Kota Tua is already quite crowded, as illustrated by the number of visitors listed in Table 3.

The number of tourists visiting Kota Tua based on the museums and the Kota Tua area has generally increased. Foreign tourists dominate local tourists, and the Kota Tua area is more desirable than the four museums. Most foreign tourists visiting Kota Tua come from China, Malaysia, and Singapore. Furthermore, Kota Tua is being developed into a halal tourist destination in terms of infrastructure, accessibility, and amenities, according to the GMTI indicator. DKI Jakarta is considered ready and qualified. The main market share is local or domestic tourists and foreign visitors from Muslim-populated countries. However, this does not mean non-Muslim tourists are not allowed to come. Apart from being a Muslim destination, Kota Tua has several areas to be combined for non-Muslims. For example, several Muslim-friendly tourist attractions to be developed on the north side are the Fatahillah Museum, Pekojan Village (Kampung Pekojan), Luar Batang, Sunda Kelapa, and surrounding areas. Meanwhile, the open tourist areas, as general or non-Muslim destinations, for instance, are Pecinan, Pecinan Glodok, and the surrounding environments (Lesmana & Hasbiyah, 2019; Marhanah & Wahadi, 2016; Maulida, 2018).

Table 3. Tourist Visits to Kota Tua in 2022

Monthly	Fatahillah Museum			Arts and Ceramics Museum			Wayang Museum			Kota Tua Area		
	Local Tourists	Foreign Tourists	Total Local and Foreign Tourists	Local Tourists	Foreign Tourists	Total Local and Foreign Tourists	Local Tourists	Foreign Tourists	Total Local and Foreign Tourists	Local Tourists	Foreign Tourists	Total Local and Foreign Tourists
January	18,825	-	18,825	4,104	45	4,149	7,193	103	7,296	84,896	670	85,566
February	8,989	-	8,989	1,426	31	1,457	3,582	65	3,647	52,891	566	53,457
March	16,398	-	16,398	2,050	24	2,074	7,854	117	7,971	62,847	635	63,482
April	5,974	51	6,025	410	25	444	2,089	262	2,351	40,824	1,072	41,896
May	39,790	-	39,790	2,973	93	3,066	12,658	363	13,021	305,398	1,948	307,346
June	31,801	385	32,186	4,206	77	4,283	11,691	373	12,064	188,977	2,158	191,135
July	26,197	163	26,360	5,690	215	5,905	9,614	873	10,487	210,452	2,791	213,243
August	20,710	177	20,887	8,149	270	8,419	8,186	644	8,830	76,322	2,773	79,095
September	29,182	67	29,249	12,635	300	12,935	14,151	640	14,791	141,701	2,666	144,367
October	38,110	174	38,284	19,014	313	19,327	20,588	579	21,167	137,523	2,742	140,265
November	35,462	113	35,575	13,351	222	13,573	13,867	1,046	14,912	172,334	3,647	175,981
December	50,069	220	50,289	17,946	232	18,178	19,646	984	20,630	383,151	4,376	387,527
Total	321,507	1,350	322,857	91,963	1,847	93,810	131,119	6,048	137,167	1,857,316	26,044	1,883,360

The development of halal tourism still faces formidable challenges; one is understanding its relevant concepts, namely, ensuring that Muslim visitors can fulfill their obligations as adherents of the Islamic religion while on vacation. Therefore, halal food, clean water, and places of worship are basic needs that must be made available. Likewise, efforts to attract the world's Muslim tourists do not need to force the distribution of new trademarks to all destinations that have been growing along with local cultural wisdom. According to Kotler and Armstrong (2018), halal tourism has two terminologies or approaches. The first is a general approach, assuming halal tourism means religious tourism. The second is the assumption that halal tourism is the same as general tourism, although it is supposed to prepare extended services for Muslim tourists. It can be natural, cultural, or artificial tourism within the family framework (halal lifestyle). Based on this expanded definition, the government can develop this sector in any region of Indonesia, including areas whose population is not predominantly Muslim, such as Papua and Bali (Dasopang et al., 2022; Gibtiah et al., 2018; Saleh & Anisah, 2018; Sari et al., 2019; Sayekti, 2019).

