

ABSTRACT

Central Java Province is one of the leading halal tourist destinations in Indonesia. One of the halal tourism in Central Java, namely the Great Mosque of Demak in Demak Regency, Central Java, which has unique and identical historical values. The number of tourist visits at the Great Mosque of Demak makes the economy of Demak Regency increase. Increased public awareness in choosing halal tourist destinations is an opportunity for tourism managers to continue to develop their business by applying sharia principles.

This study aims to analyze the factors that influence religiosity, destination image, electronic word of mouth, and service quality on tourist decisions at the Great Mosque of Demak Tourism Object. This study uses multiple linear regression analysis using the SPSS Statistics 25 program. Respondents in this study were 165 tourists who were visiting the Great Mosque of Demak using purposive sampling where the data collection method was carried out through questionnaires.

The results of this study indicate that religiosity, destination image, electronic word of mouth, and service quality have a positive and significant effect on the decision to visit tourists at the Great Mosque of Demak Tourism Object either partially or simultaneously. The service quality variable is the most powerful factor in determining the decision to visit tourists at the Demak Great Mosque Tourism Object. This is because the Great Mosque of Demak is aware of the services provided to tourists in accordance with Islamic teachings and meeting the needs of tourists with the best quality. The four variables of this study have a fairly strong influence, indicated by the coefficient of determination of 56%.

Keyword: Halal tourism, religiosity, destination image, electronic word of mouth, service quality, visiting decision, Great Mosque of Demak.