

DETERMINANTS OF TOURIST DECISIONS IN WEST BANDUNG WITHIN INDONESIA'S EMERGING HALAL TOURISM POLICY CONTEXT

Amiludin¹, Hafiz Maulana Ihsan², De Lara Siti Maulida³

^{1,2,3}STAI Darul Falah Bandung Barat

¹amiludin@staidaf.ac.id, ²hafizmaulanaihsan@staidaf.ac.id, ³delarasitimaulida@staidaf.ac.id

Abstract

Halal tourism, characterized by the provision of services and facilities that align with Islamic principles, such as halal cuisine, prayer facilities, and environments free of non-halal activities, has become a pertinent issue in business practices. This paradigm is increasingly gaining prominence in Indonesia, which is home to the world's largest Muslim population. In response to this development, the present research aims to investigate the impact of Islamic facilities, perceptions of pricing, and digital marketing strategies on tourists' travel decisions to West Bandung Regency. The collected data are subsequently synthesized into a central discussion of the potential of the halal tourism industry in this region. The findings indicate that Islamic facilities, price perception, and digital marketing efforts collectively exert a significant influence on tourists' decision-making processes in West Bandung Regency, as evidenced by an R^2 of 0.713. This implies that approximately 71.3% of the variance in tourist decisions can be attributed to these three variables. The results underscore the notion that tourists' choices are shaped through a complex interplay of spirituality, economic rationality, and the effectiveness of digital communication strategies. Consequently, integrating these three elements offers a comprehensive conceptual framework conducive to the development of sustainable halal tourism, representing a synthesis of Sharia-compliant values, consumer satisfaction, and responsiveness to the evolving dynamics of global tourism.

Keywords: Tourist Decision, Islamic Facilities, Price Perception, Digital Marketing

INTRODUCTION

Indonesia possesses significant potential to expand halal tourism, attributable to its status as the country with the largest Muslim population globally, its rich cultural heritage, and governmental initiatives supported by robust policies and regulations, such as the Halal Product Guarantee Law. Halal tourism extends beyond purely religious tourism; it encompasses a wider spectrum of experiences accessible to both Muslim and Non-Muslim visitors (Samudra et al., 2024).

Halal tourism and Islamic economics share a common foundation rooted in ethical, responsible, and value-oriented economic principles. Halal tourism emphasizes experiences that adhere to Islamic principles, such as serving halal meals, providing prayer facilities, offering limited entertainment options, and fostering supportive cultural environments. These align with the objectives of Islamic economics, which focus on moral conduct, community well-being, and the prevention of harm. As halal tourism expands in these aspects, local residents are likely to initiate new business opportunities. Consequently, halal tourism can positively influence the economy by offering novel business opportunities that have not been extensively explored. Furthermore, tourism can generate additional revenue, thereby supporting a nation's economic growth. In summary, tourism has the potential to bolster the economy and improve residents' livelihoods (Sandy & Abdul Muin, 2023). It is also in line with Noor et al (2024), who found that the macroeconomic relationship between halal tourist development and national economic growth. This lends validity to the idea that halal tourism is not only a small industry but also an essential part of the national economy.

Regarding halal destinations, West Java Province is one of Indonesia's leading tourist destinations. As global interest in the halal lifestyle grows, West Java also offers significant opportunities to develop halal tourism as a leading sector. Its predominantly Muslim population, the availability of halal products and services, and local cultural values aligned with Islamic principles are crucial for developing halal-based tourist destinations. However, strengthening West Java's position as a halal tourist destination still requires mapping potential, preparing facilities, and understanding Muslim tourists' preferences. This statement aligns with Ahyani et al. (2022), who stated that halal tourism is highly in demand, particularly in West Java province. The West Java Government supports halal tourism in West Java, given its predominantly Muslim population, and recognizes its positive impact on the community's overall economic development.

One notable area with considerable potential for development in this context is West Bandung Regency. This region is renowned for its remarkable natural resources, including Lembang, Maribaya, Curug Pelangi, Curug Malela, Sahyan Kenit, and Guha Pawon, among other tourist destinations. These natural attractions have consistently drawn millions of visitors annually. Based

on tourist visitation data over the past seven years, there has been a positive trend in the number of tourists visiting West Bandung Regency, predominantly from domestic travelers. The following provides a summary of the tourist visitation data for this region.

Table 1. Number of Tourists in West Bandung Regency in 2017-2023

Year	Tourists		Amount
	Overseas	Archipelago	
2017	480,531	1,405,921	1,886,451
2018	106,385	121,778	228,163
2019	100,339	5,339,819	5,440,158
2020	23,431	3,440,529	3,463,960
2021	21,241	2,565,609	2,586,850
2022	270	765,815	766,085
2023	23,441	5,055,259	5,078,700

Source: Data processed from the West Java Province Tourist and Culture Office

The data indicates that domestic tourists make up the largest group visiting West Bandung Regency, showing the area's strong appeal to local visitors. As a result, developing halal tourism in this region is seen as highly promising and strategically important. Key elements for halal tourism include Islamic facilities such as mosques, halal-certified restaurants, sharia-compliant accommodations, and Muslim-friendly services. These amenities not only meet tourists' spiritual requirements but also offer comfort and security during their stay (Battour, M., Ismail, M. N., & Battor, 2011).