Visitors certainly have various motives for visiting tourist attractions, such as social, economic, religious, cultural, political, and health. Those reasons arise due to their interests or needs, which are

seen as essential elements and a key component of the success of tourist destinations (Pantouw & Pangemanan, 2014). According to Sedarmayanti (2017), tourism comprises interrelated elements: the tourist, destination, travel, tourism industry, and all things associated with going to or while in a tourism area. Previous research discovered that religious beliefs and religiosity could internally influence people in determining whether they belong to a particular religious group or follow special daily life rules, including travel and tourism behavior (Awalia, 2017; Sun et al., 2022). Based on the above background, this study intends to determine the impact of halal awareness, service quality, and promotion on visitor decisions through destination imagery in Kota Tua.

## 2. Materials and Methods

The present research design was descriptive quantitative. According to Goodwin and Goodwin (2013), quantitative research focuses on examining or testing the variables strengthened by relevant theories, involves numbers, and conducts data analysis incorporating statistical procedures. The population of this study was visitors who had visited or were in Kota Tua and the samples were subsequently selected with the following criteria: visitors who had visited and were in Kota Tua, were aged 17 to 60 years old, and had visited more than once in the past six months.

Using the above criteria, researchers employed a purposive sampling technique to select the samples. According to Sugiyono (2017), purposive sampling takes data sources with specific considerations due to an unknown or identified population. The sample size was determined by estimating the proportion formula, so 150 samples were chosen. There were three variables in this research: the independent (halal awareness, service quality, and promotion), the dependent (visitor decisions), and the moderator (destination image). Data was collected by distributing questionnaires containing questions, assessments, and statement items using a Likert scale. In addition, to validate the data, researchers conducted a literature study of books and scientific journals. Data processing and analysis were completed by incorporating path analysis in SPSS version 25 software.

## 3. Results and Discussion

### 3.1. Characteristics of Respondents

Researchers distributed research instruments to visitors who had visited and those who were in Kota Tua, Jakarta. The samples were grouped based on gender, occupation, education, income, reasons for visiting, and required costs. This grouping aimed to obtain responses that could represent all respondents. The respondents' characteristics are provided in Table 4 for more details.

Based on Table 4, the dominant gender was female, with 56% (86 people). Meanwhile, the male population was 44% (66 people). It suggested that the potential consumers in this study were female. Regarding occupation, the largest number was employees, up to 38% (57 people). Meanwhile, students were 25.3% (38 people), housewives were 7.3% (11 people), freelancers were 12% (18 people), entrepreneurs were 9.3% (14 people), and other professions were 8% (12 people). It indicated that most potential consumers were employees. Furthermore, in terms of education, the largest percentage was senior high school, up to 62.7% (94 people). Meanwhile, 36% (54 people) had a bachelor's degree, and 1.3% (two people) had a master's or higher degree. It showed that the dominating consumers did not pursue tertiary education.

Table 4. Research Respondents

	Description	Amount	Percentage (%)
Gender			
1	Male	66	44
2	Female	84	56
Occupation			
1	Students	38	25.3
2	Employees	57	38
3	Housewives	11	7.3
4	Freelancers	18	12
5	Entrepreneurs	14	9.3
6	Other	12	8
Highest Education			
1	Senior High School	94	62.7
2	Undergraduate (S1)	54	36
3	Postgraduate (S2)	2	1.3

