



The Influence of Halal Friendly Attributes on Visit Intention Mediated by Destination Image and Artificial Intelligence Adoption in Tourist Destinations

Pengaruh Atribut Ramah Halal terhadap Minat Berkunjung yang Dimediasi oleh Citra Destinasi dan Adopsi Kecerdasan Buatan di Destinasi Wisata

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Abstract

This study examines the influence of halal-friendly attributes on visit intention, which is mediated by destination image and adoption of artificial intelligence (AI) in tourist destinations. This study addresses the inconsistencies in previous findings by proposing a comprehensive model that combines cultural and technological factors. This study involved 164 respondents who visited tourist destinations in Bekasi. The results showed that halal-friendly attributes significantly improved destination image, which positively influenced AI adoption and travel intention. The dual mediation effects of destination image and AI adoption provide insight into how these factors interact to shape tourists' visit intention. This study contributes to the literature by offering empirical evidence supporting the integration of halal-friendly attributes with technological advancements to attract Muslim tourists.

Keywords: *Halal-friendly attributes; Destination image; AI adoption; Visit intention; Tourism*

Abstrak

Penelitian ini menguji pengaruh atribut ramah halal terhadap niat berkunjung, yang dimediasi oleh citra destinasi dan adopsi kecerdasan buatan (AI) di destinasi wisata. Penelitian ini membahas ketidakkonsistenan dalam temuan sebelumnya dengan mengusulkan model komprehensif yang menggabungkan faktor budaya dan teknologi. Penelitian ini melibatkan 164 responden yang berkunjung ke destinasi wisata di Bekasi. Hasil penelitian menunjukkan bahwa atribut ramah halal secara signifikan meningkatkan citra destinasi, yang secara positif memengaruhi adopsi AI dan niat berkunjung. Efek

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mediasi ganda dari citra destinasi dan adopsi AI memberikan pemahaman tentang bagaimana faktor-faktor ini berinteraksi untuk membentuk niat berkunjung wisatawan. Studi ini berkontribusi pada literatur dengan menawarkan bukti empiris yang mendukung integrasi atribut ramah halal dengan kemajuan teknologi untuk menarik wisatawan Muslim.
Kata Kunci: Atribut ramah halal; Citra destinasi; Adopsi AI; Niat berkunjung; Pariwisata
Kode JEL:

1. Introduction

The increasing demand for halal tourism has sparked significant interest in understanding the factors that influence tourists' intentions to visit destinations with halal-friendly attributes. Halal tourism is not only about providing halal food but also encompasses a broader range of services and experiences that adhere to Islamic principles (Han et al., 2019). As the global Muslim population grows, so does the potential market for halal tourism, making it a critical area of study for tourism stakeholders. Recent studies have highlighted the importance of destination image and technological advancements, such as AI adoption, in shaping tourists' perceptions and intentions (Azali et al., 2023; Sodawan & Hsu, 2022).

There are inconsistencies in the findings regarding the impact of halal-friendly attributes on visit intention. Research by Azali et al. (2023) and Sodawan & Hsu (2022) suggests that halal-friendly attributes do not influence visit intention, while studies by Han et al. (2019) and Safitri & Pratomo (2023) indicate that these attributes do have an impact. This discrepancy underscores the need for further research to provide clearer insights into the role of halal-friendly attributes in tourism.

This study proposes a comprehensive model by adding destination image (Han et al., 2019) and AI adoption (Sulaiman et al., 2020) as mediating variables. By examining the interaction between these factors, the study aims to provide an understanding of how halal-friendly attributes influence visit intention. This approach not only seeks to clarify the existing discrepancies in the literature but also offers practical insights for enhancing tourism strategies in destinations targeting Muslim travelers.

The literature indicates that destination image plays a crucial role in shaping tourists' intentions and behaviors. Han et al. (2019) and Zulvianti et al. (2022) emphasize the importance of a positive destination image in enhancing tourists' willingness to visit. A strong destination image can serve as a powerful motivator, especially when it aligns with the cultural and religious values of the target audience. This study builds on these insights by exploring how destination image mediates the relationship between halal-friendly attributes and visit intention.