Apart from the previously mentioned Islamic facilities, such as halal meals, prayer areas, and limited entertainment options, price perception also plays a significant role in tourists' decision-making. Travelers tend to select destinations that are perceived as offering good value for money. A favorable price perception can enhance satisfaction and increase the likelihood of repeat visits (Zeithaml, 1988a). Moreover, in today's digital era, digital promotion is equally crucial. Information disseminated through social media platforms, websites, promotional videos, and influencers can rapidly influence the perceived attractiveness and overall appeal of a destination, including the promotion of the image of halal tourism (Xiang, Z., & Gretzel, 2010). Thus, incorporating digital marketing influences tourists' price perceptions when choosing a venue to visit.

Additionally, social media plays a crucial role in shaping Muslim tourists' choices by showcasing places that adhere to Islamic values, such as halal dining, prayer facilities, and modest surroundings. When tourists notice these halal-compliant features online, they gain greater assurance that the location will meet their spiritual requirements, increasing the likelihood of their decision. Factors such as attitudes, understanding, and social media have a significant and direct effect on the choice of halal tourism destinations (Ilham et al., 2024). Thus, employing effective online marketing to

attract tourists to a location is also essential in shaping tourists' decisions. Developing successful marketing strategies for Islamic tourism requires an understanding of Muslim tourists' consumer behavior. Similar to other customers, Muslim tourists place a high value on leisure, comfort, and convenience. However, religious factors such as the availability of halal food, affordable lodging, and opportunities for religious observance also affect their decision-making process (Sunaidah, 2024). Thus, this research aims to examine the influence of Islamic facilities, price perception, and digital marketing on tourist decision-making in West Bandung Regency, employing the Theory of Planned Behavior developed by Icek Ajzen.

The Theory of Planned Behavior, developed by Icek Ajzen, holds that an individual's behavior is not unconstrained; instead, it is guided by control, which serves as a foundational link between variables (Ajzen, 1991). In the context of halal tourism, Islamic facilities are an essential determinant in shaping attitudes because they provide spiritual comfort, sharia security, and value alignment with Muslim identity. In contrast, digital marketing shapes these norms through online reviews, social media, influencers, and travel network recommendations. Price perception becomes an essential factor, with a price perceived as reasonable and fair raising confidence that the trip is affordable and beneficial. When all three Theory of Planned Behaviour structures increase simultaneously, tourist intention increases, eventually leading to actual travel decisions (Lam & Hsu, 2006).

In previous research, Nabila et al. (2025) found that Islamic attributes significantly affect the status of a tourist attraction; only worship facilities directly influence visitation decisions. Meanwhile, Nainggolan and Hidayat's study (2023) found that promotion and price have a positive and significant effect on the decision to visit the Tangkahan tourist destination, North Sumatra. Rachmidiani and Edison's (2023) research findings also revealed a significant and positive effect of digital marketing on visitors' decisions to visit Lebakmuncang Tourist Village in Bandung Regency. Moreover, Sudigdo (2018) states that Islamic attributes such as worship facilities, halal food, and Islamic morality shape tourists' perceptions of Jakarta as a destination. Unlike prior research that focused primarily on Islamic attributes, this study explores Islamic facilities (X1) specifically as a factor affecting tourists' travel decisions (Y), introducing a new perspective. Additionally, it includes all previously studied variables—Islamic facilities, price perception, and digital promotion allowing for re-evaluation with different datasets and broadening the scope of analysis.

Based on this background, the purpose of this study is to investigate the impact of Islamic facilities, price perception, and digital promotion on tourists' decisions to visit West Bandung Regency as a tourist destination. The primary goal of this research is to investigate the possibilities for

promoting halal tourism, and the findings are likely to benefit local governments, tourist stakeholders, and the creation of more inclusive and accommodating places for Muslims.

METHODS

This study employed an associative quantitative approach to analyze the relationships among Islamic facilities (X1), price perception (X2), and digital promotion (X3) and travel decisions (Y) (Sugiyono, 2019). The sample method employed was incidental sampling due to uncertainty about the population, with a total of 170 respondents collected, surpassing the minimum required for basic quantitative research (Umar, 2008). Data were collected through a Likert-scale questionnaire, field observations to assess Islamic facilities and the execution of digital promotions, and literature review to reinforce the theoretical foundation and compile research variables.