	Description	Amount	Percentage (%)
<b>Income</b>			
1	< Rp. 1,000,000	11	7.3
2	Rp. 1,000,000 – Rp. 3,000,000	90	60
3	Rp. 3,000,000 – Rp. 5,000,000	31	20.7
4	> Rp 5,000,000	18	12
<b>Reason to Visit</b>			
1	Location interest	53	35.3
2	Trends	24	16
3	Invitations from others	65	43.3
4	Social media	5	3.3
5	Other	3	2
<b>Cost Incurred</b>			
1	< Rp. 50,000	8	5.3
2	Rp. 60,000 – Rp. 90,000	24	9.6
3	Rp. 100,000 – Rp. 140,000	61	40.7
4	Rp. 150,000 – Rp. 200,000	23	15.3
5	Other	15	10
<b>Total</b>		<b>150</b>	<b>100</b>

The largest percentage of respondents' income was dominated by the range of Rp.1,000,000 – Rp.3,000,000 by 60% (90 people). Meanwhile, Rp.3,000,000 – Rp.5,000,000 was 20.7% (31 people), < Rp.1,000,000 was 7.3% (11 people), and > Rp.5,000,000 was 12% (18 people). It depicted that the most potential consumers in this study were those with an income of Rp.1,000,000 – Rp.3,000,000. So it can be concluded that the income seen is included in the low income. Next was the reason for visiting Kota Tua, which was the most important characteristic. The highest percentage was parents' invitations, up to 43.3% (65 people). Meanwhile, interest in tourist sites was 35.3% (53 people), following the trend was 16% (24 people), the influence of social media was 3.3% (5 people), the influence of online sites was 0% (0 people), and other reasons was 2% (3 people). It revealed that potential visitors in the present research were predominantly those who visited due to invitations from their closest people. Regarding the costs required to visit Kota Tua, the last characteristic was primarily in the range of Rp.100,000 - Rp.140,000, with 40.7% (61 people). Meanwhile, Rp.60,000 – Rp.90,000 was 9.6% (24 people), Rp.150,000 - Rp.200,000 was 15.3% (23 people), the other range was 10% (15 people), and < Rp.50,000 is 5.3% (8 people). It proved that most potential consumers' spending costs ranged from Rp.100,000 to Rp.140,000, which falls into the medium range for spending money on travel.

### 3.2. Validity and Reliability Test

The data validity test aims to determine the instrument's accuracy. The present study's validity test was performed using Pearson's product-moment correlation. Data was declared valid if it had a more significant correlation value than the total value, or r-score > r-table, with a significance level of <5/0.05. Following are the tests of the validity of each variable.

Table 5. Variable Validity Test

Variable	Question Items	Pearson Correlation	Conclusion
Halal awareness (X1)	X1_1	0.619	Valid
	X1_2	0.651	Valid
	X1_3	0.671	Valid
	X1_4	0.636	Valid
	X1_5	0.533	Valid
Service quality (X2)	X2_1	0.609	Valid
	X2_2	0.731	Valid
	X2_3	0.724	Valid
	X2_4	0.691	Valid
	X2_5	0.570	Valid
	X2_6	0.707	Valid
Promotion (X3)	X3_1	0.536	Valid
	X3_2	0.724	Valid
	X3_3	0.678	Valid
	X3_4	0.728	Valid
	X3_5	0.733	Valid

Variable	Question Items	Pearson Correlation	Conclusion
Destination image (Z)	Z1_1	0.591	Valid
	Z1_2	0.470	Valid
	Z1_3	0.715	Valid
	Z1_4	0.481	Valid
	Z1_5	0.665	Valid
Visitor decisions (Y)	Y1_1	0.481	Valid
	Y1_2	0.767	Valid
	Y1_3	0.411	Valid
	Y1_4	0.658	Valid
	Y1_5	0.665	Valid
	Y1_5	0.563	Valid

Based on Table 5, all variables had valid question items, as they met the requirements of a significance value  $<0.05$  and an r-score greater than the r-table. Thus, all questions could be used and trusted to collect the necessary data.

Furthermore, a reliability test was carried out to examine the consistency of the measurement results of variables, dealing with the instrument's accuracy or precision level. In this regard, trustworthy or reliable instruments would generate reliable data. A variable with a Cronbach's alpha value of 0.60 was declared reliable. The reliability test results for each variable are presented in the following table.

