

The Determinants of Tourist Visiting Interest in Sade Village Tourism Central Lombok

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Abstract

This research aims to find out the influence of Destination Image and Service Quality on tourist Visiting Interest with Halal Attributes as intervening variables, as the determinants of tourist Visiting Interest in Sade Village Tourism Central Lombok. The increase in the Muslim population in the world has made halal tourism an increasingly important global phenomenon, considering the changing interest of tourists in a more holistic tourism experience based on religious values. Lombok is the only Indonesian region with the first Regional Regulation (PERDA) about halal tourism. This research is quantitative research with a Structural Equation Modeling (SEM) approach using SmartPLS software (v.3.2.9) with 97 respondents used as a sample. Data analysis techniques are used descriptive analysis, outer model measurement, inner model measurement, and hypothesis test. The result is, first, that Destination Image positively and significantly affects Visiting Interest. Second, there is no positive or significant influence of Service Quality on Visiting Interest. Third, Destination Image and Service Quality positively and significantly influence Visiting Interest in Sade village tourism through Halal Attributes. The implication is, first, the academics and policymakers should constantly monitor, evaluate, and complete all shortcomings in the facilities and infrastructure of Sade village tourism. This can provide comfort and satisfaction for the local community or tourists and increase the interest in tourist visits. Second, the practitioners (Sade village tourism managers) must continually improve the quality of services and infrastructure that can support tourists' needs, providing satisfaction that can later impact an increase in tourist visits.

Keywords:

Destination Image; Service Quality; Halal Attributes; Visiting Interest; Sade Village.

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1. Introduction

Data from the Indonesian Central Statistics Agency (BPS) shows, that in the last three months of 2024, the frequency of foreign tourist visits to Indonesia escalated between June and August, where in June 2024, the number of foreign tourist visits was 1.197.941 visits and increased to 1.339.946 visits (BPS, 2024). The increase that occurred between June and August was 11,85% (BPS, 2024). Based on data from the Department of Culture and Tourism of NTB, in 2021, the overall number of foreign tourists from January to December reached 11.890 and increased to 437.945 in 2023 (Disbudpar, 2024). The increase between 2021 and 2023 reached 75% (Disbudpar, 2024). Meanwhile, the number of Indonesian tourists visiting West Nusa Tenggara (NTB) in 2021 was 962.146, an increase of 30%, namely 1.317.020 Indonesian tourists in 2023 (Disbudpar, 2024). To support the development of *halal* tourism in Indonesia, the Ministry of Tourism has appointed three provinces, West Nusa Tenggara, West Sumatra, and Aceh, as role models. This is based on considering the sizeable Muslim population in the three provinces and the strong influence of Islamic teachings in their daily lives (Wibowo, 2020). Among several areas used as role models, West Nusa Tenggara (NTB), especially Lombok Island, is one of the *halal* tourism destinations that began to be in the lyrics of its existence because of the beauty of natural tourism and the cultural richness it has.

In this research, the researcher will focus on Sade village, a cultural tourist attraction on the island of Lombok. It has a long history of Sasak tribal customs for approximately 1.500 years, with various offerings of Sasak tribe cultural products provided, such as traditional houses, community traditions, and attractions of *Peresean* or war dances (Wisnubroto, 2022). Following its achievement in the World *Halal* Tourism Award in Abu Dhabi in 2016 with the acquisition of the World's Best *Halal* Honeymoon Destination and World's Best *Halal* Tourism Destination awards, Lombok, which is a part of the province of West Nusa Tenggara (NTB), was deemed ready to become a *halal* tourism destination. Furthermore, Lombok is the only Indonesian region with the first Regional Regulation (PERDA) about *halal* travel. The NTB DPRD developed this to bolster the *halal* tourist brand currently associated with the province of NTB, especially Lombok (Kurniawan & Safitri, 2023). However, along the situation and the times, the tourism sector has experienced new developments that are not only a local phenomenon in a specific country but have become a global phenomenon, where people are now starting to be interested in sharia-based tourism or what is often known as *halal* tourism (Amin et al., 2024) (Ramadhani, 2021). The increase in the Muslim population in the world has made *halal* tourism an increasingly important global phenomenon, considering the changing interest of tourists in a more holistic tourism experience based on religious values (Nurcholifah et al., 2023) (Ghofur & Ismanto, 2022). Muslim tourists are not only looking for destinations that meet their basic needs, such as sharia-compliant accommodation and food, but also for an immersive experience to understand the culture and history that aligns with their beliefs (Mustaqim, 2023) (Sonjaya et al., 2024).

According to previous research, the increase in tourist visits is influenced by several factors, such as the Destination Image, which is a driving factor for tourists to visit by increasing or developing the reputation of loyal guests. This is supported by research conducted by (Aini, 2024), (Harrisstha et al., 2024), (Maria et al., 2024), (Wisnu & Sholahuddin, 2023), and also (Kencana & Facrurezza, 2023) stated that the Destination Image affects the interest of tourists to visit certain tourist attractions. Another factor that supports the interest of tourists is good Service Quality. As revealed in the research by

(Darojat, 2021), (Sumiyarsih & Prihatnawan, 2024), (As'ad et al., 2023), (Putra & Cahyoadi, 2023), and also (Simatupang & Sihombing, 2024) the Service Quality affects the interest of tourists visiting a particular tourist attraction. In several previous studies, none of them linked it to *Halal* Attributes. To support the development of *halal* tourism, in addition to Destination Image and Service Quality, *Halal* Attributes are a factor that plays an essential role in influencing the interest of tourist visits, considering that Muslim tourists must obey the principles of Islamic sharia in all aspects of life both in investigating the characteristics of *halal* locations. This aligns with research by (Indrawijaya et al., 2023), (Hasanah et al., 2024), and (Karsana, 2023), which state that *Halal* Attributes affect tourists' interest in visiting a tourist attraction. Based on the background above, the contribution of this research to the existing literature is to find out the influence of Destination Image and Service Quality on tourist Visiting Interest with *Halal* Attributes as intervening variable, as the determinants of tourist Visiting Interest in Sade village tourism Central Lombok.

In this case, with its potential for natural beauty, art, culture, and social diversity, Indonesia has become a strong attraction for foreign tourists visiting Indonesia (Ribawati, 2022). With this potential, through the vision and direction of the National Medium-Term Development Plan (RPJMN) in 2023, the Indonesian National Planning Agency (Bappenas) will strengthen infrastructure to support economic development and essential services by implementing four priority projects, one of which is increasing productivity in the tourism sector (Bappenas, 2022). It is envisaged that this increase will spur economic growth, improve Indonesia's reputation, raise local populations' living standards, and generate more job possibilities. The country's potential as the world's largest marine tourism area and its unique natural beauties are being sensibly and sustainably utilized to enhance tourism, advancing the nation's cultural heritage and stimulating economic activity (Devitasari et al., 2022).

