



## Analysis of the Trickle-Down Effect and Multiplier Effect of Religious Tourism at Al-Jabbar Mosque: How does it impact local MSME?

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*Religious Tourism; Tourist Visits; Multiplier Effect; Trickle Down Effect; Al-Jabbar Mosque.*

### Abstract

This research aims to analyze the trickle-down and multiplier effects of the Al-Jabbar Mosque as a religious tourism site using a qualitative approach and descriptive analysis method using NVivo software. Primary data was collected through interviews with 20 tourists, 10 local MSME actors, 5 MSME employees, also the food court manager, and Al-Jabbar Mosque management. The findings reveal that the presence of Al-Jabbar Mosque generates a trickle-down effect by creating business potential and job opportunities for the local community. Local Community can engage in trade within the food court, also benefit from special programs like rental fee discounts. Additionally, there are employment opportunities at the mosque, such as security. The mosque also opens opportunities for MSME employment and open service, such as photography. Currently, 70% of the 550 mosque employees are local residents. Tourist visits directly impact Rp144.648.000.000 monthly to local MSME income, assuming 344,941 visitors per month with an average expenditure of Rp344,833 on food, photography, and other services. Mathematical analysis shows a multiplier effect value of 1.22, indicating that for every Rp100,000 increase in tourist spending, local MSME income rises by Rp122,000. Practically, the research suggests that Al-Jabbar Mosque management should collaborate with the local community to develop new businesses.

### Kata Kunci:

*Wisata Religi; Kunjungan Wisatawan; Multiplier Effect; Trickle Down Effect; Masjid Al-Jabbar.*

### Abstrak

Penelitian ini bertujuan untuk menganalisis trickle down dan multiplier effect dari adanya objek wisata religi Masjid Al-Jabbar dengan menggunakan pendekatan kualitatif dan metode analisis deskriptif menggunakan software NVivo. Data primer diperoleh melalui wawancara kepada 20 wisatawan yang sedang berkunjung ke Masjid Al-Jabbar, 10 pelaku UMKM lokal, 5 karyawan UMKM, pengelola pujasera, dan pengurus Masjid Al-Jabbar. Hasil penelitian menunjukkan terdapat trickle down effect dari objek wisata Masjid Al-Jabbar dengan terciptanya potensi usaha dan peluang kerja bagi masyarakat lokal. Masyarakat memiliki potensi untuk berdagang dan terdapat program khusus, seperti potongan sewa tempat. Terdapat peluang kerja di Masjid Al-Jabbar, seperti menjadi security. Ada juga yang menjadi karyawan UMKM atau penyedia jasa, seperti fotografi. Saat ini, 70% dari 550 pekerja di Masjid Al-Jabbar merupakan warga lokal. Kunjungan wisatawan berdampak langsung pada pendapatan UMKM lokal sebesar Rp144.648.000.000 per bulannya dengan asumsi jumlah kunjungan ke Masjid Al-Jabbar mencapai 344.941 orang setiap bulannya dan rata-rata pengeluaran wisatawan sebesar Rp344.833, baik untuk kuliner, jasa fotografi, dan lainnya. Berdasarkan hasil analisis matematis, nilai multiplier effect kunjungan wisatawan terhadap pendapatan UMKM lokal adalah 1.22 artinya setiap peningkatan pengeluaran dari wisatawan sebesar Rp100.000, maka akan berdampak pada peningkatan pendapatan UMKM lokal sebesar Rp122.000. Implikasi praktis penelitian ini diharapkan pengurus Masjid Al-Jabbar dapat bekerja sama dengan masyarakat lokal dalam menciptakan usaha-usaha baru.

## INTRODUCTION

Tourism is an activity involving travel to a place for recreation. Every individual tends to have the desire to travel for specific motives, such as breaking away from daily routines, calming the mind, and others.<sup>1</sup> The cultural diversity, religious richness, natural wealth, and historical heritage of Indonesia make the country attractive to tourists. Based on expenditure, data from the Central Bureau of Statistics (BPS) reports that the average expenditure of domestic tourists reaches IDR 2.43 million per trip.<sup>2</sup>

The market share of tourists, particularly Muslim tourists, is predicted to increase, reaching an estimated 230 million tourists by 2028, with total spending by Muslim tourists amounting to USD 225 billion.<sup>3</sup> Before the Covid-19 pandemic, the number of international Muslim tourists visiting Indonesia recorded an estimated growth of 2.9 million visits.<sup>4</sup> Furthermore, the number of domestic tourists visiting West Java has reached 160 million.<sup>5</sup>

The Governor of West Java, Ridwan Kamil at the end of 2022 inaugurated the Al-Jabbar Mosque. The Al-Jabbar Mosque is considered a religious tourism destination. Religious tourism is a travel activity motivated by religious reasons,<sup>6</sup> but religious reasons are not the only factors driving tourists to visit religious sites. Some are also motivated by the architecture, cultural values, or art.<sup>7</sup> However, the main attraction lies in the religious atmosphere that fulfills spiritual needs, aiming to restore inner peace that can be achieved through journeys to religious sites.<sup>8</sup>

The Al-Jabbar Mosque Besides being a place of worship, it also features an artificial lake surrounding the mosque and Islamic educational facilities, such as the Rasulullah SAW Gallery and the Museum of Islamic Civilization History, which were newly inaugurated on March 27, 2023.<sup>9</sup> These attracts tourists to visit the Al-Jabbar Mosque. In fact, the deputy secretary of the Al-Jabbar Mosque management mentioned that after Eid al-Fitr 1444 Hijriah, the number of visits to the Al-Jabbar Mosque reached 124,758 people, from April 22 to 26, 2023, with an average of 22,061 tourists visiting each day. Before Eid al-Fitr 1444 Hijriah, the average number of visitors to the Al-Jabbar Mosque was 3,507 people.<sup>10</sup> Data

<sup>1</sup> Abdulraheem Alghamdi, "Explicit and Implicit Motivation Towards Outbound Tourism: A Study of Saudi Tourists" (University of Glasgow, 2007), <https://theses.gla.ac.uk/96/>.

<sup>2</sup> Cindy Mutia Annur, "Rerata Pengeluaran Turis Domestik Capai Rp2,43 Juta Pada 2022, Akomodasi Terbesar," *databoks.katadata.co.id*, 2023, <https://databoks.katadata.co.id/datapublish/2023/07/25/rerata-pengeluaran-turis-domestik-capai-rp243-juta-pada-2022-akomodasi-terbesar>.

<sup>3</sup> Crescent Rating, "Global Muslim Travel Index 2023," *Mastercard-Crescent Rating*, 2023, <https://www.crescentrating.com/reports/global-muslim-travel-index-2023.html>.

<sup>4</sup> Indra Gunawan, "Indonesia Kebanjiran Wisatawan Muslim Global, 2023 Diperkirakan Mencapai 140 Juta Wisatawan," *ekonomi.bisnis.com*, 2022, <https://ekonomi.bisnis.com/read/20221014/12/1587619/indonesia-kebanjiran-wisatawan-muslim-global-2023-diperkirakan-mencapai-140-juta-wisatawan>.