The research instrument was adapted and developed for each variable based on previous studies. Islamic facilities (X1) refer to Sharia-compliant enterprises that operate in accordance with Islamic law and avoid prohibited activities or substances. The halal sector encompasses products and services that meet halal standards (Mashuri, 2020). Price perception (X2) refers to tourists' subjective assessment of the reasonableness of prices, taking into account factors such as value, quality, and benefits (Zeithaml, 1988a). Digital promotion (X3) refers to digital marketing communication strategies that enhance interaction, persuasion, and the perception of destination image (Chaffey, D., & Smith, 2017; Kotler, P., Bowen, J., & Makens, 2016). The travel decision (Y) pertains to the rational and emotional processes involved in selecting a destination, which ultimately lead to visiting behavior (Schiffman, L. G., & Kanuk, 2010; Prayag, G., Hosany, S., & Muskat, 2021).

The results of the validity test indicate that all items within the variables Islamic Facilities (X1), Price Perception (X2), Digital Promotion (X3), and Travel Decision (Y) possess calculated *r* values exceeding the *r* table value (0.150) at a significance level of 0.05. This demonstrates that each item is valid and suitable for use. The highest calculated *r* values are observed in X2.2 (0.914) and Y1 (0.903), while the lowest are found in X1.1 (0.778) and X3.4 (0.856). Nonetheless, all items meet the validity criteria. Therefore, all instruments employed in this study are deemed valid and appropriate for subsequent analysis.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Cronbach's Alpha > 0.60	Information
<i>Islamic Facilities</i> (X1)	.884	0.600	Reliable
Price Perception (X2)	.905	0.600	Reliable
Digital Promotion (X3)	.890	0.600	Reliable
Travel Decision (Y)	.919	0.600	Reliable

Source: Processed Primary Data, 2025

The results of the reliability test, as presented in Table 14, indicate that all research variables exhibit Cronbach's Alpha values exceeding 0.60, in accordance with the relevant standards (Sujarweni, V. Wiratna Sujarweni, 2014). This shows that the instrument used in this study is reliable, meaning it is consistent in measuring the variables studied.

Classical assumption tests include normality, multicollinearity, and heteroscedasticity for the validity of the regression model (Umar, 2008). The histogram displays a residual distribution that follows a bell-shaped curve, with the center around zero and the highest frequency in the middle. The residual mean value of 4.31E-16 (≈ 0) and standard deviation of 0.991 (≈ 1) indicate a balanced distribution around zero, consistent with normality. The Normal PP Plot also supports this finding, with the residual points following a diagonal line, though there are slight deviations within reasonable limits. Overall, the residual distribution approaches normality.

The multicollinearity test shows the tolerance value for the variables *Islamic facilities*, price perception, and digital promotion, respectively, .439, .420, and .484. The tolerance values for these variables are > 0.10 , and the VIF values for the variables *Islamic facilities*, price perception, and promotion are 2,276, 2,381, and 2,066, respectively. Where the VIF value for these variables is less than < 10.00 , based on these values, there are no indications of multicollinearity.

The heteroscedasticity test above shows that the Sig. The value for the *Islamic facilities assistance* variable (X1) is 0.989; the price perception variable (X2) is 0.051; and the third is the digital promotion variable. (X3) is 0.998, indicating that the significance value for the three variables is greater than 0.05; thus, there is no evidence of heteroscedasticity in the regression model.

The t-test assesses the significance of the partial influence of each independent variable, while the F-test evaluates the collective influence of all independent variables on the dependent variable. The coefficient of determination (R^2) measures the extent to which the model explains variation in travel decisions. More specifically, all of the above tests were conducted using IBM SPSS Statistics V.22.

