

# Analisis Pengaruh Religiositas Islami, Persepsi Nilai, dan Kepuasan Destinasi terhadap Electronic Word-of-Mouth (eWOM) Turis Muslim Indonesia dalam Konteks Pariwisata Halal di Lombok = Analysis of the Effect of Islamic Religiosity, Perceived Value, and Destination Satisfaction on Electronic Word-of-Mouth of Indonesian Muslim Tourist in the Context of Halal Tourism in Lombok

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## Abstrak

Internet merupakan salah satu sumber informasi yang penting bagi turis yang hendak mengambil keputusan wisata. Komunikasi electronic word-of-mouth dari para turis yang pernah berwisata di suatu destinasi dapat menjadi sarana promosi bagi destinasi wisata tersebut. Hal itu pun berlaku dalam konteks pariwisata halal. Pariwisata halal dibangun atas dasar nilai-nilai Islami. Turis muslim yang menjadi sasaran dalam pasar tersebut adalah turis yang mempertimbangkan nilai-nilai agama dalam perilaku dan kehidupan sehari-hari mereka. Penelitian ini menganalisis pengaruh religiositas, persepsi nilai, dan kepuasan destinasi turis muslim terhadap electronic word-of-mouth. Persepsi nilai turis muslim terhadap destinasi wisata halal diukur dengan beberapa variabel turunan, yaitu kualitas dan harga dari dimensi nilai kognitif, emosional dan sosial dari dimensi nilai afektif, pengalaman baru dan pengalaman berbeda dari dimensi nilai epistemik, keamanan dan lokasi dari dimensi nilai kondisional, atribut fisik dan atribut nonfisik dari dimensi nilai Islami. Data dikumpulkan dari turis muslim Indonesia yang pernah berkunjung ke destinasi wisata halal Lombok melalui survei online dan dianalisis dengan metode Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan hanya nilai sosial dari persepsi nilai afektif yang memiliki pengaruh signifikan terhadap electronic word-of-mouth. Hal tersebut menandakan turis muslim melakukan komunikasi electronic-word-of-mouth jika mereka merasa lingkungan sosial mereka memiliki persepsi yang baik terhadap destinasi wisata halal dan terhadap turis yang berkunjung ke destinasi tersebut

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The Internet is one of the important information sources for tourists when they are making travel decisions. Electronic word-of-mouth communication from tourists that have visited a destination can be used as a promotional media for that destination. It can also be applied in the context of halal tourism. Halal tourism is built based on Islamic values. Muslim tourists who are the target of that market are tourists who considering Islamic values in their daily life and behaviors. This study analyzes the effect of Muslim tourists's religiosity, perceived value, and destination satisfaction on electronic word-of-mouth. Muslim tourists's perceived value towards halal tourism destination is measured using several variables, i.e., quality and price from cognitive value dimension, emotional and social from affective value dimension, different experience and novelty from epistemic value dimension, safety and location from conditional value dimension, and physical attributes and nonphysical attributes from Islamic value dimension. The data for this study were collected from Indonesian Muslim tourists that have visited halal tourism destination in Lombok via online survey and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The result shows that only social value from perceived affective value dimension has a significant effect on electronic word-of-mouth. It means that Muslim tourists will do electronic word-of-mouth communication if they feel their

social environment have good perception towards halal tourism destination and towards tourists that visited that destination