2. Method

This research is quantitative research with a Structural Equation Modeling (SEM) approach using SmartPLS software (v.3.2.9). The reason for choosing to use the SEM approach over other methods is, in the SEM approach the number of samples below 100 can be used because PLS is based on variance (Hussein, 2015) (Djakasaputra et al., 2023). Another reason for choosing to use SEM approach over other methods is: (1) Allows for more flexible assumptions; (2) Use of confirmatory factor analysis to reduce measurement error by having multiple indicators in one latent variable; (3) The appeal of a graphical modeling interface to make it easier for users to read the analysis results; (4) The possibility of testing the model as a whole rather than the coefficients individually; (5) The ability to test models using multiple dependent variables; (6) The ability to model intermediary variables; (7) The ability to model error terms; (8) The ability to test coefficients outside of multiple subject groups; (9) The ability to deal with difficult data, such as time series data with autocorrelation errors, non-normal data, and incomplete data (Wala, 2020).

This research was conducted in Sade village, Central Lombok, Indonesia. Data collection techniques used questionnaires methods. In this research, there are several variables, including the Destination Image as X1 (independent), Service Quality as X2 (independent), *Halal* Attributes as Z (intervening), and Visiting Interest as Y (dependent).

In distributing the questionnaire, the researcher used a non-probability sampling technique using a purposive sampling technique (Abdullah, 2015). Purposive sampling is a

sampling technique from data sources using certain criteria considerations. The reason for using the purposive sampling technique is because not all samples have criteria that match the phenomenon being researched. Therefore, researchers set certain criteria that must be met by the samples used in this research (Sugiyono, 2016). The inclusion criteria for sample selection consists of Muslim visitors who have visited the Sade village tourism site, with the condition that they have visited at least once, so the exclusion criteria for sample selection is non Muslim visitor and the Muslim that never visited the Sade village tourism site.

As for the type of questionnaire, the researcher used the Likert scale method (Sugiyono, 2018). The average number of visitors to Sade village ranges from 100 to 300 per month, including domestic and international tourists. Thus, the average annual visits can reach approximately 3.600 visitors per year. In this research, the sample size was determined using the Slovin formula (Santoso, 2023). The sample size obtained from this calculation is 97.30, which the researcher rounded to 97 respondents.

The questionnaire was adapted from previous research:

- a. Destination Image (X_1): cognitive destination image, affective destination image, and conative destination image (Wisnu & Sholahuddin, 2023).
- b. Service Quality (X_2): tangibility, reliability, responsiveness, assurance, and empathy (Dahmiri & Indrawijaya, 2022).
- c. Halal Attributes (Z): worship facilities, halal food, and Islamic morality (Hidayat et al., 2024).
- d. Visiting Interest (Y): tourist activeness in seeking product information, confidence in visiting, and decision to visit (Ramadhan et al., 2015).

Data analysis techniques are used:

- a. Descriptive analysis, is a statistical method used to describe or depict the collected data as it is, without intending to make conclusions applicable to the general public or generalisations (Amruddin et al., 2022).
- b. Outer model measurement, explicitly describes the relationship between the latent variable and its indicators or, in other words, defines each indicator related to another variable. Outer model evaluation evaluates the tools used to collect research data. This evaluation determines the validity and reliability of the measurement collection tool. The following are the rules used to measure the validity and reliability of the measurement, Convergent Validity Test, Discriminant Validity Test, and Reliability (Duryadi, 2021).
- c. Inner model measurement is carried out to determine the value of R Square, Path Coefficient, Model Fit, Predictive Relevance (Duryadi, 2021) (Sup et al., 2023).
- d. Hypothesis Test, is a mechanism used to determine the relationship or correlation between two variables being tested in this research. The hypothesis test determines the significance value, measured by significance criteria (Muhson, 2022).

3. Result and Discussion

Research Variables

According to Kotler and Susanto, interest means an impulse, a strong impulse from within to motivate an action, where stimuli and positive feelings about a product influence this impulse (Kotler & Susanto, 2000). Meanwhile, according to Suryabrata (2022), interest is a feeling of preference and interest in something or activity without coercion. Regarding tourism, the Visiting Interest variable, is the desire or interest to see a tourist destination with a particular attraction (Kusyanda et al., 2024). Based on the results of previous

research, some factors can increase interest in tourist visits, including the destination image (Yandi et al., 2023), tourist attractions (Imaniar et al., 2023), facilities (Fitriani et al., 2021), accessibility (Muharromah & Anwar, 2020), service quality (Novitaningtyas et al., 2022), price (Irawan et al., 2021), *halal* attributes (Mursid & Anoraga, 2022), electronic word of mouth (Hidayanti & Masyhudi, 2020), and location (Lestari et al., 2023).

Of the many factors, researchers chose three variables that were most closely related to the Visiting Interest variable. *First*, the Destination Image variable has a close relationship with the Visiting Interest variable (Rosi & As, 2024) (Julita, 2023) (Alifiana, 2023) (Agustina et al., 2023) (Yulihardi & Syaiful, 2023) (Rendusara et al., 2024). *Second*, the Service Quality variable has a close relationship with the Visiting Interest variable (Fadoli, 2024) (Dewi et al., 2024) (Faturrahman, 2024) (Nisa, 2023). *Third*, the *Halal* Attributes variable has a close relationship with the Visiting Interest variable (Karsana, 2023) (Hasanah et al., 2024) (Sari & Wulandari, 2024) (Putri & Komaladewi, 2023) (Oktavianti & Wulandari, 2023) (Saifudin et al., 2023). So, if the relationship is illustrated, it is as follows:

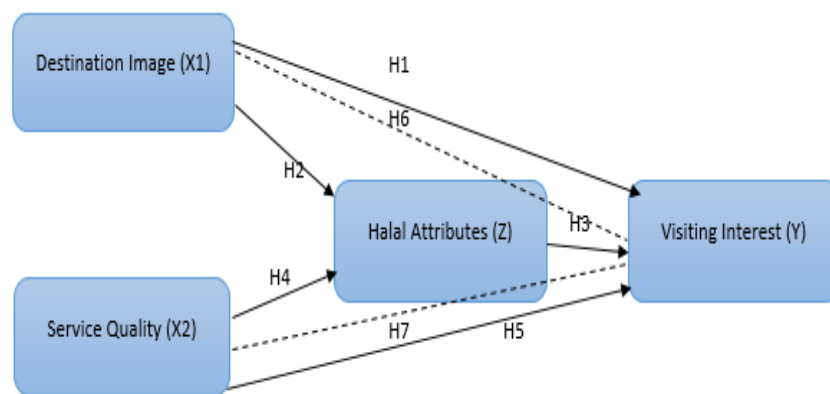


Figure 1. Research Framework

Based on the figure above, the hypothesis if this research is:

- H1 = Destination Image affect Visiting Interest
- H2 = Destination Image affect *Halal* Attributes
- H3 = *Halal* Attributes affect Visiting Interest
- H4 = Service Quality affect *Halal* Attributes
- H5 = Service Quality affect Visiting Interest
- H6 = Destination Image affect Visiting Interest through *Halal* Attributes
- H7 = Service Quality affect Visiting Interest through *Halal* Attributes