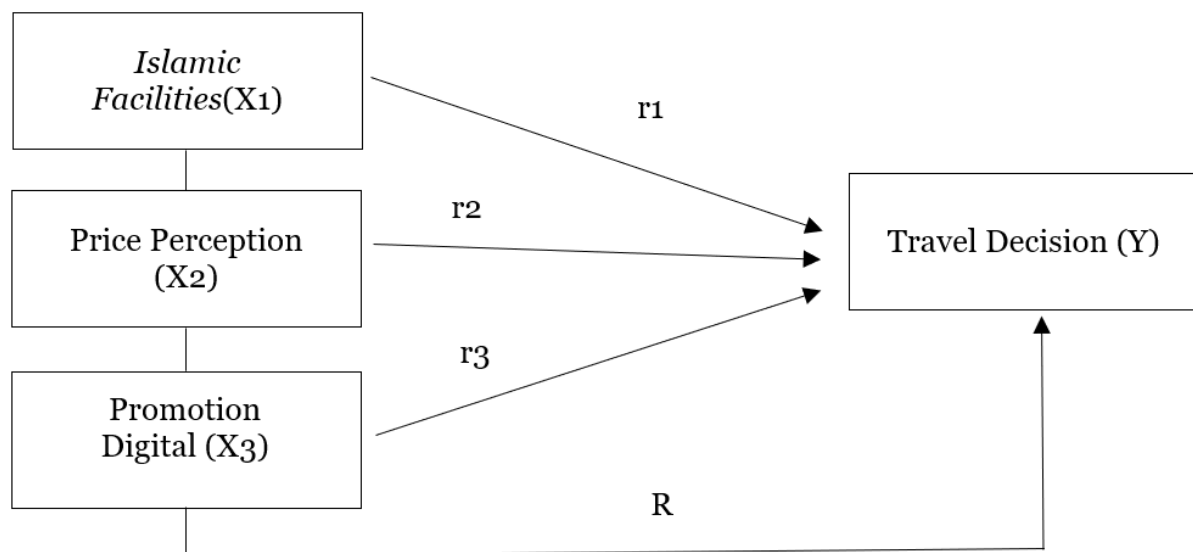


Figure 1. Conceptual Framework

Based on the conceptual framework diagram above, a temporary answer or research hypothesis can be proposed as follows:

H1: Islamic facilities have a positive influence on travel decisions.

H2: Price perception has a positive influence on travel decisions.

H3: Digital promotion positively influences travel decisions.

H4: Islamic facilities, price perception, and digital promotions simultaneously have a significant influence on travel decisions.

RESULT AND DISCUSSION

The Tourist Decision variable (Y) had an average TCR of 80.5%, indicating that tourist decisions are significantly influenced by factors such as Islamic facilities, price perception, and digital promotions, as rated by respondents. Overall, these findings show that the four variables contribute positively and interact with each other in shaping tourist decision behaviour, while also indicating the successful integration of sharia, economic, and digital technology aspects in the context of modern tourist.

To determine the extent of the influence of independent variables consisting of Digital Promotion (X₁), Islamic Facilities (X₂), and Price perception (X₃) on the dependent variable Tourist Decision (Y) in West Bandung Regency, an ANOVA (Analysis of Variance) test was conducted through multiple linear regression analysis. This test examines the significance of the model simultaneously, that is, whether all independent variables together significantly affect tourist decisions. The results of the ANOVA test can be seen in the following table:

Table 3. The Analysis of Islamic Facilities (X₁), Price Perception (X₂), and Digital Promotion (X₃) Influence on Tourist Decision

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.038	.830		.046	.964
Islamic Facilities	.200	.053	.237	3.786	.000
Persepsi Harga	.367	.064	.370	5.759	.000
Promosi Digital	.382	.066	.343	5.746	.000

a. Dependent Variable: Tourist Decision

Source: Processed Primary Data, 2025

Based on the ANOVA table above, the calculated F value is 137.467, and the significance value (Sig.) is 0.000, which is smaller than $\alpha = 0.05$. This indicates that the regression model is both feasible and significant, so it can be concluded that the variables Digital Promotion, Islamic Facilities, and Price perception together have a significant effect on Tourist Decisions in West Bandung Regency. Therefore, the regression model developed can be used to predict tourist decisions based on these three independent variables.

Based on Table 2 above, the regression equation model can be obtained as follows :

$$Y = 0.038 + 0.200 X_1 + 0.367 X_2 + 0.382 X_3 + e$$

From this model, the following conclusions can be drawn:

1. The constant 0.038 means that if the variables Islamic Facilities (X₁), Price perception (X₂), and Digital Promotion (X₃) are zero (X₁, X₂, and X₃ = 0), then the tourist decision (Y) is at 0.038.
2. The regression coefficient of Islamic Facilities (X₁) of 0.200 means that for each additional one point in Islamic Facilities (X₁), the tourist decision (Y) will increase by 0.200 times.
3. The regression coefficient of Price perception (X₂) of 0.367 means that for each additional one point in Price perception (X₂), the tourist decision (Y) will increase by 0.367 times.
4. The regression coefficient of Digital Promotion (X₃) of 0.382 means that for each additional one point in Digital Promotion (X₃), the tourist decision (Y) will increase by 0.382 times.

The R² (R-squared) value in the Model Summary table is 0.713. Meanwhile, $e_1 = \sqrt{(1 - 0.713)} = 0.287$. Thus, the path diagram is obtained as follows:

