

ABSTRACT

This study aims to see what factors influence tourists visiting halal tourism destinations in Indonesia. The factors studied that can influence tourists visiting halal tourism destinations in Indonesia are religiosity, brand image, promotion, and price perception.

This study uses quantitative methods by using primary data, namely by using the questionnaire method. For the distribution of questionnaires distributed to respondents with a sample of 100 people. With the initial screening that the respondents are Muslim, and have visited 10 leading destinations for halal tourism in Indonesia. The analytical tool used in this study is SPSS 26 using multiple linear regression, using validity, reliability and classical assumptions as requirements before performing multiple linear regression tests.

The results showed that religiosity, brand image, and price perception had a positive effect on the interest of tourists visiting halal tourism destinations in Indonesia. However, the promotion variable has no effect on the interest of tourists visiting halal destinations in Indonesia.

Keywords: Religiosity, brand image, promotion, price perception and visiting interest