Descriptive Analysis of Research Variables

Descriptive analysis aims to analyse the processed data results from the respondents' responses sampled for each measurement indicator of the variable (Amruddin et al., 2022). The following is a descriptive statistics table based on the reactions from the distributed questionnaire. *First*, the following are the responses from respondents regarding the destination image variable:

Table 1. Respondent Responses on the Destination Image Variable

Ind	Respondent Frequency					T	Mean	Median	Scale Min	Scale Max	Standard Deviation
	SDA	DA	N	A	SA						
X1.1	1	1	6	36	53	97	4.433	5.000	1.000	5.000	0.745
X1.2	0	1	14	39	43	97	4.278	4.000	2.000	5.000	0.743
X1.3	0	2	3	47	45	97	4.392	4.000	2.000	5.000	0.651
X1.4	0	1	9	46	41	97	4.309	4.000	2.000	5.000	0.679
X1.5	1	1	7	47	41	97	4.299	4.000	1.000	5.000	0.734
X1.6	0	2	6	40	49	97	4.402	5.000	2.000	5.000	0.698

Source: Processed Data

The table above shows that the highest average response value is 4.43, corresponding to indicator X1.1, which states, "*Sade Tourism destination is easily accessible by public transport*". This indicates that the road access to Sade Tourism is easily traversable by private and public transportation.

Second, The following are the responses from respondents regarding the service quality variable:

Table 2. Respondent Responses on the Service Quality Variable

Ind	Respondent Frequency					T	Mean	Median	Scale Min	Scale Max	Standard Deviation
	STS	TS	KS	S	SS						
X2.1	0	1	6	54	36	97	4.289	4.000	2.000	5.000	0.625
X2.2	0	2	3	59	33		4.268	4.000	2.000	5.000	0.618
X2.3	1	1	6	63	26		4.155	4.000	1.000	5.000	0.663
X2.4	0	1	12	57	27		4.134	4.000	2.000	5.000	0.652
X2.5	0	2	2	61	32		4.268	4.000	2.000	5.000	0.601
X2.6	1	2	10	60	24		4.072	4.000	1.000	5.000	0.722
X2.7	0	3	2	57	35		4.278	4.000	2.000	5.000	0.654
X2.8	0	2	4	56	35		4.278	4.000	2.000	5.000	0.638
X2.9	0	2	4	64	27		4.196	4.000	2.000	5.000	0.603
X2.10	0	2	5	54	36		4.278	4.000	2.000	5.000	0.654

Source: Processed Data

Based on the table above, the highest average response value from respondents regarding several statements is 4.29, corresponding to indicator X2.1, which states, "*The physical facilities (such as buildings, equipment, and decorations) available at Sade Tourism are adequate and well-maintained*". This means that the facilities and infrastructure provided by Sade Tourism can meet visitors' needs during their visit, resulting in satisfaction and comfort.

Third, the following are the responses from respondents regarding the *halal* attributes variable:

Table 3. Respondent Responses on the *Halal* Attributes Variable

Ind	Respondent Frequency					T	Mean	Median	Scale Min	Scale Max	Standard Deviation
	STS	TS	KS	S	SS						
Z1	0	2	7	49	39	97	4.289	4.000	2.000	5.000	0.688
Z2	0	2	7	56	32	97	4.216	4.000	2.000	5.000	0.662
Z3	0	1	11	52	33	97	4.206	4.000	2.000	5.000	0.673
Z4	0	2	8	57	30	97	4.186	4.000	2.000	5.000	0.663
Z5	0	2	10	56	29	97	4.155	4.000	2.000	5.000	0.679
Z6	1	1	8	50	37	97	4.247	4.000	1.000	5.000	0.733

Source: Processed Data

The table 3 provides information that respondents' highest average response value regarding the *halal* attributes variable is 4.29, corresponding to indicator Z1, which states, "*Sade Tourism provides adequate worship facilities for Muslim visitors*". This indicates that Muslim tourists particularly feel comfortable with the availability of religious facilities, such as the presence of a Mosque.

Fourth, the following are the responses from respondents regarding the intention to visit variable:

Table 4. Respondent Responses on the Visiting Interest Variable

Ind	Respondent Frequency					T	Mean	Median	Scale Min	Scale Max	Standard Deviation
	STS	TS	KS	S	SS						
Y1	1	1	7	52	36	97	4.247	4.000	1.000	5.000	0.718
Y2	1	3	7	55	31	97	4.155	4.000	1.000	5.000	0.764
Y3	0	2	9	48	38	97	4.258	4.000	2.000	5.000	0.708
Y4	0	3	7	51	36	97	4.237	4.000	2.000	5.000	0.715
Y5	0	2	8	46	41	97	4.299	4.000	2.000	5.000	0.706
Y6	1	1	2	53	40	97	4.340	4.000	1.000	5.000	0.672

Source: Processed Data

Based on the table above, the highest response value from respondents regarding the intention to visit variable is 4.34, corresponding to indicator Y6, which states, "*The halal facilities and good services in Sade Tourism make me recommend this destination to others*". This indicates that *halal* attributes and good service quality will satisfy tourists, encouraging them to share their travel experiences with others, ultimately leading to an increase in the intention to visit among tourists.

Convergent Validity Test

The validity test measures the extent to which the measurement tool can accurately measure the instruments used following the concept of variable measurement. The concurrent validity test can be considered valid if the loading factor value exceeds 0.70 (Duryadi, 2021). The following are the results of the concurrent validity test that has been processed using SmartPLS.

