

**MODEL PARIWISATA HALAL INDONESIA
BERBASIS *MEMORABLE HALAL TRAVEL EXPERIENCE*
(Studi Empiris pada Lima Destinasi Pariwisata Halal Unggulan
Indonesia)**

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor pada Program Studi Ilmu Manajemen Konsentrasi Pemasaran



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**SEKOLAH PASCASARJANA
UNIVERSITAS PENDIDIKAN INDONESIA
2021**

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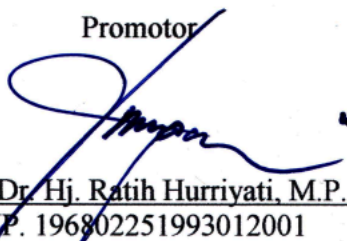
DISERTASI

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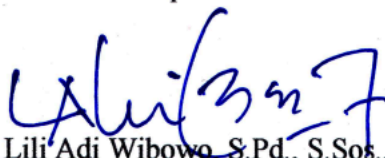
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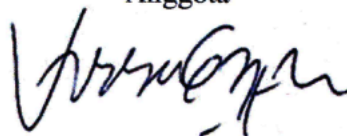
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Assalamu'alaikum warahmatullahi wabarakatuh

Puji dan syukur kami panjatkan ke hadirat Allah SWT atas izin-NYA akhirnya dapat menyelesaikan disertasi dengan judul “Model Pariwisata Halal Indonesia Berbasis *Memorable Halal Travel Experience* (Studi Empiris pada Lima Destinasi Pariwisata Halal Unggulan Indonesia)”

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Penulis meyakini bahwa ide dan gagasan yang ada dalam karya ilmiah ini mengandung manfaat, baik untuk pengembangan keilmuan, terutama pemasaran pariwisata halal, maupun untuk pengembangan pariwisata halal Indonesia yang berdaya saing. Namun penulis juga menyadari terdapat banyak kekurangan pada disertasi ini. Sehubungan dengan hal tersebut, penulis sangat mengharapkan masukan dari semua pihak untuk perbaikan disertasi ini.

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ABSTRAK

MODEL PARIWISATA HALAL INDONESIA BERBASIS *MEMORABLE HALAL TRAVEL EXPERIENCE* (Studi Empiris pada Lima Destinasi Pariwisata Halal Unggulan Indonesia)

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NIM. 1706949

Tim Promotor:

Prof. Dr. Hj. Ratih Hurriyati, M.P.¹, Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M.²,
Dr. Vanessa Gaffar, SE.AK., MBA.³

Penelitian ini berusaha untuk mengeksplorasi bukti empiris tentang keterkaitan antara Islam, pariwisata, dan *behavioral intention* pada pariwisata halal yang sedang tumbuh pesat. Tujuan penelitian ini adalah untuk memverifikasi variabel yang berpengaruh secara langsung terhadap *memorable halal travel experience* dan niat berwisata kembali di masa datang, serta peran mediasi *memorable halal travel experience* dalam membangun model pariwisata halal Indonesia. Penelitian kuantitatif ini dilakukan dengan menanyakan langsung kepada 476 wisatawan mancanegara muslim yang berkunjung ke lima destinasi unggulan pariwisata halal Indonesia dengan menggunakan kuesioner. Hasil analisis SEM menunjukkan bahwa pengalaman kreatif berpengaruh signifikan terhadap *memorable halal travel experience*; atribut Islami destinasi dan *memorable halal travel experience* berpengaruh signifikan terhadap niat berwisata kembali di masa datang; dan kualitas destinasi berpengaruh signifikan secara negatif terhadap niat berwisata kembali di masa datang. Penelitian ini juga membuktikan bahwa *memorable halal travel experience* mampu memediasi pengaruh pengalaman kreatif terhadap niat berwisata kembali di masa datang. Implikasi praktis dari penelitian ini menunjukkan pentingnya pengalaman kreatif dan *memorable halal travel experience* dalam meningkatkan niat berwisata kembali di masa datang sebagai upaya menciptakan daya saing pariwisata halal Indonesia.

Kata kunci: *creative experience, future travel intention, Islamic attributes of destination, memorable halal travel experience, quality of destination, halal tourism*

ABSTRACT

INDONESIA HALAL TOURISM MODEL BASED ON MEMORABLE HALAL TRAVEL EXPERIENCE (The Empirical Study on Five Leading Indonesia Halal Tourism Destinations)

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Dr. Vanessa Gaffar, SE.AK., MBA.³**

This research seeks to explore empirical evidence about the relation among Islam, tourism, and behavioral intention in halal tourism which is growing fast. The objective of this research was to verify both the variables that influence memorable halal travel experience and future travel intention and the mediating role of memorable halal travel experience in developing an Indonesian halal tourism model. This quantitative research was conducted by asking 476 Muslim foreign tourists who visited five leading Indonesian halal destinations using a questionnaire. The results of SEM analysis showed that creative experience had a significant effect on memorable halal travel experiences; Islamic attribute of destination and memorable halal travel experience had a significant effect on future travel intention; and quality of destination has a significant negative effect on future travel intention. This research also proved that memorable halal travel experiences had a mediation role on the effect of creative experience on future travel intentions. The practical implications of this research showed the importance of creative experiences and memorable halal travel experiences in increasing future travel intentions as an effort to create the competitiveness of Indonesia's halal tourism.

Keywords: creative experience, future travel intention, Islamic attributes of destination, memorable halal travel experience, quality of destination, halal tourism

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