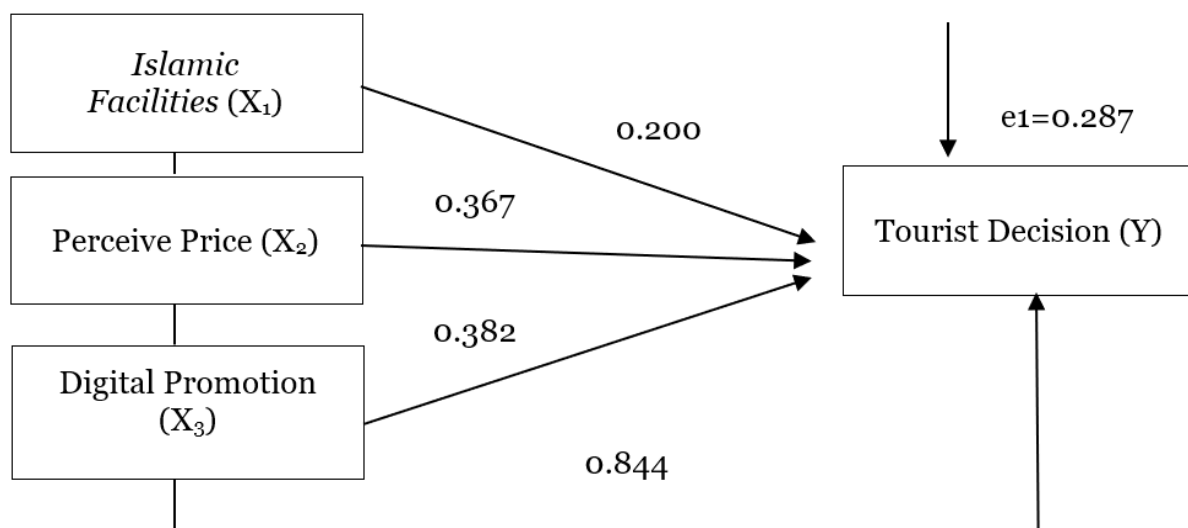


Figure 2. Path Diagram

Concerning the Path Diagram above, the analysis results of the research instrument indicate that all items within the variables Islamic Facilities (X₁), Price Perception (X₂), Digital Promotion (X₃), and Tourist Decision (Y) demonstrate a very high level of validity and reliability. The validity assessment reveals that each statement item exhibits a calculated *r* value exceeding the *r* table (0.150) at a 5% significance level, thereby confirming that each indicator accurately measures the corresponding construct. Furthermore, the reliability assessment indicates that the Cronbach's Alpha values for all variables range from 0.884 to 0.919, surpassing the acceptable threshold of 0.60. Consequently, all instruments are deemed reliable and consistent for measuring the research variables. Accordingly, this research instrument satisfies the psychometric criteria necessary for subsequent regression analysis.

Regarding the classical assumption tests, including assessments for normality, multicollinearity, and heteroscedasticity, the results indicate that the regression model satisfies the criteria for statistical validity. The normality test conducted using the Kolmogorov-Smirnov method produces an Asymp. Sig. Value of 0.000 (<0.05), formally indicating that the data are not normally distributed. However, visual inspection of histograms and P-P plots reveals that the residuals approximate a normal distribution, as evidenced by a bell-shaped curve and points aligned along the diagonal, thereby substantively supporting the assumption of normality. Furthermore, the multicollinearity assessment shows tolerance values exceeding 0.10 and VIF values below 10 for all independent variables, indicating no significant multicollinearity. The heteroscedasticity test, using both scatterplots and the Glejser method, yields *p*-values greater than 0.05, indicating the

absence of heteroscedasticity. In conclusion, the regression model complies with all classical assumptions and is deemed suitable for subsequent hypothesis testing.

Regarding the results of the partial analysis (t-test), it was demonstrated that the variable of Islamic facilities exerts a positive and statistically significant influence on tourist decision-making in West Bandung Regency ($t_{\text{count}} = 3.786 > t_{\text{table}} = 1.653$; $\text{sig.} = 0.000 < 0.05$). The regression coefficient of 0.200 indicates that enhancements in the quality of Islamic facilities directly elevate the likelihood of tourist visits. This finding corroborates Battour's (2010) theory that the availability of Islamic facilities constitutes a strategic determinant in fulfilling the spiritual and psychological needs of Muslim tourists. In accordance with DSN-MUI Fatwa No. 108/2016, the provision of Islamic facilities is regarded not merely as a technical matter but as an embodiment of sharia integrity that sustains the continuity of tourist activities in alignment with *maqāṣid al-syarī'ah*. From a consumer behavior perspective, Islamic facilities function as external stimuli that reinforce tourists' positive perceptions and foster loyalty to a destination (Clarita & Khalid, 2023). Conceptually and empirically, these results confirm that Islamic facilities are a determinant variable in Muslim tourists' decision-making models, which implies a need for comprehensive, integrated, Sharia-based destination development strategies that are oriented toward the authenticity, spirituality, and sustainability of halal tourists.

Regarding the analysis of price perception, the results indicate that price perception significantly and positively influences tourist decisions in West Bandung Regency, as demonstrated by a calculated t-value of 5.759, which exceeds the critical t-value of 1.653, and a significance level of 0.000, which is below the threshold of 0.05. Theoretically, this finding corroborates Zeithaml's (1988) perspective that price perception is a cognitive construct that reflects tourists' assessment of fairness and commensurateness between costs and benefits received, and aligns with Lebu's (2019) research, which highlights the role of price in increasing tourist attractiveness. The regression coefficient of 0.367 with a Beta of 0.370 indicates that an increase in positive price perception is directly proportional to tourists' tendencies in making tourist decisions. This supports the view of (Kotler, P., Bowen, J., & Makens, 2016) who position price as a strategic instrument in shaping destination image, satisfaction, and loyalty. Managerially, these results imply the importance of transparent, flexible, and fair pricing strategies to build psychological legitimacy among tourists and sustainably strengthen the destination's competitiveness.