<sup>5</sup> Badan Pusat Statistik, "Jumlah Perjalanan Wisatawan Nusantara Menurut Provinsi Asal (Perjalanan), 2021-2023," *bps.go.id*, 2023, <https://www.bps.go.id/id/statistics-table/2/MTE4OSMy/jumlah-perjalanan-wisatawan-nusantara-menurut-provinsi-asal.html>.

<sup>6</sup> Dejan Iliev, "The Evolution of Religious Tourism: Concept, Segmentation and Development of New Identities," *Journal of Hospitality and Tourism Management* 45, no. December 2020 (2020): 131–40, <https://doi.org/10.1016/j.jhtm.2020.07.012>.

<sup>7</sup> Rahim Heydari Chianeh, Giacomo Del Chiappa, and Vahid Ghasemi, "Cultural and Religious Tourism Development in Iran: Prospects and Challenges," *Anatolia* 29, no. 2 (April 3, 2018): 204–14, <https://doi.org/10.1080/13032917.2017.1414439>.

<sup>8</sup> Andi Mappi Sameng, *Cakrawala Pariwisata* (Jakarta: Balai Pustaka, 2001).

<sup>9</sup> Ahmad Fikri, "Fasilitas Galeri Rasulullah Dan Museum Masjid Al Jabbar Resmi Dibuka," *ramadan.tempo.co*, 2023, <https://ramadan.tempo.co/read/1708229/fasilitas-galeri-rasulullah-dan-museum-masjid-al-jabbar-resmi-dibuka>.

<sup>10</sup> Humas Jabar, "Pasca Lebaran, Tren Kunjungan Ke Masjid Raya Al Jabbar Meningkat," *jabarprov.go.id*, 2023, <https://jabarprov.go.id/berita/pasca-lebaran-tren-kunjungan-ke-masjid-raya-al-jabbar-meningkat-8985>.

from the Jabar Dashboard reported that the estimated total number of visitors from April 1, 2023, to March 31, 2024, is 4,139,293.<sup>11</sup>

Table 1. Al-Jabbar Tourist From April 1, 2023 - March 31, 2024

Month	Number of Tourist Visiting
April	311.210
May	577.978
June	232.212
July	150.750
August	200.994
September	739.269
October	757.259
November	232.523
December	463.604
January	247.822
February	155.582
March	90.020

Source: Government of West Java Province, “Pengunjung Masjid Al-Jabbar” Pemrov Jabar, May 10, 2024, <https://dashboard.jabarprov.go.id/id/dashboard-static/masjid-aljabbar>

The number of tourists in one year can reach 4,139,293 visitors. On average, there are 344,941 visitors per month. The large number of tourist visits provides opportunities for the community to start businesses that can meet the needs of tourists, such as accommodation, transportation, food and beverages, souvenirs, and others. The presence of religious tourism at Al-Jabbar Mosque can encourage new businesses and job opportunities for the local community, thereby improving the local economy.

The existence of a tourist attraction strengthens the ability to improve the community's economy, create job opportunities, and enhance infrastructure development.<sup>12</sup> More specifically, Budovich research reveals that religious tourism has a positive impact on job creation, increasing community income, and the economic welfare of the local community.<sup>13</sup> Nuryadin and Purwiyanta states that the tourism sector has a multiplier effect, which is the cascading effect of a tourist attraction on the development of other sectors such as food and beverage, transportation services, accommodation, and more.<sup>14</sup>

Furthermore, Maski et al., research states that the trickle-down effect occurred in Batu City tourism, where the tourism sector in Batu City became the starting point for economic growth, as it brought about significant changes in a short period, shifting people's

<sup>11</sup> Government of West Java Province, “Pengunjung Masjid Al-Jabbar,” [dashboard.jabarprov.go.id](https://dashboard.jabarprov.go.id), 2024, <https://dashboard.jabarprov.go.id/id/dashboard-static/masjid-aljabbar>.

<sup>12</sup> Sarika Agarwal et al., “The Impact of Tourism on Local Communities: A Literature Review of Socio- Economic Factors,” *Journal of Harbin Engineering University* 44, no. August (2023): 1851–59, <https://doi.org/10.5281/zenodo.8314700>.

<sup>13</sup> Lidia Sergeevna Budovich, “The Impact of Religious Tourism on the Economy and Tourism Industry,” *HTS Theologiese Studies / Theological Studies* 79, no. 1 (2023): 1–7, <https://doi.org/10.4102/HTS.V79I1.8607>.

<sup>14</sup> Didi Nuryadin and Purwiyanta, “Multiplier Effects of Tourism Sector in Yogyakarta: Input-Output Analysis,” *Jejak* 16, no. 1 (2023): 170–83, <https://doi.org/10.15294/jejak.v16i1.40054>.

professions from farmers to traders or business owners.<sup>15</sup> The tourism sector often provides a trickle-down effect on the community's economy. Puspitarini and Anggraini conducted research on the Trickle-Down Effect of the Gunung Bromo tourist attraction. The trickle-down effect explains that the progress achieved by a group of people will eventually trickle down, creating jobs and various economic opportunities, which in turn will foster various conditions for achieving equitable economic growth distribution. In their research, they mention that the tourism sector is a strategic sector in supporting the economy.<sup>16</sup>

Several previous studies have shown that the presence of religious tourism attractions has a positive impact on income and business opportunities in the area.<sup>17</sup> However, there are some tourist attractions that only have a limited impact on the local community, as highlighted in the research conducted by Puspitarini and Anggraini, the trickle-down effect of tourism at Mount Bromo does not significantly benefit the residents of Ngadisari village. Several factors contribute to this, including a lack of synergy between institutions, insufficient infrastructure improvements, and a poorly integrated payment system for tourist sites. While some local residents have seized the opportunity to start businesses, many are reluctant to adapt to development, with a considerable number still opting to engage in agricultural activities.<sup>18</sup> and in some cases, the owners are foreign nationals,<sup>19</sup> resulting in the local community only receiving the trickle-down effects of the tourist attraction. Unlike previous studies, This study fills the gap in previous research that lacked a detailed mapping of the trickle-down effect. Therefore, this research utilizes NVivo software to map the trickle-down effect occurring at the tourism site. This research focuses more on the trickle-down effect of the Al-Jabbar Mosque religious tourism attraction by examining the potential for local community to engage in entrepreneurship and find a job around the tourist site.

The researchers chose Masjid Al-Jabbar as their research subject because the mosque attracts a large number of visitors, totaling 344,941 tourists each month. Assuming that half of these tourists, or 172,470 visitors, spend Rp100,000 on shopping, the total tourist expenditure could reach Rp17,247,050,000 per month. Furthermore, the construction of Masjid Al-Jabbar cost Rp1 trillion from the West Java regional budget.<sup>20</sup> Therefore, besides focusing on the trickle-down effect of Masjid Al-Jabbar as a tourist attraction, this study also aims to measure the magnitude of the multiplier effect of the high number of tourist visits on the local community MSME.