Table 6. Reliability Test of Variables

Variable	Cronbach's Alpha	Conclusion
Halal awareness	0.573	Reliable
Service quality	0.751	Reliable
Promotion	0.714	Reliable
Destination image	0.512	Reliable
Visitor decisions	0.625	Reliable

Based on Table 6 of the analysis results, each variable's Cronbach's Alpha value was above 0.60. Hence, it could be stated that the questions were reliable, indicating it was feasible to use each item.

### 3.3. Path Analysis

The path analysis in this study incorporated two substructures: first, the impact of halal awareness, service quality, and promotion on destination image, and second, the impact of halal awareness, service quality, and promotion on visitor decisions. The first substructure produced an R squared ( $R^2$ ) of 0.364 or 36.4%, indicating the combined impact of halal awareness, service quality, and promotion on destination image. Meanwhile, the remaining 63.6% was affected by other factors. The second substructure generated an R squared ( $R^2$ ) of 0.548 or 54.8%, suggesting the combined impact of halal awareness, service quality, and promotion on visitor decisions. Meanwhile, the remaining 45.2% was influenced by other factors. Correspondingly, researchers presented a summary of the results for the first and second substructures, as shown in Tables 7 and 8.

Table 7. Summary of Results Sub-Sector I

Variable	Beta	T Table	F Value	Sig	Result	$R^2$	Other Variables
X1 to Z	0.563	6.693	27.816	0.000	Effect	0.364	0.636
X2 to Z	0.121	1.336	Sig: 0.000	0.184	Not Effect		
X3 to Z	-0.082	-0.988		0.325	Not Effect		

Table 8. Summary of Results Sub-Sector II

Variable	Beta	T Table	F Value	Sig	Result	$R^2$	Other Variables
X1 to Y	-0.034	-0.417	44.016	-0.678	Not Effect	0.548	0.452
X2 to Y	0.322	4.184	Sig: 0.000	0.000	Effect		
X3 to Y	0.149	2.118		0.036	Effect		
Z to Y	0.487	6.960		0.000	Effect		

Based on Table 7 and Table 8, there were two different interpretations of partial and simultaneous hypothesis testing. They were explained as follows.

### 3.4. *Partial Hypothesis Testing*

The hypothesis of the impact of halal awareness on destination image: The t-table value of halal awareness was  $>6.693$  with a sig value of  $0.000 < 0.05$ ;  $H_0$  was rejected and  $H_1$  was accepted. It indicated a direct and significant impact of halal awareness on destination image.

The hypothesis of the impact of service quality on destination image: The t-table value of service quality was  $1.336 < 1.980$  with a sig value of  $0.184 < 0.05$ ;  $H_0$  was accepted and  $H_1$  was rejected. It suggested that service quality had no direct and significant impact on destination image.

The hypothesis of the impact of promotion on destination image: The t-table value of promotion was  $0.988 < 1.980$  with a sig value of  $0.325 > 0.05$ ;  $H_0$  was accepted and  $H_1$  was rejected. It depicted that promotion did not have a direct and significant impact on destination imagery.

The hypothesis of the impact of halal awareness on visitor decisions: The t-table value of halal awareness was  $2.918 > 1.980$  with a sig value of  $0.678 > 0.05$ ;  $H_0$  was accepted and  $H_1$  was rejected. It revealed no direct and significant impact of halal awareness on visitor decisions.

The hypothesis of the impact of service quality on visitor decisions: The t-table value of service quality was  $4.184 > 1.980$  with a sig value of  $0.000 > 0.05$ ;  $H_0$  was rejected and  $H_1$  was accepted. It indicated a direct and significant impact of service quality on visitor decisions.

The hypothesis of the impact of promotion on visitor decisions: The t-table value of promotion was  $2.118 > 1.980$  with a sig value of  $0.036 < 0.05$ ;  $H_0$  was rejected and  $H_1$  was accepted. It suggested a direct and significant impact of promotion on visitor decisions.