In terms of the analysis of digital promotion, the results of the study indicate that digital promotion (X3) has a significant influence on tourist decisions (Y) in West Bandung Regency, as evidenced by a t-test with a t-value of $5.746 > t_{\text{table}} (1.653)$ and a significance value of $0.000 < 0.05$. The positive regression coefficient of 0.382 indicates that increasing the effectiveness of digital

promotion has a direct effect on increased tourist decisions. Theoretically, this finding aligns with Kotler, P., Bowen, J., & Makens ' (2016) view that digital promotion plays a strategic role in shaping perceptions and influencing consumer behavior. It is also supported by Andini et al. (2024), who assert that the interactive, informative, and entertaining characteristics of digital promotion positively influence tourist decisions. Consistent with Xiang and Gretzel's (2010) perspective, the digitalization of promotion underscores a shift in the marketing communications paradigm toward constructing destination images and strengthening brand awareness through digital media as the primary source of tourist information. Within the consumer behavior framework proposed by Svajdova (2021), digital promotion is categorized as a dominant external factor due to its ability to integrate the emotional and rational aspects of tourists. Thus, empirically and conceptually, digital promotion has proven to be a strategic determinant in tourist decision-making and a key instrument for building the competitiveness of tourist destinations in the digital era.

In terms of results and discussion, the descriptive analysis of respondent characteristics in this study aims to provide a comprehensive picture of the profile of tourists visiting West Bandung Regency. Data were obtained through a survey of 170 respondents conducted from February 1 to May 26, 2025, using an accidental sampling technique, which is considered relevant for an undefined tourist population. Based on the processed data, the distribution of respondents shows that the proportion of female tourists (57.1%) is slightly higher than that of male tourists (42.9%), suggesting that participation in tourist activities in the region is relatively balanced between genders. Meanwhile, the age distribution shows that the majority of respondents are in the under-21 age group (59.4%), followed by the 21–30 age group (21.8%), indicating that young tourists dominate tourist activities in West Bandung Regency. These findings indicate that the region is more attractive to the younger generation, who have a strong tendency towards exploration, recreational tourism, and social media.

Furthermore, based on occupational distribution, the majority of tourist respondents were students (60%), followed by other professional groups (17.1%), private-sector employees (8.8%), civil servants (7.6%), and the self-employed (6.5%). This composition confirms that West Bandung Regency is a popular destination among the early productive age segment, who tend to have educational, recreational, and social motivations for tourism. The dominance of students also underscores the significant potential of the regional tourist sector to develop youth-oriented promotional strategies. Overall, this demographic profile provides an essential foundation for strategic policymaking in developing tourist destinations that are adaptive to the characteristics and preferences of young tourists in the digital era.

In terms of the frequency distribution analysis of the four research variables, all indicators obtained a Respondent Achievement Level (TCR) value in the outstanding category, indicating a high level of acceptance and positive perception among respondents towards the measured aspects. The Islamic Facilities variable (X1) had an average TCR of 82.2%, indicating that the available Islamic facilities have met user needs in accordance with sharia principles. However, there is still room for optimization in several areas. This research finding is also consistent with the Theory of Planned Behavior, which holds that an individual's behavior is not determined solely by internal factors (Ajzen, 1991). It means that Islamic facilities have largely met user needs in accordance with sharia principles, while still revealing areas where further optimization is necessary. These findings align with the Theory of Planned Behavior, which posits that individual behavior is not entirely unrestricted, but instead shaped by attitudes, subjective norms, and perceived behavioral control. It also confirms the research findings of which indicate that Islamic attributes, such as halal compliance and general Islamic principles, influence tourists' decisions to visit halal destinations in Indonesia, with these effects moderated by perceptions of the tourism image (Nabila et al., 2025). The results reveal that all three Islamic features significantly influence the selection of tourist attractions; however, only worship facilities directly affect visitors' decision-making processes.

Meanwhile, the Price perception variable (X2) had an average TCR of 77.1%, indicating that the majority of respondents considered the price offered to be proportional to the benefits received and that it played an essential role in creating a positive value perception of the services or products used. It aligns with the research findings of Adiyatma and Susanti (2025), who found that place, cost perception, and tourist appeal positively influence travelers' decisions to visit the Mangkunegaran Palace in Surakarta.

Additionally, the Digital Marketing variable (X3) recorded the highest average TCR of 82.3%, thereby affirming the efficacy of digital-based promotional strategies in achieving target objectives and enhancing consumer engagement. Nonetheless, certain facets of content diversity and delivery consistency require further refinement. This observation corroborates the findings of Rachmidiani and Edison (2023b), who reported that digital marketing positively and significantly influences tourists' decision-making processes.