<sup>15</sup> Ghozali Maski, Faishal Fadli, and Vietha Devia, "Does Tourism Growth Create a Trickle-down Effect in Rural Areas?," *International Journal of Services Economics and Management* 11, no. 3 (2020), <https://doi.org/10.1504/IJSEM.2020.111175>.

<sup>16</sup> Renny Candradewi Puspitarini and Isrofiatul Anggraini, "Trickle-Down Economics' Arthur Lewis Fails: An Economic Development Study of Mount Bromo in Ngadisari Village, Sukapura District, Probolinggo Regency, East Java," *Journal of Indonesian Tourism and Development Studies* 7, no. 3 (2019): 131–39, <https://doi.org/10.21776/ub.jitode.2019.007.03.01>.

<sup>17</sup> Renny Candradewi Puspitarini and Isrofiatul Anggraini, "Trickle-Down Economics Arthur Lewis Dan Ekonomi Pembangunan Wisata Gunung Bromo Di Desa Ngadisari, Kabupaten Probolinggo, Jawa Timur Tahun 2017-2018," *Nation State: Journal of International* 1, no. 1 (2018): 220–32, <https://doi.org/10.2307/j.ctt7rg7m.9>; Jafar Nasution et al., "Dampak Wisata Religi Terhadap Penghasilan Pedagang Makanan Di Lingkungan Masjid Agung Syahrudin Nur Sipirok," *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah* 7, no. 30 (2022): 1578–91, <https://doi.org/http://dx.doi.org/10.30651/jms.v7i4.12648>.

<sup>18</sup> Puspitarini and Anggraini, "Trickle-Down Economics Arthur Lewis Dan Ekonomi Pembangunan Wisata Gunung Bromo Di Desa Ngadisari, Kabupaten Probolinggo, Jawa Timur Tahun 2017-2018."

<sup>19</sup> Teuku Muhammad Valdy Arief, "Obyek Wisata Di Simeulue Aceh Ternyata Banyak dikuasai WNA," [regional.kompas.com](https://regional.kompas.com/2022), 2022, <https://regional.kompas.com/read/2022/12/06/145233078/obyek-wisata-di-simeulue-aceh-ternyata-banyak-dikuasai-wna>.

<sup>20</sup> Agustiyanti, "Benarkah Ridwan Kamil Habiskan APBD Rp 1 T Demi Masjid Al Jabbar?," [katadata.co.id](https://katadata.co.id), 2023, <https://katadata.co.id/finansial/makro/63b645c17ca6e/benarkah-ridwan-kamil-habiskan-apbd-rp-1-t-demi-masjid-al-jabbar>.

## RESEARCH METHODS

The research approach used is a qualitative approach with a descriptive analysis method. A qualitative approach tends to conduct in-depth analysis, focusing on processes and meanings (subject perspectives) to align the research focus with the realities in the field.<sup>21</sup> This study utilizes primary data obtained directly through interviews with 20 tourists visiting Al-Jabbar Mosque, 10 local MSME actors in the Al-Jabbar Mosque food court, 5 employees of local MSMEs in the Al-Jabbar Mosque food court, as well as the food court managers and the Al-Jabbar Mosque administrators.

There are two data analysis techniques used in this study. First, the descriptive analysis technique, which involves describing the collected data using Nvivo software. The researcher conducted time triangulation to test the validity of the data by collecting observation, interview, and documentation data at different times, specifically on weekdays and weekends. The data was then processed using NVivo, and the results were presented with visualizations, such as Word Cloud, Concept Map, and Project Map. This descriptive analysis technique is used to examine the trickle-down effect. As in its fundamental theory, the trickle-down effect occurs when job opportunities are fulfilled.<sup>22</sup> This study analyzes the trickle-down effect of the existence of the religious tourist attraction Masjid Raya Al-Jabbar by describing the potential for the local community to engage in entrepreneurship and find a job around the tourist site.

Second, the mathematical analysis technique is used to measure the extent of the multiplier effect of the large number of tourist visits on the income of local MSMEs. The Marine Ecotourism for Atlantic Area organization explains that there is a type of multiplier for measuring the economic impact of tourism, namely the Keynesian Local Income Multiplier, which can be used to assess how tourist expenditures impact the income of local MSMEs.<sup>23</sup>

Systematically, the formula can be expressed as:

$$\text{Keynesian Income Multiplier} = \frac{D+N+U}{E}$$

Description:

- E:** Total tourist expenditure
- D:** Total income of local MSMEs
- N:** Total income of employee
- U:** Total expenditure of employee

<sup>21</sup> Fildza Malahati et al., "Kualitatif: Memahami Karakteristik Penelitian Sebagai Metodologi," *Jurnal Pendidikan Dasar* 11, no. 2 (2023): 341–48, <https://doi.org/10.46368/jpd.v11i2.902>.

<sup>22</sup> Puspitarini and Anggraini, "Trickle-Down Economics' Arthur Lewis Fails: An Economic Development Study of Mount Bromo in Ngadisari Village, Sukapura District, Probolinggo Regency, East Java."

<sup>23</sup> META, "Planning For Marine Ecotourism in The EU Atlantic Area," *University of The West of England*, 2001.



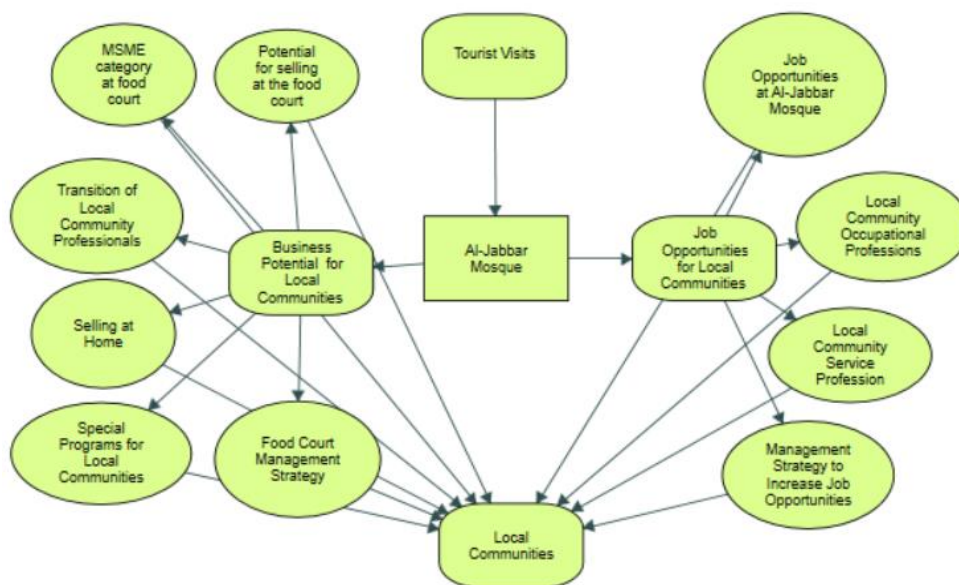


Figure 2. Concept Map Trickle Down Effect

Source: Data processed by author using NVivo, (2024).

