

ABSTRAK

Penelitian ini bertujuan untuk menganalisis implementasi wisata halal serta pengaruhnya terhadap keputusan berkunjung wisatawan pada Wisata Religi Syaikhona Kholil Kabupaten Bangkalan. Wisata halal merupakan konsep pariwisata yang mengintegrasikan prinsip-prinsip syariah dalam penyediaan layanan dan fasilitas bagi wisatawan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif dan asosiatif. Implementasi wisata halal diukur menggunakan Indeks Pariwisata Halal (IPH) yang terdiri atas lima dimensi, yaitu fasilitas halal, makanan halal, lingkungan budaya islami, prinsip syariah, dan pemandu wisata. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada wisatawan dan penilaian ahli yang dipilih menggunakan teknik purposive sampling. Analisis data menggunakan perhitungan IPH dan regresi linier berganda dengan bantuan SPSS versi 25. Hasil penelitian menunjukkan bahwa nilai rata-rata IPH berdasarkan penilaian ahli sebesar 4,69 dan penilaian wisatawan sebesar 4,16, sehingga diperoleh nilai IPH gabungan sebesar 4,56 yang termasuk kategori sangat baik. Hasil uji regresi menunjukkan bahwa fasilitas halal, budaya islami, prinsip syariah, dan pemandu wisata berpengaruh positif dan signifikan terhadap keputusan berkunjung wisatawan. Sementara itu, makanan halal tidak berpengaruh signifikan terhadap keputusan berkunjung. Nilai koefisien determinasi (R^2) sebesar 0,426 menunjukkan bahwa 4,26% variasi keputusan berkunjung dapat dijelaskan oleh variabel penelitian, sedangkan sisanya dipengaruhi faktor lain di luar model.

Kata Kunci: Wisata Halal, Indeks Pariwisata Halal, Keputusan Berkunjung, Wisata Religi, Syaikhona Kholil.

ABSTRACT

This study aims to analyze the implementation of halal tourism and its impact on tourists' visitation decisions at the Syaikhona Kholil Religious Tourism Site in Bangkalan Regency. Halal tourism is a tourism concept that integrates Sharia principles into the provision of services and facilities for tourists. This study employs a quantitative approach using descriptive and associative methods. The implementation of halal tourism is measured using the Halal Tourism Index (HTI), which consists of five dimensions: halal facilities, halal food, culture, Sharia principles, and tour guides. Data collection was conducted through the distribution of questionnaires to tourists and expert evaluations, with experts selected using purposive sampling. Data analysis utilized HTI calculations and multiple linear regression with the assistance of SPSS version 25. The results indicate that the average HTI score based on expert evaluations was 4.69 and 4.16 based on tourist evaluations, yielding a combined HTI score of 4.56, which falls into the "very good" category. The regression test results showed that halal facilities, culture, sharia principles, and tour guides had a positive and significant effect on tourists' visit decisions. Meanwhile, halal food did not have a significant effect on visit decisions. The coefficient of determination (R^2) value of 0.426 indicates that 4,26% of the variation in visit decisions can be explained by the research variables, while the remainder is influenced by

Keywords: *halal tourism, halal tourism index, travel decisions, religious tourism, Syaikhona Kholil.*