Although current research findings indicate that Islamic facilities, pricing perceptions, and digital marketing influence tourists' decisions to visit a region, other studies suggest that these factors have no substantial impact on tourist decision-making. Tassiyah and Suryaningsih (2025) stated that Islamic facilities do not affect tourists' decisions, as tourists remain satisfied with their visits even when worship facilities are incomplete and do not meet all their needs. Conversely, a study by Ajzen (1991) found that, even when visitors are aware of the cost (or value) provided, their

decision to return is more strongly influenced by their level of pleasure than by perceptions of cost. Poluan et al. (2022) also found that tourists' decisions are unaffected by digital marketing. These contrasting findings underscore the complexities of tourist behavior and suggest that other variables may influence or constrain these factors.

CONCLUSION

The findings of this study elucidate several significant policy and industry implications for fortifying halal tourism governance in West Bandung Regency. Given the considerable impact of Islamic facilities, price perception, and digital promotion on tourists' decision-making processes, local authorities must establish explicit halal tourism standards that align with national policies, such as the Halal Product Assurance Law and DSN-MUI guidelines. These standards should be supported by incentives and subjected to periodic compliance assessments to ensure consistency and reliability. Furthermore, enhancing spatial planning by providing mushallas, ablution facilities, and halal-certified services across all major attractions is equally crucial, as these amenities substantially bolster tourists' perceived behavioral control and overall sense of spiritual comfort. Concurrently, collaborative digital marketing campaigns between government entities and industry stakeholders should be intensified to amplify destination visibility, particularly given the predominance of young, digitally engaged tourists identified in this study.

In relation to sustainability objectives, Indonesia's broader sustainability aims and the expansion of a robust halal ecosystem can be substantively correlated with these current research findings. These findings demonstrate that Islamic facilities, price perception, and digital promotion all considerably influence tourists' decision-making processes in West Bandung Regency by ensuring inclusivity, cultural preservation, and equitable access for Muslim tourists, who constitute the majority of the population. Islamic-compliant facilities, such as prayer rooms, halal-certified food services, and gender-sensitive amenities, further reinforce social sustainability.

Future studies may extend the existing model by integrating additional moderating variables to provide more insight into the conditions under which Islamic facilities, pricing perceptions, and digital promotion influence tourists' decisions to visit a site. One interesting approach is to evaluate tourist religiosity, as varied levels of religious commitment may increase or decrease the significance put on Islamic amenities or the credibility of digital advertising content.

REFERENCE

- Adiyatma, F. R., & Susanti, R. (2025). Pengaruh Lokasi, Persepsi Harga dan Daya Tarik Wisata Terhadap Keputusan Berkunjung di Pura Mangkunegaran Surakarta. *Jurnal Ragam Pengabdian*, 3(1). <https://doi.org/https://doi.org/10.62710/c46prc47>
- Ahyani, H., Putra, H. M., & Mutmainah, N. (2022). Tinjauan Hukum Ekonomi Syariah Tentang Pengembangan Kawasan Industri Pariwisata Halal di Jawa Barat. *Jurnal Syari'ah & Hukum*, 4(1). <https://doi.org/10.20885/mawarid.vol4.iss1.art2>
- Ajzen. (1991). The Theory of Planned Behavior. *Disability, CBR and Inclusive Development*, 33(1), 52–68. <https://doi.org/10.47985/dcidj.475>
- Andini, R. D., Nurfarida, I. N., & Rusno. (2024). Efek digitalmarketing terhadap keputusan berkunjung ke obyek wisata dimediasi oleh minat berkunjung. *Management and Business Review*, 8(1). <https://doi.org/https://doi.org/10.21067/mbr.v8i1.10283>
- Battour, M., Ismail, M. N., & Battor, M. (2011). (2011). The impact of destination attributes on Muslim tourist satisfaction. *International Journal of Tourism Research*, 13(6), 527–540. <https://doi.org/10.1002/jtr.824>
- Chaffey, D., & Smith, P. R. (2017). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*. Routledge.
- Clarita, N., & Khalid, J. (2023). Pengaruh Persepsi Harga, Citra Merek dan Lokasi terhadap Keputusan Pembelian di CFC Grande Karawaci. *Jurnal Manajemen Aksioma*, 2(1). <https://doi.org/10.30822/aksioma.v2i1.2081>
- Ilham, A. M., Ismail, N., & Al-Ayubi, S. (2024). Gen-Z's Decision-Making: Impact of Attitudes, Knowledge, and Social Media on Halal Tourism Choices . *Journal of Digital Marketing And Halal Industry* , 4(1). <https://doi.org/10.21580/jdmhi.2024.6.1.20195>
- Kotler, P., Bowen, J., & Makens, J. (2016). *Marketing for hospitality and tourism*. Pearson Education.
- Lam, T., & Hsu, C. H. C. (2006). *Predicting behavioral intention of choosing a travel destination*. 27, 589–599. <https://doi.org/10.1016/j.tourman.2005.02.003>
- Lebu, C. F. K., Mandey, S. L., & Wenas, R. S. W. (2019). Pengaruh Lokasi, Persepsi Harga dan Daya Tarik Wisata Terhadap Keputusan Berkunjung Wisatawan di Objek Wisata Danau Linow. *Jurnal EMBA*, 7(4). <https://doi.org/10.35794/emba.v7i4.26329>
- Mashuri, I. (2020). Implementation of Sharia Compliance in The Halal Tourism Industry in Indonesia. *Prophetic Law Review*, 2(2). <https://doi.org/10.20885/PLR.vol2.iss2.art5>
- Nabila, R., Bawono, A., & Touray, S. (2025). From Values to Visits: Exploring the Economic Development Potential of Halal Tourism Through Islamic Destination Attributes. *Jurnal Ekonomi Islam*, 16(2). <https://doi.org/10.21580/economica.2025.16.2.28154>
- Nainggolan, J. M., & Hidayat, R. (2023). Pengaruh Promosi Dan Harga Terhadap Keputusan Berkunjung Pada Objek Wisata. *Journal of Management and Economics Research*, 1(3). <https://doi.org/10.62866/jomer.v1i3.118>