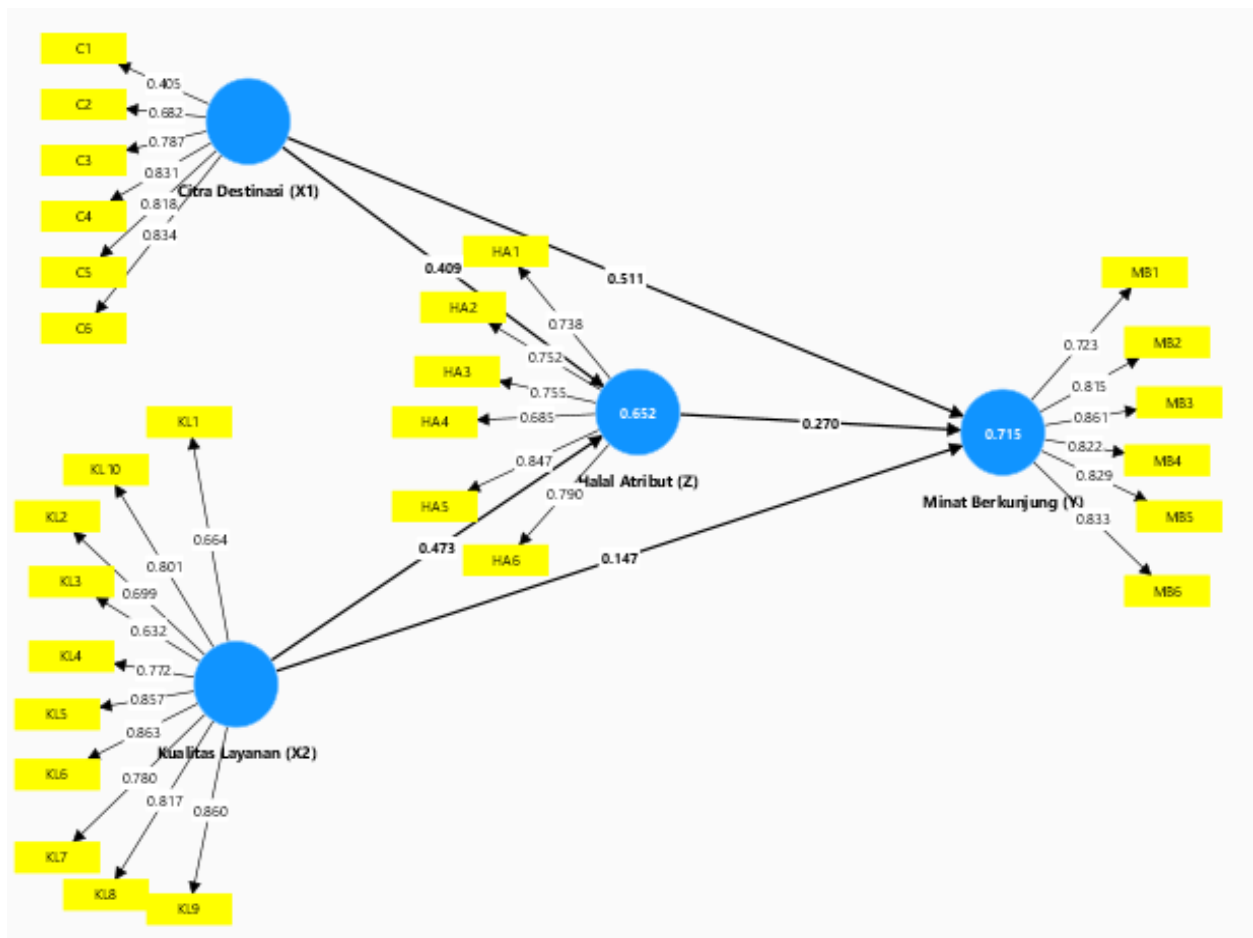


Figure 2. Path Diagram and Loading Factor Values Before Removal

Based on the diagram in figure above, it can be observed that there are several indicators from the variables of Destination Image, Service Quality, and *Halal* Attributes that have loading factor values < 0.70 . These indicators are C1, C2, KL1, KL2, KL3, and HA4, with respective values of 0.405; 0.682; 0.664; 0.669; 0.632; and 0.685. Referring to the loading factor criteria of 0.70, indicators with loading factor values below this threshold must be removed, and a retest should be conducted to ensure that all indicators in the second test have loading factor values ≥ 0.70 . The following are the results of the retest after removing several indicators that do not meet the value of the loading factor < 0.70 .

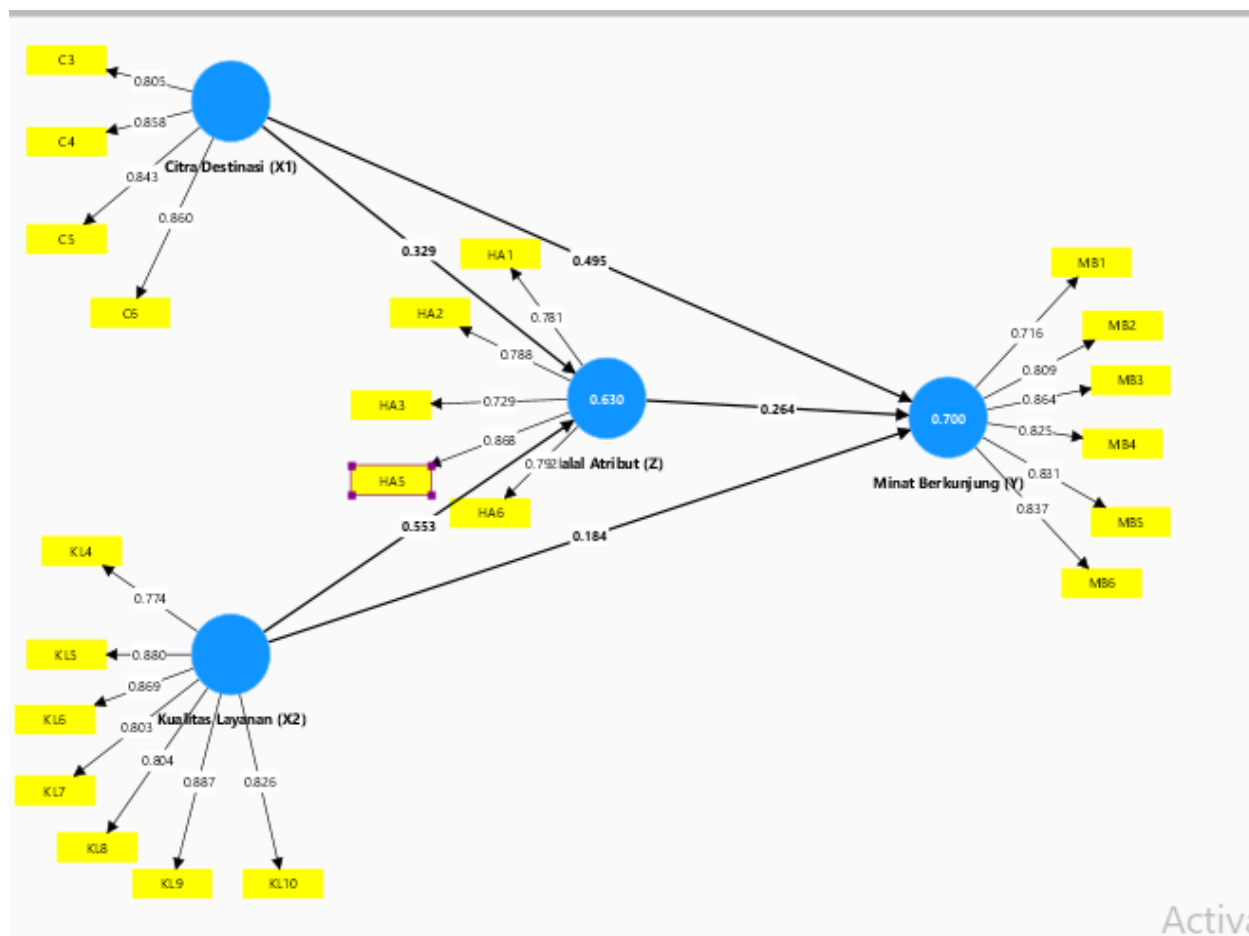


Figure 3. Path Diagram and Loading Factor Values After Removal

Based on the diagram in figure above, it can be observed that the results of each indicator in every variable have met the significance threshold of 0.70, with each indicator having a loading factor value above 0.70. Thus, the constructs can be considered valid and have met the validity requirements since their loading factors are above 0.70. In more detail, the results of the outer loading values above can be seen in the table below.