Figure 2 illustrates the trickle-down effect of the presence of Al-Jabbar Mosque. Before the establishment of Al-Jabbar Mosque, many local residents worked as daily laborers or farmers with unstable incomes, and some were even unemployed. However, the construction of Al-Jabbar Mosque in the Cimincrang area has improved the standard of living for the local community.

Based on the research findings, Al-Jabbar Mosque offers business potential and job opportunities for local residents. The frequent influx of visitors to Al-Jabbar Mosque creates new business opportunities for locals to meet the needs of tourists. Mariotti (2013) states that business opportunities are potential business ideas that arise due to the needs of prospective customers that must be met.<sup>26</sup> Many local residents have started selling goods, either in the food court or from their homes directly facing Al-Jabbar Mosque. Additionally, the high number of visitors to Al-Jabbar Mosque necessitates regular maintenance to keep it looking beautiful, providing job opportunities for locals to become employees of Al-Jabbar Mosque.

The researcher further analyzes the trickle-down effect of Al-Jabbar Mosque on the local community, particularly in expanding business potential and increasing job opportunities.

<sup>26</sup> Mariotti, *Media Sosial Dalam Industri Pariwisata* (Jakarta: Frestasi Pustaka, 2013).

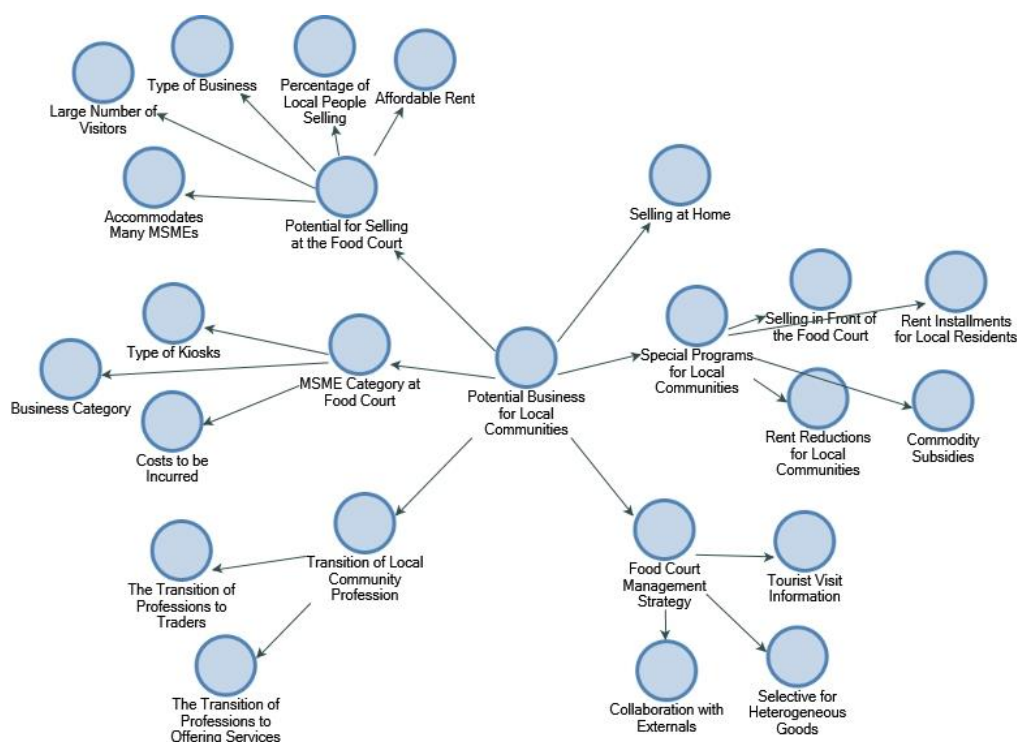


Figure 3. Project Map Potential Business for Local Communities

Source: Data processed by author using NVivo, (2024).

The research findings indicate six potential areas for starting a business or selling goods around Al-Jabbar Mosque:

#### 1. Potential for Selling at the Food Court

Several appealing potentials are worth analyzing. First, the Al-Jabbar Mosque food court can accommodate up to 225 MSMEs, offering significant opportunities for locals to sell goods. Second, the monthly number of visitors to Al-Jabbar Mosque reaches 344,941. If it is assumed that half of these visitors spend Rp100,000 each, this would generate Rp17,247,050,000 for local MSMEs. This is a considerable incentive for locals to start selling. Third, interviews reveal that nearly 80% of the vendors in the Al-Jabbar Mosque food court are local residents, demonstrating that local entrepreneurs can compete effectively in the food court. Locals can also learn directly from these entrepreneurs to start their own businesses. Fourth, the food court features only three types of businesses: food and beverages, fashion, and souvenirs. The similarity of products makes it easier for locals to learn about selling in the Al-Jabbar Mosque food court. Lastly, the rental fees at the food court are relatively low, ranging from Rp800,000 to Rp3,000,000. The food court is strategically located in front of the Al-Jabbar Mosque, giving it great potential to influence tourists' purchasing decisions. This aligns with Nurli'a's (2021) study, which found that location positively affects purchasing decisions, with an R Square value of 98%.<sup>27</sup>

<sup>27</sup> Lia Nurli'a, "Pengaruh Lokasi Terhadap Keputusan Pembelian Pengunjung Di Minimarket Menggunakan Metode Regresi Linier," *Jurnal Riset Sistem Informasi Dan Teknologi Informasi (JURISISTEKNI)* 3, no. 1 (2021): 1–12, <https://doi.org/10.52005/jursistekni.v3i1.75>.



## 2. MSME Category at the Food Court

Before starting a business, local residents should pay attention to the categories of MSMEs in the Al-Jabbar Mosque food court. These include the type of business, associated costs, and the types of kiosks available. Understanding these categories can help locals who want to start selling but are unsure what products to offer.

## 3. Transition of Local Community Profession

Looking at profession transitions, local residents prefer to shift their careers to start businesses selling products or services. First, many locals have transitioned to becoming local entrepreneurs, with 80% of vendors in the Al-Jabbar Mosque food court being local. Second, locals can also offer services such as photography or children's rides. However, these services are currently managed by an organization, so coordination with the managing organization is necessary if they wish to offer these services.

## 4. Selling at Home

Locals with homes facing Al-Jabbar Mosque have the potential to sell goods without incurring rental costs. Some locals sell directly from their homes, while others use their homes as kiosks for rent. This strategic location provides opportunities for starting a business.