The hypothesis of the impact of destination image on visitor decisions: The t-table value of destination image was  $6.960 > 1.980$  with a sig value of  $0.000 < 0.05$ ;  $H_0$  was rejected and  $H_1$  was accepted. It depicted a direct and significant impact of destination image on visitor decisions.

The hypothesis of the impact of halal awareness on visitor decisions through destination image: The t-table value of the impact of halal awareness on destination image was  $6.693 > 1.980$  with a sig value of  $0.000 < 0.05$ ;  $H_0$  was rejected and  $H_1$  was accepted. Meanwhile, the t-table value of the impact of halal awareness on visitor decisions was  $4.648 > 1.980$  with a sig value of  $0.000 < 0.05$ ;  $H_0$  was rejected and  $H_1$  was accepted. Destination imagery revealed halal awareness's indirect and significant impact on visitor decisions.

The hypothesis of the impact of service quality on visitor decisions through destination image: The t-table value of the impact of service quality on destination image was  $1.336 < 1.980$  with a sig value of  $0.184 > 0.05$ ;  $H_0$  was accepted and  $H_1$  was rejected. Meanwhile, the t-table value of the impact of service quality on visitor decisions was  $4.184 > 1.980$  with a sig value of  $0.000 < 0.05$ ;  $H_0$  was rejected and  $H_1$  was accepted. It indicated no indirect and significant impact of service quality on visitor decisions through destination imagery.

The hypothesis of the impact of promotion on visitor decisions through destination image: The t-table value of the impact of promotion on destination image was  $-0.988 < 1.980$  with a sig value of  $0.325 > 0.05$ ;  $H_0$  was accepted and  $H_1$  was rejected. Meanwhile, the t-table value of the impact of promotion on visitor decisions was  $2.118 > 1.980$  with a sig value of  $0.036 < 0.05$ ;  $H_0$  was rejected and  $H_1$  was accepted. It suggested no indirect and insignificant impact of promotion on visitor decisions through destination imagery.

### 3.5. *Simultaneous Hypothesis Testing of Subsector I and Subsector II*

The hypothesis of the impact of halal awareness, service quality, and promotion on destination imagery: Based on the results of the ANOVA table, the F-value of 27.816 was obtained with a probability (sig) value of 0.000. Because the sig value was  $< 0.05$ ,  $H_0$  was rejected and  $H_1$  was accepted, indicating a simultaneous and significant impact of halal awareness (X1), service quality (X2) and promotion (X3) on destination imagery (Z).

The hypothesis of the impact of halal awareness, service quality, promotion, and destination imagery on visitor decisions: Concerning the results of the ANOVA table, the F-value of 44.016 was obtained with a probability (sig) value of 0.000. Because the sig value was  $< 0.05$ ,  $H_0$  was rejected and  $H_1$  was accepted, revealing a simultaneous and significant impact of halal awareness (X1), service quality (X2), promotion (X3) and destination imagery (Z) on visitor decisions (Y).



Table 9. Recapitulation of Effect Between Variables

Variable	Through	Estimated	Direct Effect	Indirect Effect
Halal awareness – Destination image		0.563	0.563	
Service quality – Destination image		0.121	0.121	
Promotion – Destination image		-0.082	-0.082	
Halal awareness – Visitor decisions		-0.034	-0.034	
Service quality – Visitor decisions		0.322	0.322	
Promotion – Visitor decisions		0.149	0.149	
Destination image – Visitor decisions		0.487	0.487	
Halal awareness – Visitor decisions	Destination image			-0.016
Service quality – Visitor decisions	Destination image			0.156
Promotion – Visitor decisions	Destination image			0.072

Table 9 shows the effects between several variables tested. Based on the findings, halal awareness directly and significantly impacted destination image. However, many people still do not understand halal tourism. Moreover, many of them did not know that Kota Tua had the potential to be developed as a halal tourist destination. Most people also thought the halal tourism industry was exclusive. It was not intended only for Muslims but also for everyone, regardless of religion, ethnicity, race, and other factors. The present study results were in line with Al Hasan (2017) and Santoso et al. (2020), who revealed that the essence of halal tourism was an extended or maximum service for tourists, which could be leveraged as a business opportunity. The questionnaire results in X1\_3 also supported it. In halal awareness, the indicator of the ease of obtaining halal food with the statement “Halal food and beverage in Kota Tua are easy to obtain” was the most approved item by respondents. It showed that many people agreed with the ease of service despite the lack of understanding of the concept of halal tourism.