Table 5. Outer Loading Results Data (Measurement Model)

	Destination Image (X1)	Service Quality (X2)	Visiting Interest (Y)	Halal Attributes (Z)
X1.3	0.805			
X1.4	0.858			
X1.5	0.843			
X1.6	0.860			
X2.2		0.736		
X2.4		0.774		
X2.5		0.880		
X2.6		0.869		
X2.7		0.803		

X2.8	0.804	
X2.9	0.887	
X2.10	0.826	
Z1		0.781
Z2		0.788
Z3		0.729
Z5		0.868
Z6		0.792
Y1	0.716	
Y2	0.809	
Y3	0.864	
Y4	0.825	
Y5	0.831	
Y6	0.837	

Source: Processed Data

Next, an assessment of convergent validity will be conducted using the AVE (Average Variance Extracted) values. Duryadi explains that if a model has an AVE value above 0.5 (Duryadi, 2021), then the model can be considered to have high convergent validity. After eliminating the loading factors below 0.5, the model has the following AVE values.

Table 6. Results Data of AVE (Average Variance Extracted)

Variable	Average Variance Extracted (AVE)
Destination Image	0.709
Service Quality	0.698
Halal Attributes	0.628
Visiting Interest	0.664

Source: Processed Data

Based as shown in the table above, the AVE (Average Variance Extracted) values for each construct in the model are above 0.6. This indicates that the data in this study has met the requirements for convergent validity. The combination of the outer loading values and the AVE values shows that the data in this study is convergently valid and has met the requirements for the subsequent analysis stage.

Discriminant Validity Test

Discriminant validity is a test to determine whether the indicators in a research variable have unique values and are only related to the indicators within that specific variable rather than those of other variables. Two steps are conducted to ensure the research model has good discriminant validity, Cross-Loading and Fornell-Larcker criterion results. This table shows the Cross-Loading values for each indicator across different variables, highlighting the relationships between the indicators and the constructs.

Table 7. Cross Loading Results

	Destination Image (X1)	Service Quality (X2)	Visiting Interest (Y)	Halal Attributes (Z)
X1.3	0.805	0.485	0.591	0.510
X1.4	0.855	0.513	0.668	0.572
X1.5	0.843	0.476	0.675	0.552
X1.6	0.860	0.519	0.677	0.573
X2.4	0.387	0.774	0.447	0.636
X2.5	0.476	0.880	0.661	0.640
X2.6	0.509	0.869	0.571	0.711
X2.7	0.414	0.803	0.514	0.542
X2.8	0.626	0.804	0.573	0.554
X2.9	0.501	0.887	0.550	0.617
X2.10	0.544	0.826	0.606	0.658
Z1	0.365	0.541	0.426	0.781
Z2	0.379	0.576	0.431	0.788
Z3	0.633	0.469	0.588	0.729
Z5	0.489	0.628	0.583	0.868
Z6	0.650	0.707	0.750	0.792
Y1	0.521	0.451	0.716	0.534
Y2	0.574	0.545	0.809	0.565
Y3	0.758	0.562	0.864	0.595
Y4	0.757	0.558	0.825	0.661
Y5	0.706	0.509	0.831	0.571
Y6	0.637	0.658	0.837	0.623

Source: Processed Data

Based on the table above, the Cross-Loading method shows that the indicators of each construct have a higher value than the indicators of other constructs (Duryadi, 2021). The next step is to test the research data using the Fornell Larcker criterion to obtain good discriminant validity for a research model. Therefore, the root of the Average Variance Extracted (AVE) in the construct must be higher than the correlation of the construct with other latent variables. The following is a table of the Fornell Larcker criterion obtained by the researcher.

Table 8. Data Results of Fornell-Larcker Criterion

	Destination Image (X1)	Halal Attributes (Z)	Service Quality (X2)	Visiting Interest (Y)
Destination Image	0.842			
Halal Attributes	0.656	0.793		
Service Quality	0.592	0.748	0.836	

Visiting Interest	0.777	0.726	0.674	0.815
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Source: Processed Data

Based on the table above, it can be concluded that each variable has a higher value when explaining its variable compared to the other variables in the same column (Duryadi, 2021). The table shows that Destination Image has a value of 0.842, higher than the variables in the same column. Similarly, Service Quality is 0.836, higher than the other variables in the same column. Therefore, it can be concluded that the data model tested in this study meets the requirements and criteria, indicating that the constructs in the study have discriminant validity.

Composite Reliability

The acceptable range for composite reliability in research is between 0.70 and 0.95 (Sarstedt et al., 2021). A construct is considered highly reliable if its value is 0.70 or above (Duryadi, 2021). The following is the table of composite reliability test results:

Table 9. Cronbach Alpha and Composite Reliability Data

Variable	Chronbach Alpha	Composite Reliability
Destination Image	0.863	0.866
Service Quality	0.928	0.931
Halal Attributes	0.853	0.867
Visiting Interest	0.898	0.904

Source: Processed Data

Based on the data above, all constructs are reliable, as both Composite Reliability and Cronbach's Alpha have values above 0.70. This indicates that all variables in this research model have internal consistency reliability. Based on the previous data, this study has good convergent validity, discriminant validity, and internal consistency reliability. Here's a summary of the table that shows validity and reliability.

Table 10. Summary of Outer Model Data (Measurement Model)

Variable	Inicator	Outer Loading	Alpha	CR	AVE	Discriminant Validity
Destination Image	DI.1	0.805	0.863	0.866	0.709	Yes
	DI.2	0.858				
	DI.3	0.843				
	DI.4	0.860				
Service Quality	SQ.1	0.736	0.928	0.931	0.698	Yes
	SQ.2	0.774				
	SQ.3	0.880				
	SQ.4	0.869				
	SQ.5	0.803				

Halal Attributes	SQ.6	0.804				
	SQ.7	0.887				
	SQ.8	0.826				
	HA.1	0.781				
	HA.2	0.788				
	HA.3	0.729	0.853	0.867	0.628	Yes
Visiting Interest	HA.4	0.868				
	HA.5	0.792				
	VI.1	0.716				
	VI.2	0.809				
	VI.3	0.864	0.898	0.904	0.664	Yes
	VI.4	0.825				
	VI.5	0.831				
	VI.6	0.837				

Source: Processed Data

Structural Model Testing (Inner Model)

The Structural Model (Inner Model) is tested to determine the relationship between latent variables, significance values, R-Square, and the research model. The model will be evaluated using R-Square for the dependent construct of the T-test and the significance of the structural path parameter coefficient (Duryadi, 2021). Here is an overview of the inner model that has been designed.