## 5. Special Programs for Local Communities

Local communities have significant potential to sell goods around Al-Jabbar Mosque. There are also special programs designed to encourage locals to start businesses. First, locals are often facilitated to sell in locations directly facing Al-Jabbar Mosque, as easily accessible locations influence purchase interest.<sup>28</sup> Second, there are merchandise subsidies available, reducing the need for substantial capital to trade in the food court. Third, locals can also pay in installments. Fourth, locals often receive rental discounts, as lower rental prices can increase interest in selling.<sup>29</sup> The special program provides opportunities for the community to start businesses, as subsidized business capital or discounted rental costs are important considerations for entrepreneurs. This aligns with Pujianti and Idang (2024) research, which states that business capital and rental costs can affect traders' income.<sup>30</sup>

## 6. Food Court Management Strategies

Various strategies have been implemented by the food court management to increase local revenue. The first strategy involves collaborating with external parties, such as bus companies (PO) and travel agencies. This collaboration ensures that buses and travel agencies visiting Al-Jabbar Mosque can park at the mosque's rest area, so tourists will

<sup>28</sup> Sartika Jamlean, Saul Ronald Jacob Saleky, and Victor R Pattipeilohy, "Pengaruh Lokasi Usaha Terhadap Minat Pembelian Konsumen," *Jurnal Administrasi Terapan* 1, no. 1 (2022): 151–56; Raja Hardiansyah, "Pengaruh Suasana Toko, Lokasi Dan Promosi Terhadap Minat Beli Di Toko Roti Morning Bakery (Studi Pada Toko Roti Morning Bakery Batu 8 Jl. Raya Dompok Tnajungpinang)," *Jurnal Bening* 6, no. 1 (2019): 214–23.

<sup>29</sup> Denok Sunarsi et al., "Pengaruh Harga Dan Fasilitas Terhadap Minat Sewa Kost Yang Berdampak Pada Prestasi Belajar Mahasiswa Di Yogyakarta," *Journal of Education, Humaniora and Social Sciences (JEHSS)* 3, no. 2 (2020): 601–9, <https://doi.org/10.34007/jehss.v3i2.369>; Suri Amilia and Iriyani, "Pengaruh Lokasi, Harga Dan Fasilitas Terhadap Keputusan Sewa Kamar Kost Mahasiswa Fakultas Ekonomi Universitas Samudra," *Jurnal Manajemen Dan Keuangan* 8, no. 3 (2020): 267–80, <https://doi.org/10.33059/jmk.v8i3.2328>.

<sup>30</sup> Vinni Pujianti and Idang Nurodin, "Pengaruh Modal Usaha Dan Biaya Sewa Tempat Usaha Terhadap Pendapatan Pedagang Pasca Relokasi (Studi Kasus Di Pasar Pelita Kota Sukabumi)," *Jurnal Ilmiah Akuntansi* 5, no. 1 (2024).

pass through the food court before entering the mosque. Kotler & Armstrong state that purchase interest can arise after receiving stimulation from products viewed.<sup>31</sup> The second strategy is to be selective in choosing types of businesses to avoid having similar or adjacent products, which provides preferences for potential buyers. Finally, information is provided to MSME actors regarding visitor projections. These projections are obtained through cooperation with bus companies and travel agencies, enabling MSME actors to increase their inventory on days when buses and travel agencies are expected to visit in large numbers.<sup>32</sup>

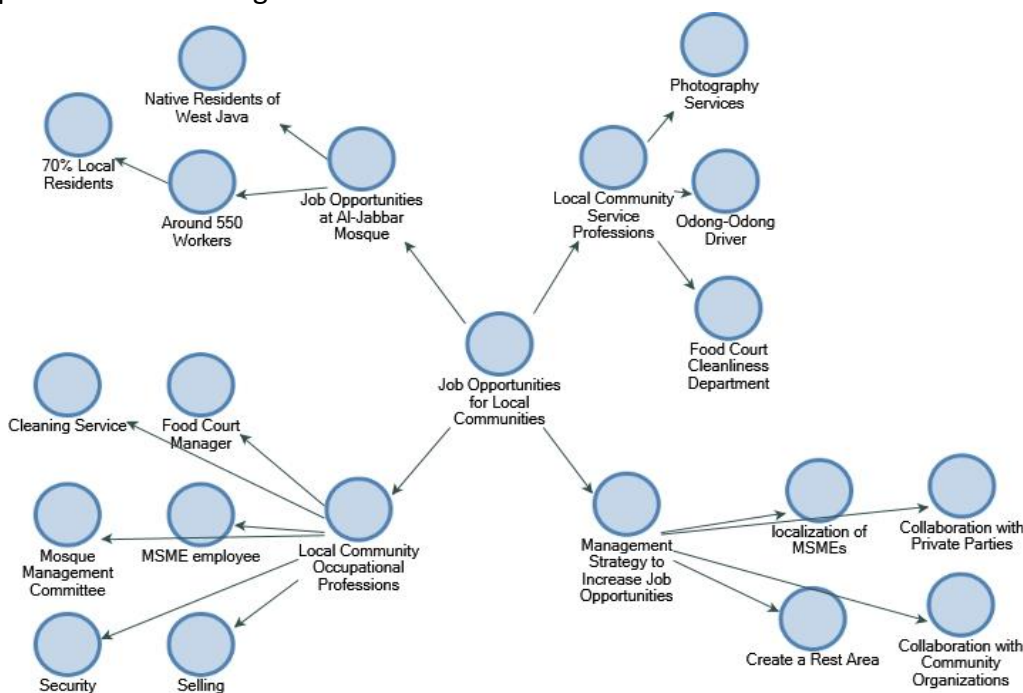


Figure 4. Project Map Job Opportunities for Local Communities

Source: Data processed by author using NVivo, (2024).

The research findings reveal four job opportunities around Al-Jabbar Mosque:

1. Job Opportunities at Al-Jabbar Mosque

Local residents can work at Al-Jabbar Mosque as employees. Currently, there are around 550 employees at Al-Jabbar Mosque, with 70% being local residents. Interviews also revealed that one of the requirements for becoming an employee is to be a native resident of West Java, making it highly likely for locals to work at Al-Jabbar Mosque.

2. Local Community Occupational Professions

Various professions are available for local residents. Interviews show that locals have the opportunity to work in fields such as cleaning services, security, mosque management committee (DKM), food court management, trading, or as MSME employees. Some locals are already employed in these areas, providing opportunities for others to enter these professions

<sup>31</sup> P. Kotler and G. Armstrong, *Prinsip-Prinsip Pemasaran* (Jakarta: Erlangga, 2008).

<sup>32</sup> Kotler and Armstrong.

### 3. Local Community Service Professions

In addition to traditional jobs, there are service professions available for local residents. Some locals are already working in service professions, including odong-odong driver, photography services, and the food court cleanliness department. These service professions are managed by community organizations, such as the youth organization managing the cleanliness department. Locals interested in these service professions should first coordinate with the managing community organization.