Furthermore, service quality did not have a direct and significant impact on destination image. It was in contrast to Astini & Sulistiyowati (2015) and Ummasyroh et al. (2017), who found that service quality had a significant impact on visitor satisfaction, with a t-score of  $2.80 > 1.96$ . This finding was consistent with Khan et al. (2013), in which service quality positively correlated with tourist satisfaction. It indicated that visitors needed a good quality of service to be satisfied. Thus, service quality becomes essential for every industry to have. It was supported by the responses in questionnaire X2\_5 on the indicator of responsiveness. The statement item “The officers of Kota Tua are responsive to museum visitors’ questions” attained the lowest score from respondents, illustrating the lack of response from the tourism attraction's managers to visitors.

Promotion did not have a direct and significant impact on destination image. It aligned with Lidia's (2018) and Cici and Ida's (2017) studies. Based on the analysis results of hypothesis testing at the confidence level  $\alpha = 5\%$ , it was evident that promotion did not significantly impact tourist visits to Sharia tourist attractions in West Sumatra. It was because the visitors were dominated by locals who came as their residence was close to the tourism object, coupled with less optimal promotion. In the present research, the t-table value of promotion was  $-0.988 < 1.980$  with a sig value of  $0.325 > 0.05$ , indicating no direct and significant impact of promotion on destination imagery. In addition, on the indicator of accuracy or suitability in questionnaire X3\_5, the statement “Promotions given are following what tourists need” obtained the lowest score from respondents. It suggested that visitors did not receive promotions that suited their needs.

Halal awareness had a direct and significant impact on visitor decisions. In this study, the t-table value of halal awareness was  $-0.417 < 1.980$  with a sig value of  $0.678 > 0.05$ , indicating the absence of a direct and significant impact of halal awareness on visitor decisions. According to Simanjuntak et al. (2020) and Adhi et al. (2016), decision-making can be considered an activity of consumers to choose a product or service in a purchase (Kotler & Armstrong, 2012). Before traveling, a visitor initially goes through a mental process to decide when to travel, for how long, where to go, by what means, and so on. This process is crucial for tourism development regarding factors influencing the decision to visit a destination. It was confirmed by the indicator of knowledge about halal tourism objects on questionnaire X1\_1. The statement “I chose to visit Kota Tua because it has the potential to become a halal tourist destination” received the least approval from respondents. It showed that many people still did not understand the concept of halal tourism.

Based on the research results, service quality directly and significantly impacted visitor decisions. It was in line with Irda et al. (2019) in that service quality can be used as a benchmark for meeting

customer expectations (Malikhah, 2019). Likewise, the t-table value of service quality was  $4.184 > 1.980$  with a sig value of  $0.000 < 0.05$ . It revealed a direct and significant impact of service quality on visitor decisions. The tangible indicator on questionnaire X2\_1 corroborated this. The statement "Availability of trash cans" became the most approved item by respondents, implying that visitors could enjoy a variety of attributes, including physical amenities, equipment, means of communication, and other supporting facilities. However, this point was influenced by the visitors' awareness of throwing garbage in its place, considering that some people still litter despite many trash cans provided at tourist sites. Hence, the cleanliness of tourist sites also significantly affects the destination image.

