

ABSTRACT

As Muslims, we are required to always use products, both goods, and halal services. The halal industry is a commodity that is needed by consumers, including the sharia tourism industry. This study aims to determine the effect of tourist attraction, attitudes, subjective norms, perceived behavior control, and accessibility as independent variables in this study on tourist visits to the Keraton Kanoman, which is the dependent variable.

The method of data collection was done through a questionnaire. The population in this study are tourists who are visiting the Keraton Kanoman and are Muslim. The sample required is 185 respondents using purposive sampling. This study uses multiple linear regression analysis techniques and data testing using the SPSS Statistics 22 program.

The results of this study indicate that simultaneously tourist attraction, attitudes, subjective norms, perceived behavior control, and accessibility have a positive and significant effect on tourist visits to the Keraton Kanoman. Partially, tourist attraction, attitude, perceived behavior control, and accessibility have a positive and significant influence on tourist visits to the Keraton Kanoman. While subjective norms have a positive but not significant effect on tourist visits to the Keraton Kanoman. The coefficient of determination shows that tourist visits to Keraton Kanoman are influenced by the tourist attraction, attitudes, subjective norms, perceived behavior control, and accessibility of 50.5%. The remaining 49.5% is explained by other variables outside of this study.

Keywords: Tourist Attraction, Attitude, Subjective Norm, Perceived Behavior Control, Accessibility, Tourist Visits, Keraton Kanoman