### 4. Management Strategy to Increase Job Opportunities

The management of Al-Jabbar Mosque continuously strives to create job opportunities for the community, especially for local residents. The strategies implemented include: First, establishing a specific area for MSMEs. Previously, street vendors at Al-Jabbar Mosque were unregulated, with some selling in restricted areas. The new designated area provides opportunities for locals to sell or work as MSME employees. Second, creating an official rest area. A major issue at Al-Jabbar Mosque was illegal parking fees. The official rest area helps tourists park in designated spots managed by the mosque. The development of the rest area also creates jobs for its management. Buses or travel services can park in the rest area for Rp50,000, which includes various facilities such as food, rest areas, and more. According to interviews, Rp30,000 is allocated for food and coffee for drivers, while the remaining Rp20,000 is allocated for staff. Third, the mosque management collaborates with private parties to establish the rest area and MSME zones on land owned by a local resident. This collaboration ensures that the local resident benefits from the land's use. Finally, the mosque management partners with community organizations, such as the Non-Governmental Organization (LPM), to manage odong-odong driver services.

Table 2. Local Community Employment and Income

No	Name of Informant	Occupation/ Business		Monthly Income	
		Before	After	Before	After
1	Zaenal	Selling at another location	Souvenir	Rp46.000.000	Rp450.000.000
2	Catur	Unemployed	MSME Employee	-	Rp3.000.000
3	Febby	Working in a factory	Fashion and Sponge Cake	Rp4.000.000	Rp80.000.000
4	Ade	Odd Jobs	Grilled Sausages and Snacks	Rp2.400.000	Rp7.000.000
5	Dicky	Unemployed	MSME Employee	-	Rp2.250.000
6	Sofa	Selling at another location	Chicken Noodle and	Rp3.000.000	Rp20.000.000

			Pop Ice		
7	Lia	Unemployed	Orange juice and Coffee	-	Rp15.000.000
8	Imam	Working	Meatball, soup, and pop ice	Rp3.000.000	Rp6.000.000
9	Romi	Unemployed	MSME Employee	-	Rp3.000.000
10	Irvan	Selling at another location	Souvenir	Rp120.000.000	Rp100.000.000
11	Alex	Unemployed	MSME Employee	-	Rp2.250.000
12	Acep	Selling at another location	Fashion	Rp20.000.000	Rp40.000.000
13	Tika	Housewife	Juice and Pop Ice	-	Rp15.000.000
14	Abang	Unemployed	MSME Employee	-	Rp3.000.000
15	Rini	Daily Laborer	Snacks and Drinks	Rp1.000.000	Rp5.000.000

Source: Data processed by author, (2024).

Table 2 shows that there has been a shift in employment and income for the local community due to the presence of Masjid Al-Jabbar. Community income has increased, with many moving from unemployment or low-income jobs to earning a substantial income. Previously, many residents were unemployed or worked as daily laborers and odd-job workers, but the establishment of Masjid Al-Jabbar has created opportunities for them to start businesses and find employment around the mosque. Although there were already residents with high incomes, such as Mr. Zaenal and Mr. Irvan, the income of Mr. Irvan has decreased due to the pandemic, which caused his business in the mall to go bankrupt. Selling around Masjid Al-Jabbar has helped him regain his income, though not to the same level as before. On the other hand, Mr. Zaenal's decision to relocate his business has led to a continuous increase in his income, he now owns two shops and employs eight workers. The table also suggests that souvenir and fashion businesses tend to generate higher incomes compared to just selling food and beverages. The research findings are consistent with previous studies, which have suggested that the presence of a tourist attraction can lead to increased income for the local community.<sup>33</sup>

<sup>33</sup> Erwin Karniawan Lubis and Fikriah, "Dampak Wisata Religi Masjid Raya Baiturrahman Terhadap Pendapatan Pedagang Sebelum Dan Semasa Covid 19 Kota Banda Aceh," *Jurnal Ilmiah Mahasiswa Ekonomi Pembangunan* 8, no. 1 (2023): 10; Auliyaur Rohman and Moh. Qudsi Fauzi, "Dampak Ekonomi Terhadap Pendapatan Pedagang Kios Di Wisata Religi Makam Sunan Drajat Lamongan," *Jurnal Ekonomi Syariah Teori Dan Terapan* 3, no. 2 (2016): 114–26; Nasution et al., "Dampak Wisata Religi Terhadap Penghasilan Pedagang Makanan Di Lingkungan Masjid Agung Syahrudin Nur Sipirok."

### Multiplier effect

Tourists spending money around tourist attractions contributes to tourism revenue and serves as a means of income distribution. According to Sharpley, travel and tourism are sources of government revenue, while direct tourism spending can trigger additional expenditure (for local businesses) through the multiplier effect.<sup>34</sup>

This study calculates the average spending of Muslim tourists visiting Al-Jabbar Mosque. The average tourist spending is calculated to understand the level of willingness to buy among tourists. The calculation of average spending by Muslim tourists was obtained through interviews with 20 tourists visiting Al-Jabbar Mosque.

Table 3. Tourist Expenditure

Tourist Expenditure		Average Spending (Rp)	Percentage (%)
Expenditures outside tourist areas	Travel Costs	Rp539.750	38%
	Accommodation costs	Rp533.333	37.6%
<b>Total Expenditure Outside the Tourist Area</b>		Rp1.073.083	75.6%
Expenditures within tourist areas	Culinary	Rp138.333	9.8%
	Souvenir/ Small Gifts	Rp120.000	8.5%
	Services (Photography, odong – odong)	Rp77.500	5.5%
	Parking	Rp9.000	0.6%
<b>Total Expenditure within the Tourist Area</b>		Rp344.833	24.4%
Total Tourist Expenditure		Rp1.417.916	100%
Average Number of Tourists per Month		344.941	
Total Tourist Expenditure within the Area		Rp118.947.040.000	

Source: Data processed by author, (2024).

Based on interviews with 20 tourists, the highest percentage of spending is outside the tourist area, particularly on travel and accommodation costs. This is because tourists visiting Al-Jabbar Mosque come from various regions. In this study, the researcher found respondents from Palembang, Bengkulu, Pandeglang, Magelang, and other areas outside Bandung City, resulting in the highest expenses being outside the tourist area. Some respondents from outside Bandung City typically visit several tourist spots, so they stay outside the Al-Jabbar Mosque area, such as in Lembang, Braga, and other lodging places. Additionally, for spending within the tourist area, the largest expenditures are on food and souvenirs. The total spending by tourists within the tourist area amounts to Rp344,833. If

<sup>34</sup> Richard Sharpley, *Travel and Tourism*, Sage Publication, vol. 11 (London: SAGE Publications, 2006), <https://doi.org/https://doi.org/10.4135/9781446213810>.

the average number of tourists per month is 344,941, then the total monthly expenditure of tourists at Al-Jabbar Mosque is Rp118,947,040,000.

