ABSTRACT

In recent years, Indonesia has developed a halal tourism industry to meet the needs of Muslim tourists. This research aims to analyze the influence of worship facilities, religiosity, halal food and service quality on the decisions of Muslim tourists visiting Bali. The variables which used in this research are worship facilities, religiosity, halal food, and service quality as independent variables, and Muslim tourists' decisions as the dependent variable.

The number of samples which used in this research was 100 respondents who were Muslims in Semarang, namely people who had visited and wants to visit Bali. The sampling method in this study is a non probability sampling method with a purposive sampling technique. The method of data collection is done using a questionnaire. This study uses multiple linear regression analysis techniques using SPSS 23 analysis tools.

The results showed that worship facilities, religiosity, halal food, and service quality had a positive and significant effect on Muslim tourists' decisions to visit Bali. This research is expected to provide suggestions regarding factors that can increase Muslim tourist visits to Bali. In this case, it is necessary to pay attention to the availability of worship facilities, halal food and good quality service.

Keywords: Halal tourism, worship facilities, religiosity, halal food, service quality, tourist decisions