- Noor, L. S., Jacob, J., Mahmudin, T., Harsono, I., & Syahidin. (2024). Perkembangan Wisata Halal dan Pengaruhnya terhadap Pertumbuhan Ekonomi di Indonesia. *Jurnal Ilmiah Edunomika*, 8(2). <https://doi.org/10.29040/jie.v8i2.12516>
- Poluan, J. G., Mandey, S. L., & Massie, J. D. D. (2022). *Analisis Digital Marketing Terhadap Revisit Intention Pada Objek Wisata di Kota Tomohon Sulawesi Utara*. 9(2), 723–741. <https://doi.org/10.35794/jmbi.v9i2.43427>
- Prayag, G., Hosany, S., & Muskat, B. (2021). Understanding destination image and revisit intentions through tourist satisfaction and place attachment. *Current Issues in Tourism*, 24(1), 19–35. <https://doi.org/10.1177/0047287515620567>
- Rachmidiani, A. N., & Edison, E. (2023a). Pengaruh Pemasaran Digital dan Citra Destinasi terhadap Keputusan Berkunjung di Desa Wisata Lebakmuncang Kabupaten Bandung. *Tourism Scientific Journal*, 8(2). <https://doi.org/10.32659/tsj.v8i2.282>
- Samudra, D., Safagutan, F., Silvi, N., Lutfiana, E., Aura, H., & Parniati. (2024). A Systematic Review: Halal Tourism Development in Indonesia. *Iqtishodiah: Jurnal Ekonomi Dan Perbankan Syariah*, 6(2). <https://doi.org/10.62490/iqtishodiah.v6i2.733>
- Sandy, R. A., & Abdul Muin, M. I. (2023). The Impact of Halal Tourism on the Economy of Communities Around Tourism Objects . *Jurnal Ekonomi Islam*, 10(1). <https://doi.org/10.24252/lamaisyir.v10i1.38944>
- Schiffman, L. G., & Kanuk, L. L. (2010). Consumer Behavior. In *Pearson* (10th ed). Pearson.
- Sudigdo, A. (2018). Dampak Fasilitas Ibadah, Makanan Halal, dan Moralitas Islam terhadap Keputusan Berkunjung yang Dimediasi Citra Destinasi Wisata. *Jurnal Manajemen Kewirausahaan*, 15(2). <https://dx.doi.org/10.33370/jmk.v15i2.234>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sunaidah, S. (2024). Marketing Strategies in Sharia Tourism: Exploring Consumer Behavior and Digital Branding For Sustainable Growth. *Berajah Journal*, 4(6). <https://doi.org/10.47353/bj.v4i6.428>
- Svajdova, L. (2021). Consumer Behaviour in Tourism. *Wseas Transactions on Business and Economics*, 18.
- Tassiyah, T., & Suryaningsih, S. A. (2025). Pengaruh Layanan Wisata Halal, Fasilitas Wisata Halal, Dan Aksesibilitas Wisata Halal Terhadap Kepuasan Wisatawan Berkunjung di Desa Sade Kabupaten Lombok Tengah. X(1), 63–80. <http://dx.doi.org/10.30829/ajei.v1i1.24605>
- Umar, H. (2008). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. RajaGrafindo Persada.
- V. Wiratna Sujarweni. (2014). *Metode Penelitian: Lengkap Praktik, Dan Mudah Dipahami*. Pustaka Baru Press.
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179–188. <https://doi.org/https://doi.org/10.1016/j.tourman.2009.02.016>

- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 179(188).
- Zeithaml, V. A. (1988a). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 2–22.
<https://doi.org/10.1177/002224298805200302>