When tourists visit and spend money at the tourist area, it impacts the income of the local community, especially the local MSMEs that interact directly. Government efforts to improve the infrastructure around Al-Jabbar Mosque also aim to create job opportunities and business prospects for the community. One of these efforts includes creating a dedicated area for MSMEs as a food court.

The Al-Jabbar Mosque food court is busier on holidays compared to regular days. Almost all MSME that were interviewed in this study reported a difference in income between holidays and regular days. The religious tourism at Al-Jabbar Mosque has become a new preference for people who want to both vacation and enhance their spirituality. Most tourists visit with their families, some with friends, such as study groups from Islamic schools, and some are students on school study tours. Therefore, negative news about Al-Jabbar Mosque can significantly affect tourist visits, such as reports of extortion around the mosque<sup>35</sup> or news of accidents involving study tour buses, which also impact the number of tourist visits.<sup>36</sup>

Table 4. MSME income per Month

No	Type of Business	Average monthly income (Rp)
1	Souvenir	Rp450.000.000
2	Fashion and Sponge Cake	Rp80.000.000
3	Grilled Sausages and Snacks	Rp7.000.000
4	Chicken Noodle and Pop Ice	Rp20.000.000
5	Orange juice and Coffee	Rp15.000.000
6	Meatball, soup, and pop ice	Rp6.000.000
7	Souvenir	Rp100.000.000
8	Fashion	Rp40.000.000
9	Juice and Pop Ice	Rp15.000.000
10	Snacks and Drinks	Rp5.000.000
Total Income		Rp738.000.000
Total MSME		196
Overall MSME Income		Rp144.648.000.000

Source: Data processed by author using NVivo, (2024).

Based on Table 4, it can be seen that souvenir MSMEs have above-average income levels. This is due to the large number of tourists from outside Bandung City who purchase items that are characteristic of the city, such as cakes, chips, souvenirs, clothing, and others. One type of souvenir MSME with a strategic location, specifically in front of the food court entrance, has a monthly income reaching IDR 450,000,000. MSMEs in the food and beverage sector typically earn between IDR 5,000,000 and IDR 20,000,000 monthly. Some MSMEs,

<sup>35</sup> Fabio Mario Lopes Costa, "Ada Pungli Di Balik Keindahan Masjid Al Jabbar Bandung, Pelaku Raup Jutaan Rupiah," *kompas.id*, 2024, <https://www.kompas.id/baca/nusantara/2024/04/17/ada-pungli-di-balik-keindahan-masjid-al-jabbar-bandung-pelaku-raup-jutaan-rupiah>.

<sup>36</sup> Widhia Arum Wibawana, "Deretan Kecelakaan Bus Study Tour Yang Tuai Usulan Larangan Ke Luar Kota," *news.detik.com*, 2024, <https://news.detik.com/berita/d-7355045/deretan-kecelakaan-bus-study-tour-yang-tuai-usulan-larangan-ke-luar-kota>.

such as those in the souvenir and fashion sectors, generally employ staff, while others do not. Many food and beverage businesses, such as juice, pop ice, grilled sausages, and others, do not have employees and are managed directly by the MSME owners.

MSME expenditures represent indirect effects of tourism activities. Indirect effects refer to income earned from jobs that are related to tourism but do not directly receive revenue from visiting tourists.<sup>37</sup> Below are the expenditures of UMKM businesses operating around Masjid Al-Jabbar.

Table 5. MSME Expenditures in Tourism Areas

MSME Expenditure	Average Expenditure (Rp)	Percentage (%)
Rental Cost	Rp1.700.000	34.3%
Electricity cost	Rp33.000	0.7%
Cleaning cost	Rp225.000	4.5%
Employee salaries	Rp3.000.000	60.5%
Total MSME Expenditure	Rp4.958.000	100%
Total MSME	196	
Overall MSME Expenditure	Rp971.768.000	

Source: Data processed by author using NVivo, (2024).

Table 5 shows that the largest average expenditure for MSMEs in the Masjid Al-Jabbar tourism area is for employee salaries, amounting to IDR 3,000,000. Some MSME informants reported that employee salaries range from IDR 75,000 to IDR 150,000 per day, so when accumulated monthly, employee earnings range from IDR 2,250,000 to IDR 4,500,000. The smallest expenditure for MSMEs is electricity costs, as these vary with usage, resulting in different expenditure amounts.

These MSME expenditures circulate within the Masjid Al-Jabbar tourism area. For example, electricity and rental costs are paid by MSMEs to the Al-Jabbar food court. MSMEs also pay for cleaning services managed by the local youth organization, Karang Taruna Cimencang. Additionally, employee salaries are spent by employees around Masjid Al-Jabbar, contributing to a multiplier effect. In this study, the indirect impact of Masjid Al-Jabbar is experienced by MSME employees. Below are the earnings of MSME employees:

Table 6. MSME Employee Income

No	Types of Business	Number of Employees	Employee Salary per month (Rp)
1	Souvenir	8	Rp24.000.000
2	Fashion and Sponge Cake	0	Rp0
3	Grilled Sausages and Snacks	0	Rp0
4	Chicken Noodle and Pop Ice	0	Rp0
5	Orange juice and Coffee	0	Rp0
6	Meatball, soup, and pop ice	0	Rp0

<sup>37</sup> Salma Hanifah, “Multiplier Effect Pedagang Kaki Lima Di Sekitar Uin Sunan Gunung Djati Bandung (Studi Cross Check Sertifikasi Halal Dan Etika Bisnis Islam Sebagai Additional Value),” *UIN Sunan Gunung Djati Bandung*, 2023.

7	Souvenir	1	Rp3.000.000
8	Fashion	1	Rp3.000.000
9	Juice and Pop Ice	0	Rp0
10	Snacks and Drinks	0	Rp0
Total			Rp30.000.000
Average			Rp3.000.000
Number of Employees			97
Total Employee Income			Rp291.000.000

Source: Data processed by author using NVivo, (2024).

From the researcher’s observations, most MSMEs with employees are in the fashion and souvenir categories, while MSMEs in the food and beverage category are mostly managed directly by the owner. Therefore, employee salaries cannot be calculated comprehensively due to the varying number of employees in each MSME.

According to Table 6, there is variation in the number of employees across different MSMEs, but the average salary is IDR 3,000,000. In this study, the total monthly salary for all interviewed MSME employees amounts to IDR 30,000,000. It can also be noted that food and beverage MSMEs, such as those selling grilled sausages, pop ice, chicken noodles, and other food items, do not have employees.

Furthermore, MSME employee expenditures are induced effects used to meet their daily needs, such as expenses for consumption, transportation, and lodging. Some employees mentioned that there are sales targets at their workplaces, and if these targets are met, employees receive bonuses.

Based on the interview results, it was also found that nearly half of the employees' income is spent on daily consumption. However, employees do not spend money on lodging or accommodation; nearly all employees stay at their kiosks. The table below provides more detailed information on MSME employee expenditures.

