

ABSTRACT

This research aims to analyze the influence of Religious factors and Service Quality on tourists' decisions to visit Muslim-friendly tourism. This research uses a quantitative approach with a survey method by distributing questionnaires to tourists visiting the Sam Poo Kong Temple, Semarang. The sampling technique used the accidental sampling method with a total of 100 respondents. The research results show that religiosity has a positive and significant effect on the decision to visit. Service quality also has a positive and significant influence on the decision to visit. Simultaneously, Religiosity and Service Quality have a significant influence on tourists' visiting decisions. This shows that the higher the level of tourist religiosity and the better the quality of the services provided, the higher the tourist's decision to visit this Muslim-friendly tourist destination.

Keywords: Religiosity, Service Quality, Visiting Decision