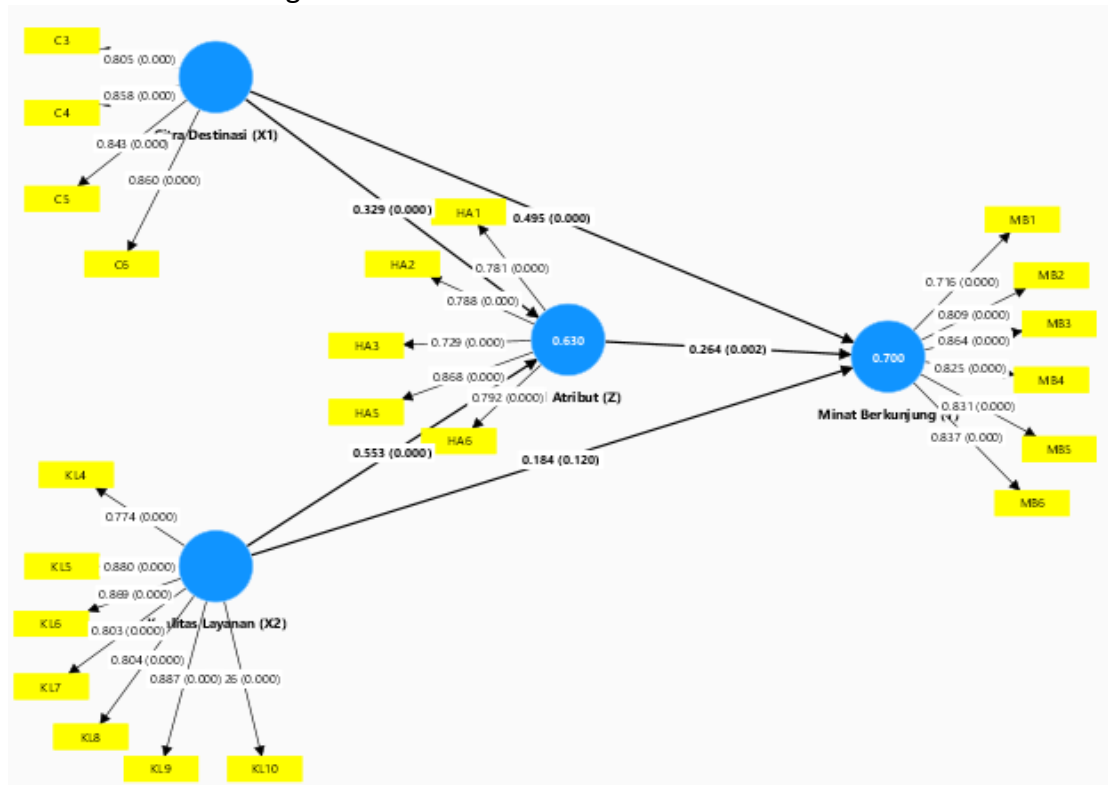


Figure 4. Structural Model Loading Factor (Inner Model)

The figure above provides information regarding the loading factor values between one variable and another. T-statistic for each variable is > 1.65 , this indicates a direct relationship between variables (Duryadi, 2021).

The structural model testing process in the research model using the PLS method begins by examining the R-Square for each dependent latent variable. The table below presents a more detailed explanation of the R-Square estimation results using the PLS method.

Table 11. R-Square Values

Variable	R-Square	R-Square Adjusted
<i>Halal</i> Attributes (Z)	0.630	0.622
Visiting Interest (Y)	0.700	0.690

Source: Processed Data

The table above shows that the R-Square value for the *Halal* Attribute variable is 0.630, indicating that the Destination Image and Service Quality variables can influence 63% of the *Halal* Attribute variable. In comparison, other variables outside this study affect the remaining 37%.

The Visiting Interest variable has an R-Square value of 0.700, meaning that the Destination Image, Service Quality, and *Halal* Attribute variables can influence 70% of the Visiting Interest. In comparison, 30% is influenced by other external variables not covered in this study.

After analysing the R-Square, the next step is to assess the Prediction Relevance (Q-Square) to determine the model's predictive ability or relevance, the value is calculated as follows:

$$Q^2 = 1 - (1 - R1) (1 - R2)$$

$$1 - (1 - 0.630) (1 - 0.700)$$

$$0.889$$

Based on the measurement results above, the model can explain 88.9% of the data variance in the dependent variable. This indicates that the model has excellent predictive ability, with only about 11.1% of the data variance unaccounted for by the variables in the model.

Hypothesis Test

The hypothesis test in this study uses a path coefficient test of direct and indirect influence using SmartPLS with the bootstrapping method on the research data. The significance of the deficient path can be determined through the critical ratio obtained from bootstrapping. The path coefficient test is acceptable if the P value is less than 0.05 (Muhson, 2022). The following are the results of the path coefficient test for hypothesis testing.

Table 12. Results of Direct Path Coefficient Test

Indicator Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Value
Destination Image	0.516	0.500	0.121	4.261	0.000

->					
Visiting Interest					
Destination Image					
->	0.543	0.530	0.107	5.079	0.000
Halal Attributes					
Halal Attributes					
->	0.341	0.348	0.158	2.167	0.030
Visiting Interest					
Service Quality					
->	0.326	0.343	0.102	3.207	0.001
Halal Attributes					
Service Quality					
->	0.076	0.085	0.103	0.739	0.460
Visiting Interest					

Source: Processed Data

Based on the results above, it can be concluded that, *first*, hypothesis testing H1 (it is assumed that Destination Image affects Visit Intention), it can be seen that the Path Coefficient is 0.516, and the P-Value that indicates the effect of Destination Image on Visiting Interest is 0.000, along with a T-Statistic value of 4.261. Since the P-Value is less than 0.05, H1 is accepted. If the Destination Image increases by 1 point, it will increase the tourists' interest in visiting by 51.6%. This indicates a positive and significant effect of Destination Image on Visiting Interest. *Second*, hypothesis testing H2 (it is assumed that Destination Image affects *Halal Attributes*), has a Path Coefficient of 0.543, and the P-Value is 0.000, which is less than 0.05, along with a T-Statistic value of 5.079. Thus, it can be concluded that Destination Image has a positive and significant effect on *Halal Attributes*. An increase of 1 point in Destination Image will enhance tourists' perceptions of *Halal Attributes* by 54.3%. This indicates that destinations with a positive image are more likely to be rated favourably in providing services that meet *halal* values. *Third*, hypothesis testing H3 (there is an influence of *Halal Attributes* on Visiting Interest), shows a Path Coefficient of 0.341 and a P-Value of 0.030, which is less than 0.05, along with a T-Statistic value of 2.167. This means that *Halal Attributes* positively and significantly affect Visiting Interest. An increase of 1 point in *Halal Attributes* will increase Visiting Interest by 34.1%. This indicates that tourists are more likely to be interested in visiting destinations with strong *Halal Attributes*. *Fourth*, hypothesis testing H4 (the influence of Service Quality on *Halal Attributes*), shows a Path Coefficient of 0.326 with a P-Value of 0.001, which is less than 0.05, along with a T-Statistic of 3.207. Each increase of 1 point in Service Quality will enhance tourists' perceptions of *Halal Attributes* by 32.6%. Good service quality will strengthen tourists' perceptions of the fulfilment of *halal* aspects at the destination. Therefore, it can be concluded that Service Quality positively and significantly affects *Halal Attributes*. *Fifth*, hypothesis testing H5 (the influence of Service Quality on Visit Intention), shows that the effect of Service Quality on Visiting Interest has a Path Coefficient of 0.076 and a P-Value of 0.460, which is greater than 0.05, along with a T-Statistic value of 0.739. Thus, it can be concluded that Service Quality has a positive but not significant effect on Visiting Interest. This means that improving Service Quality is insufficient to increase tourists' interest

directly. The impact of Service Quality may work through other variables, such as *Halal* Attributes, to influence tourists' interest.