Table 7. MSME employee expenditure

No	Type of expenditure	Monthly Expenditure (Rp)	Percentage (%)
1	Consumption Costs	Rp1.440.000	72.5%
2	Transportation Costs	Rp47.000	2.4%
3	Residential Rental Costs	Rp500.000	25.1%
Total		Rp1.987.000	100%
Total MSME Employees			97
Total Expenditure of MSME Employees			Rp192.739.000

Source: Data processed by author using NVivo, (2024).

Based on Table 7, it can be seen that the monthly expenses of UMKM employees range around Rp1,987,000, covering costs for consumption, transportation, and accommodation. The largest expense for UMKM employees is consumption, totaling Rp1,440,000, which accounts for nearly 50% of their monthly salary. Some UMKM employees reside at their kiosks and therefore do not need to spend on accommodation, while others rent rooms. Most of the UMKM employees who are participants in this study come from outside the city,



such as Garut or Tasikmalaya, and typically return home only once a month, spending between Rp8,000 and Rp100,000 on transportation.

Futhermore, the economic impact of Muslim tourists visiting Masjid Al-Jabbar can be measured using a multiplier effect analysis, which examines the flow of money from the direct impact of tourists spending on shopping to the induced impact, which includes the spending of UMKM employees. According to META,<sup>38</sup> the economic impact of tourism activities can be assessed using the Keynesian income multiplier, which shows the extent of the impact of tourist spending on the income of local MSMEs. Below is the calculation of the Keynesian income multiplier.

$$\begin{aligned} \text{Keynesian Income Multiplier} &= \frac{D+N+U}{E} \\ &= \frac{144.648.000.000+291.000.000+192.739.000}{118.947.040.000} \\ &= \frac{145.131.739.000}{118.947.040.000} \\ &= 1.22 \end{aligned}$$

Based on the calculation of the Keynesian income multiplier, the multiplier effect of tourist visits on the income of local MSMEs is 1.22. This means that for every increase of Rp100,000 in tourist spending, there will be a corresponding increase of Rp122,000 in the income of local MSMEs. According to the Keynesian Local Income assessment criteria, a multiplier effect value of 1.22 ( $\geq 1$ ) indicates that Muslim tourist visits to Masjid Al-Jabbar have a positive impact on the local economy. In line with several previous studies that have suggested the occurrence of a multiplier effect from the existence of a tourist attraction.<sup>39</sup>

### Research Implications

The study found evidence of the trickle-down effect, as the presence of the Al-Jabbar Mosque has created business potential and job opportunities. The implication of this finding is that the Al-Jabbar Mosque management could collaborate more with the local community or community organizations to create new businesses, such as offering boat rides for the retention lake or establishing bicycle rental services, considering the vast area of the mosque. Often, visitors are reluctant to explore the Al-Jabbar Mosque due to the distance, resulting in the rarely visited Prophet Thematic Park located to the south of the mosque.

The study also found a multiplier effect from tourist visits on local MSME income. The more tourists visit, the higher the MSME income. Therefore, the implication of this research is that food court managers are expected to continuously improve the facilities and infrastructure. Additionally, besides collaborating with bus operators and travel agencies, there should be cooperation with the local government to ensure public transportation passes by the Al-Jabbar Mosque. Both the food court managers and the mosque management are expected to work together to organize Islamic study events that can

<sup>38</sup> META, "Planning For Marine Ecotourism in The EU Atlantic Area."

<sup>39</sup> Indah Rohyani et al., "Analisis Dampak Efek Berganda Pada Pantai Suwuk Di Desa Tambak Mulyo Kecamatan Puring Kabupaten Kebumen," *Jurnal E-Bis (Ekonomi-Bisnis)* 3, no. 1 (2019): 16–26, <https://doi.org/10.37339/e-bis.v3i1.114>; Sovi Puji Utami, Lorentino Togar Laut, and Jalu Aji Prakoso, "Multiplier Effect Pengembangan Wisata Pasar Papringan Ngadiprono Desa Ngadimulyo Kecamatan Kedu Terhadap Kondisi Ekonomi Masyarakat," *Indonesian Journal of Tourism Business and Entrepreneurship* 1, no. 1 (2024): 40–54, <https://doi.org/10.31002/ijtbe.v1i1.1465>.

increase the number of visitors. According to historical data, one of the factors for the highest number of visitors in October 2023 was an Islamic study event led by Ustadzah Halimah Alaydrus, which attracted thousands of attendees to the mosque.

MSME owners are encouraged to improve product quality to avoid selling homogeneous goods or, if possible, create new souvenirs specific to the Al-Jabbar Mosque, whether food or handicrafts. They are also expected to create more job opportunities for the local community. Finally, the implication for MSME owners is to obtain halal certification for products that do not yet have a halal label, considering that the Al-Jabbar Mosque is a religious tourism site visited primarily by Muslim tourists, ensuring they can consume products without concern.

## CONCLUSION

Al-Jabbar Mosque is one of the most visited religious tourism destinations in Indonesia, attracting 344,941 tourists every month. The large number of tourists visiting Al-Jabbar Mosque has a significant impact on the local economy. An analysis using Nvivo software shows that there is a trickle-down effect from the presence of Al-Jabbar Mosque as a religious tourism site, which includes the creation of business potential and extensive job opportunities for the local community. The local community has the potential to engage in entrepreneurship with the existence of food courts, creating opportunities to sell in these food courts. There are categories of MSMEs in the food court that make it easier for the community to sell their products. Many local residents have switched professions to become traders or open services, and locals can also sell from home. There are also special programs for the local community, such as rental fee discounts, and last, food court managers have strategies to enhance business potential for locals, such as collaborating with community organizations. The presence of Al-Jabbar Mosque also creates job opportunities as employees at Al-Jabbar Mosque, such as becoming security personnel, cleaning services, and more. There are also job opportunities as MSME employees or service providers, such as photography services. The mosque management continuously strives to increase job opportunities around Al-Jabbar Mosque, and currently, 70% of the 550 employees at Al-Jabbar Mosque are local residents.

The large number of tourists also has a multiplier effect on the income of local MSMEs. Tourist spending within the tourism area has a direct impact on increasing local MSME income, an indirect impact on increasing MSME employee income, and an induced impact, namely the spending of MSME employees. Based on mathematical analysis, the multiplier effect value of tourist visits on local MSME income is 1.22, meaning that for every Rp100,000 increase in tourist spending, there will be an increase in local MSME income of Rp122,000.

The management of Al-Jabbar Mosque is expected to be more diligent in collaborating with community organizations and capable of overseeing those located around the mosque to ensure they are well-organized and managed. This is because negative news about Al-Jabbar Mosque could impact the number of tourist visits and potentially reduce the income of local MSME. Furthermore, for future research, this study employs mathematical analysis

to measure the impact of tourist visits on local MSME income. It is recommended that future studies conduct a quantitative analysis to determine the extent of the influence of Al-Jabbar Mosque on the economy of Cimincrang Village, as well as to examine its effect on improving community welfare or reducing poverty levels in Cimincrang Village.

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