The findings showed that promotion directly and significantly impacted visitor decisions. It was proven by the t-table value of promotion of  $2.118 > 1.980$  with a sig value of  $0.036 > 0.05$ , which indicates a direct and significant impact of promotion on visitor decisions. It was also supported by the indicator of promotion frequency on questionnaire X3\_1. The statement item "Visitors are aware of the promotion of Kota Tua from the relatives, social media, or printed media" was approved by many respondents. It depicted that most visitors enjoyed and received promotions matching what they wanted. In addition, destination imagery directly and significantly impacted visitor decisions. Following Iskandar and Samosir (2021) and Nuha and Farida (2020), a good destination image would affect visitors' decision-making, influencing their desires. It was confirmed by the questionnaire results, in which the statement "Buildings in Kota Tua have historical value" was approved by most respondents, suggesting that the destination image was essential in affecting a person's intention to visit a tourist site.

Halal awareness indirectly and significantly impacted visitor decisions through destination image. The path analysis results showed that the visitor decision variable was indirectly affected by halal awareness (X1) through the destination image (Z). In addition, the indicator of tourist attraction in the research questionnaire was dominated by the statement that the displayed cultural arts performances did not conflict with the criteria of halal tourism so that all visitors could enjoy them. Afterward, service quality had a direct and significant impact on visitor decisions through destination imagery, considering that path analysis results found that the variable of visitor decisions was directly affected by service quality through destination imagery. Additionally, it was corroborated with the reliability indicator on a questionnaire item related to service quality regarding the availability of car parks, in which most visitors stated that they could use the provided parking spaces in the tourist sites.

Finally, the promotion directly and significantly impacted visitor decisions through destination imagery. The path analysis results indicated that promotion through destination imagery directly affected the variable of visitor decisions. It was also consistent with the indicator of promotion quality in the research questionnaire, in which many visitors agreed that tourism promotion by Kota Tua was good so that they could travel according to the provided promotions.

#### 4. Conclusion

Based on the data analysis results and discussion, researchers concluded that: 1) by path analysis, halal awareness did not have a direct and significant impact on visitor decisions; 2) service quality had a direct and significant impact on visitor decisions; 3) promotion had a direct and significant impact on visitor decisions; 4) by path analysis, halal awareness did not have a direct and significant impact on visitor decisions, service quality had a direct and significant impact on visitor decisions and promotion had a direct and significant impact on visitor decisions; and 5) by path analysis, halal awareness had an indirect and significant impact on visitor decisions through destination imagery, service quality had a direct and insignificant impact on visitor decisions through the destination image and promotion had a direct and insignificant impact on visitor decisions through destination image.

The present research was expected to provide input for visitors to better understand the factors that could trigger their decisions regarding halal tourism visits. One of those factors was halal awareness, which was influenced by several determinants on whether Kota Tua could be developed into a halal tourist destination, considering the supporting facilities at tourist sites, the availability of halal food and beverages to be enjoyed by visitors, and worship facilities that were easy to find. According to the institution's perspective, Kota Tua would continue to prepare halal facilities to attract Muslim travelers to DKI Jakarta. In addition, it has become a movement in Kota Tua to provide halal facilities so tourists from any area can spend their money there. Because of infrastructure, accessibility, and amenity, Kota Tua was considered ready and qualified for the development of halal tourism. Nonetheless, the availability of halal products still needed to be optimized.

This study only focused on the impact of halal awareness, service quality, and promotion on visitor decisions through destination imagery. It led to the other factors that were likely to have a

significant impact that had not been disclosed. Therefore, the researchers suggest further research to discuss other possible uninvestigated factors, such as adding criteria for respondents who, for example, must be Muslims and further investigation incorporating institutional or management aspects of Kota Tua through Focus Group Discussions with relevant tourism offices.

### CRedit Authorship Contribution Statement

**Sunarmo:** Writing – Original Draft, Formal Analysis. **Mihda Thurisaina:** Writing – Review & Editing, Methodology. **Andi Amri:** Writing – Review & Editing, Writing – Original Draft, Formal Analysis, Methodology. **Ardio Sagita:** Writing – Review & Editing, Methodology.

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