

**PENGARUH LITERASI HALAL DIGITAL DAN ATRIBUT DESTINASI
HALAL TERHADAP NIAT BERKUNJUNG KEMBALI
DIMEDIASI KEPERCAYAAN**

**(Survei Terhadap Wisatawan yang Berkunjung Ke Destinasi Pariwisata
Unggulan Sumatera Barat)**

TESIS

diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister
Manajemen pada Program Studi Manajemen



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**PROGRAM STUDI MAGISTER MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Magister Manajemen (M.M.) pada Fakultas Pendidikan Ekonomi dan Bisnis

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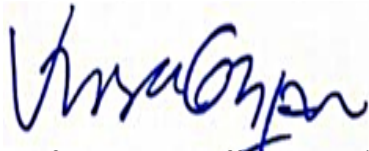
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2310964**

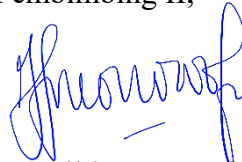
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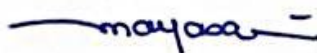
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ABSTRAK

Alfi Syahrah Siregar, 2310964, Pengaruh Literasi Halal Digital dan Atribut Destinasi Halal Terhadap Niat Berkunjung Kembali Dimediasi Kepercayaan (Survei Terhadap Wisatawan yang Berkunjung Ke Destinasi Pariwisata Unggulan Sumatera Barat); di bawah bimbingan Prof. Dr. Vanessa Gaffar, SE., AK., MBA. dan Dr. Hilda Monoarfa, SE., M.Si.

Pariwisata unggulan Sumatera Barat memiliki potensi besar untuk menjadi destinasi yang memenuhi kebutuhan wisatawan Muslim. Penelitian ini bertujuan untuk menganalisis pengaruh literasi halal digital dan atribut destinasi halal terhadap niat berkunjung kembali, dengan kepercayaan sebagai variabel mediasi. Menggunakan metode kuantitatif dengan *convenience sampling*, data dikumpulkan dari 403 responden wisatawan Nusantara Muslim yang telah mengunjungi destinasi halal di Sumatera Barat dan dianalisis menggunakan PLS-SEM melalui perangkat lunak SmartPLS 3. Hasil penelitian menunjukkan bahwa atribut destinasi halal memiliki pengaruh positif dan signifikan terhadap niat berkunjung kembali. Literasi halal digital tidak berpengaruh langsung terhadap niat berkunjung kembali, namun literasi ini memiliki pengaruh signifikan terhadap kepercayaan, yang kemudian menjadi mediator penting antara literasi halal digital dan atribut destinasi halal terhadap niat berkunjung kembali. Pengelola destinasi disarankan untuk mengembangkan aplikasi digital, meningkatkan fasilitas halal, dan menerapkan strategi pemasaran berbasis teknologi untuk menarik wisatawan Muslim serta memperkuat daya saing pariwisata unggulan Sumatera Barat.

Kata Kunci: literasi halal digital, atribut destinasi halal, kepercayaan, niat berkunjung kembali, pariwisata halal, Sumatera Barat.

ABSTRACT

Alfi Syahrah Siregar. 2310964. The Influence of Digital Halal Literacy and Halal Destination Attributes on Revisit Intention Mediated by Trust (Survey of Tourists Visiting West Sumatra's Leading Tourism Destinations; under the guidance of Prof. Dr. Vanessa Gaffar, SE., AK., MBA., and Dr. Hilda Monoarfa, SE., M.Si.

West Sumatra's flagship tourism has great potential to become a destination that meets the needs of Muslim tourists. This study aims to analyse the effect of digital halal literacy and halal destination attributes on revisit intention, with trust as a mediating variable. Using quantitative methods with convenience sampling, data were collected from 403 Muslim Nusantara tourist respondents who have visited halal destinations in West Sumatra and analysed using PLS-SEM through SmartPLS 3 software. The results showed that halal destination attributes have a positive and significant influence on revisit intention. Digital halal literacy does not have a direct effect on revisit intention, but this literacy has a significant influence on trust, which then becomes an important mediator between digital halal literacy and halal destination attributes on revisit intention. Destination managers are advised to develop digital applications, improve halal facilities, and implement technology-based marketing strategies to attract Muslim tourists and strengthen the competitiveness of West Sumatra's flagship tourism.

Keywords: *digital halal literacy, halal destination attributes, trust, revisit intention, halal tourism, West Sumatra.*

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