Table 13. Results of Indirect Path Coefficient Test

Indicator Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Value
Destination Image					
->					
Halal Attributes	0.210	0.212	0.098	2.133	0.019
->					
Visiting Interest					
Service Quality					
->					
Halal Attributes	0.110	0.119	0.063	1.733	0.004
->					
Visiting Interest					

Source: Processed Data

Based on the results above, the following can be explained:

- The effect of Destination Image on Visiting Interest through *Halal* Attributes. The results shows a Path Coefficient of 0.210 and P-Value of 0.019, which is less than 0.05, along with a T-Statistic value of 2.133. Therefore, hypothesis H6 is accepted. This indicates that *Halal* Attributes significantly mediate the relationship between Destination Image and Visiting Interest. An increase of 1 point in Destination Image will impact Visiting Interest by 21% by enhancing *Halal* Attributes.
- The effect of Service Quality on Visiting Interest through *Halal* Attributes. The results shows a Path Coefficient of 0.110 and a P-Value of 0.004, which is less than 0.05. Thus, hypothesis H7 is accepted. This indicates a positive and significant effect of Service Quality on Visiting Interest through *Halal* Attributes. An increase of 1 point in Service Quality will affect Visiting Interest by 11% through *Halal* Attributes. Although its effect is not as large as the first path, this relationship remains significant and essential within the model context.

H1 = Destination Image affect Visiting Interest

A solid and positive Destination Image is one of the critical factors influencing tourists' choice of travel destination. This makes it essential for tourism managers to build a positive image to gain a competitive advantage (Sitanggang et al., 2020). Referring to the results of the respondents' answers to the Destination Image factor, the average respondent's favourable for each indicator is on a scale of 4 or equal to agree. Thus, based on the results obtained from data testing, it can be seen that the Path Coefficient is 0.516, and the P-Value reflecting the effect of Destination Image on Visiting Interest is 0.000, with a T-Statistic value of 4.261. Since the P-Value is smaller than 0.05, H1 is accepted. This means that Destination Image positively and significantly affects Visiting Interest.

The results of the research obtained by the researcher are in line with the research that has been carried out by (Harissta et al., 2024), (Maria et al., 2024), (Alifiana, 2023), and

(Aini, 2024) which stated that the Destination Image has a significant influence on Visiting Interest.

The image attached to Sade village is a tour known as typical cultural tourism of the Sasak tribe, where this tour does not burden the cost of tickets to enter the tour. Still, tourists are encouraged to contribute sincerely to the cost of developing facilities and infrastructure of Sade village. In addition, Sade village also provides traditional clothes typical of the Sasak tribe made of woven fabric, where every tourist who visits can buy or rent conventional clothes to take photos. To increase tourist visit levels, Sade village must innovate to leave a good impression on visitors, so they share their exciting experiences with close contacts about the uniqueness and strengths of the destination. This information will spread through word of mouth and social media, creating a solid destination image. To achieve success in improving its positive image, Sade village management can implement several strategies, such as: (1) Enhancing physical facilities that are functional, including the condition of the tourist site, parking areas, and other infrastructure; (2) Maintaining cleanliness and safety at the Sade village tourist site; (3) Improving the hospitality of tour guides and the Sade village community, while preserving the natural beauty and authenticity of the site.

H2 = Destination Image affect Halal Attributes

Destination Image returns to the positive perception that visitors have of a destination. Based on the data testing results using SmartPLS, the effect of Destination Image on *Halal* Attributes shows a Path Coefficient of 0.543 and a P-Value of 0.000, more diminutive than 0.05, along with a T-Statistic value of 5.079. Therefore, it can be concluded that Destination Image has a positive and significant effect on *Halal* Attributes.

The results of the research obtained by the researcher are in line with the research that has been carried out by (Dasangga & Ratnasari, 2022) which stated that the Destination Image has a significant influence on *Halal* Attributes.

In this case, the image of a destination includes aspects of beauty, hospitality, or infrastructure and a commitment to cultural and religious values, including adherence to sharia rules. To build a Destination Image that is in line with *Halal* Attributes, Sade village destinations have built a strong Destination Image by improving the image in terms of cognitive, namely an increase in the characteristics of a tourist destination. The form of improvement carried out is to strengthen aspects of *Halal* Attributes, such as providing proper and comfortable worship facilities, *halal* food and beverages, and paying attention to Islamic morality.

H3 = Halal Attributes affect Visiting Interest

In the development of *halal* tourism, *Halal* Attributes are crucial in increasing the Visiting Interest, especially Muslim tourists. Muslim tourists who visit a destination have specific needs regarding their religious obligations. According to Battour, *halal* attributes represent sharia principles in tourism activities, worship facilities, *halal* food and beverages, and Islamic morality (Battour et al., 2013). Based on the hypothesis testing results, the effect of *Halal* Attributes on Visiting Interest shows a Path Coefficient of 0.341 and a P-Value of 0.030, which is smaller than 0.05, along with a T-Statistic value of 2.167. This means that *Halal* Attributes positively and significantly affect Visiting Interest.

The results of the research obtained by the researcher is in line with the research that has been carried out by (Hasanah et al., 2024), (Nisa, 2023), (Sari & Wulandari, 2024), (Putri & Komaladewi, 2023), and (Karsana, 2023) which stated that *Halal* Attributes has a

significant influence on Visiting Interest.

In this case, Sade village tourist destinations have provided Islamic attributes needed by Muslim tourists, such as giving worship facilities in the form of spacious and comfortable Mosques where toilets, *wudhu* places, and prayer equipment are available, providing food and beverages that are guaranteed to be *halal*, and paying attention to Islamic morality in daily activities. Thus, although Sade village is widely known for its strong cultural traditions, its management has successfully adapted to the needs of tourists by implementing sharia principles, such as providing accessible and comprehensive worship facilities. This has led tourists to respond positively after visiting Sade village, reinforcing their intention to visit.

H4 = Service Quality affect Halal Attributes

Concerning *Halal* Attributes, the Service Quality in the form of physical evidence is related to *Halal* Attributes, where the availability of *Halal* Attributes such as worship facilities is a form of Service Quality in terms of tangibility (tangible aspect). The availability of food and beverages that have been guaranteed to be *halal* is a form of Service Quality from the element of assurance because, in this case, the Sade village tourism manager gives confidence that the food and beverages available are engaged to be *halal*. The application of morality is a form of service quality from the aspects of responsiveness and empathy. Based on the research findings from hypothesis testing, the effect of Service Quality on *Halal* Attributes shows a Path Coefficient of 0.326, with a P-Value of 0.001, which is smaller than 0.05, and a T-Statistic value of 3.207. Thus, it can be concluded that Service Quality positively and significantly affects *Halal* Attributes. In other words, the better the Service Quality, the better the perception of *Halal* Attributes. Excellent and friendly service can strengthen tourists' trust in adherence to *halal* standards. The form of service in tourism is by sharia principles, such as the availability of *halal* food and beverages, complete and easy-to-find worship facilities, and the implementation of Islamic morality in all forms so that the existence of good service will affect *halal* attributes.

The results of the research obtained by the researcher is in line with the research that has been carried out by (Supratman, 2022) which stated that good Service Quality has a significant influence on the availability of *Halal* Attributes.

In this case, Sade village tourism managers strengthen the quality of service by providing *Halal* Attributes such as worship facilities, *halal* food and beverages, and Islamic morality in other aspects of service. Thus, good Service Quality will increase tourists' assessment of the commitment of tourist destinations to facilitating tourist needs by Islamic law.

H5 = Service Quality affect Visiting Interest

The characteristics of visitors who visit Sade village tend to be independent in carrying out tourist activities and do not depend on services that have been provided well by tour managers to meet all the needs of visitors during tourist activities. This shows that service is not the prime motivation for visitors to visit Sade village tourism. So, whether or not the services available are good does not reduce the interest of tourists in visiting. Based on the output of the Direct Path Coefficient Test, the test results show that the effect of Service Quality on Visiting Interest has a Path Coefficient of 0.076, with a P-Value of 0.460, which is more significant than 0.05, and a T-Statistic value of 0.739. Therefore, it can be concluded that there is no positive and significant effect of Service Quality on Visiting Interest.

The results of the research obtained by the researcher is in line with the research that has been carried out by (Fadoli, 2024), (As'ad et al., 2023), (Darojat, 2021), (Dita & Zaini,

2022) and (Faturrahman, 2024) which stated that Service Quality has not significant influence on the Visiting Interest.

In some studies, Service Quality consistently positively and significantly affects Visiting Interest. However, in this research, Service Quality only significantly affects Visiting Interest. This could be due to tourists emphasising the Destination Image or *Halal* Attributes. Therefore, even if the Service Quality is good, it is not a priority for tourists when choosing a destination.

H6 = Destination Image affect Visiting Interest through Halal Attributes

Based on the Indirect Path Coefficient Test results, the results of Destination Image on Visiting Interest through *Halal* Attributes show a Path Coefficient of 0.210, with a P-Value of 0.019, which is smaller than 0.05, and a T-Statistic value of 2.133. Therefore, H6 is accepted. This indicates that the Destination Image significantly affects tourists' Visiting Interest through *Halal* Attributes. Including *Halal* Attributes as an intermediary variable in the relationship between Destination Image and Visiting Interest significantly strengthens their connection.

The results of the research obtained by the researcher is in line with the research that has been carried out by (Riyanto et al., 2022) (Puspita, 2018) which stated that *Halal* Attributes has significant influence on the relationship between Destination Image and Visiting Interest.

The existence of *Halal* Attributes can increase the attractiveness of a positive image for tourist attractions through the availability of adequate worship facilities, guaranteed *halal* food and beverages, and Islamic morality, such as the prohibition of consuming alcoholic beverages, gambling, or the prohibition of using immodest clothing, especially for women. A good destination image plays an essential role in attracting tourists. If a destination is known as a tourist destination that is safe and comfortable and is governed by sharia principles, it will further increase the desire of tourists to visit. In this case, the role of *Halal* Attributes serves to form the Destination Image because a tourist destination with a good image in terms of providing *Halal* Attributes will tend to increase interest in tourist visits. This shows that the Destination Image and *Halal* Attributes complement each other in influencing tourists' decisions to choose tourist destinations.

H7 = Service Quality affect Visiting Interest through Halal Attributes

The Indirect Path Coefficient Test results show a Path Coefficient of 0.110, with a P-Value of 0.004, which is smaller than 0.05. Thus, H7 is accepted. This confirms Service Quality's positive and significant effect on Visiting Interest through *Halal* Attributes.

The results of the research obtained by the researcher is in line with the research that has been carried out by (Sulistianingsih et al., 2024) which stated that *Halal* Attributes has significant influence on the relationship between Service Quality and Visiting Interest.

Generally, good Service Quality is expected to increase tourists' Visiting Interest. However, in this research, Service Quality did not have a direct significant effect on Visiting Interest. Nevertheless, Service Quality significantly affected Visiting Interest through *Halal* Attributes in the Indirect Hypothesis Test. This suggests that *Halal* Attributes are a crucial element that a tourist destination must fulfil before focusing on improving other aspects of Service Quality. The findings highlight the importance of integrating *Halal* Attributes into the Service Quality offering, especially in destinations targeting Muslim tourists. Providing adequate prayer facilities, ensuring *halal* food and beverages, and adhering to Islamic values are vital in enhancing the tourist experience and fostering a stronger visitor intention.

4. Conclusion

Based on the results of data analysis that has been carried out by researchers regarding The Influence of Destination Image and Service Quality on Tourist Visiting Interest with Halal Attributes as an Intervening Variable: Study in Sade Village Central Lombok, it can be concluded, *the first*, Destination Image positively and significantly affects Visiting Interest. *Second*, there is no positive or significant influence of Service Quality on Visiting Interest. *Third*, Destination Image and Service Quality positively and significantly influence Visiting Interest in visiting Sade village through *Halal* Attributes. The implications are, *first*, visits to Sade Village are likely influenced by the positive reputation of the attraction, meaning that as tourists' perceptions of Sade Village's image improve, their interest in visiting will also increase. *Second*, the management of Sade Village has provided sufficient services for visitors, including physical services and amenities such as the availability of tour guides, information centers, and other services. However, there are different reasons for tourists to visit Sade village, as visitors prefer an independent experience when enjoying the cultural tourism in Sade village. *Third*, the better the Destination Image and Service Quality are provided, the more it will enhance the availability of Halal Attributes, influencing Visiting Interest for the tourist. Based on the research results and the conclusions explained, the researchers provide recommendations that can benefit all parties involved in this research. Here are the recommendations that the researcher can convey, *first*, the academics and policymakers constantly monitor, evaluate, and complete all shortcomings in the facilities and infrastructure of Sade Village to increase the positive image of tourists towards Sade Village. This can provide comfort and satisfaction for the local community or tourists and increase the interest in tourist visits. *Second*, the practitioners (Sade village managers) continually improve the quality of services and infrastructure that can support tourists' needs, providing satisfaction that can later impact an increase in tourist visits.

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