In addition to destination image, the adoption of artificial intelligence (AI) technology is increasingly recognized as a significant factor in tourism. AI can enhance the overall tourist experience by providing personalized services and improving operational efficiency (Sulaiman et al., 2020). This study examines the role of AI adoption as a mediator, hypothesizing that AI can amplify the positive effects of halal-friendly attributes on visit intention by offering tailored experiences that meet the specific needs of Muslim tourists.

The literature on halal tourism has predominantly focused on the direct impact of halal-friendly attributes on visit intention, often overlooking the potential mediating effects of other factors such as destination image and AI adoption. While studies by Han et al. (2019) and Zulvianti et al. (2022) have acknowledged the importance of destination image, there is a lack of comprehensive models that integrate this variable with technological advancements like AI. The role of AI adoption in tourism remains underexplored, particularly in the context of halal tourism. Existing research has primarily focused on the technological aspects of AI, with limited attention to its potential influence on tourists' perceptions and behaviors (Sulaiman et al., 2020). This gap presents an opportunity to investigate how AI can enhance the attractiveness of halal-friendly destinations, thereby influencing visit intention.

The novelty of this study lies in its comprehensive approach, which integrates both cultural and technological factors to explain visit intention. This dual focus not only enhances the theoretical framework of halal tourism but also offers practical insights for tourism practitioners seeking to attract Muslim tourists. The inclusion of AI adoption as a mediator is particularly innovative, as it highlights the potential of technology to enhance the tourist experience in halal-friendly destinations. The scope of the study encompasses a broad range of halal-friendly attributes, including social environment, facilities, food and beverage, services, and local staff. By considering these diverse factors, the research provides a holistic view of the elements that contribute to a positive destination image and, ultimately, influence visit intention.

2. Methodology

2.1. Model Development

The Influence of Halal Friendly Attributes on Destination Image

Destination image is a multifaceted construct that encompasses cognitive, affective, and conative components, influencing tourists' perceptions and behaviors (Alipour et al., 2020; Foster & Sidharta, 2019). The cognitive aspect relates to the knowledge and beliefs about a destination, while the affective component pertains to feelings and emotional responses (Alipour et al., 2020). Halal-friendly attributes contribute to both cognitive and affective dimensions of destination image, as they provide tangible evidence of a destination's commitment to accommodating Muslim travelers (Rostiani et al., 2023). Studies have shown that a positive destination image, bolstered by halal-friendly attributes, can lead to increased visit intentions among Muslim tourists (Rostiani et al., 2023; Sodawan & Hsu, 2022).

The findings from various studies underscore the importance of integrating halal-friendly attributes into destination marketing strategies. Destinations that effectively communicate their halal offerings can enhance their image and appeal to Muslim travelers (Rostiani et al., 2023; Sodawan & Hsu, 2022). Marketing campaigns that highlight halal food options, prayer facilities, and culturally sensitive services can significantly influence the destination image and attract more visitors from the Muslim community (Azali et al., 2023). Additionally, leveraging social media and online reviews

can further enhance the visibility of halal-friendly attributes, shaping potential travelers' perceptions and intentions (Rostiani et al., 2023; Sodawan & Hsu, 2022). By understanding the importance of halal-friendly attributes and their impact on trust, perceived value, and gender dynamics, tourism stakeholders can better cater to the needs of this growing market segment.

H1: Halal Friendly Attributes influence Destination Image

The Influence of Destination Image on Artificial Intelligence Adoption

The integration of artificial intelligence (AI) into various sectors, including tourism and hospitality, has gained significant attention in recent years. Destination image, defined as the perceptions and beliefs that individuals hold about a particular location, plays a crucial role in shaping the adoption of AI technologies within the tourism industry. A positive destination image can enhance tourists' willingness to engage with new technologies, including AI, as it fosters trust and confidence in the destination's offerings (Lopes et al., 2024; Tussyadiah, 2020). For instance, a well-regarded destination is more likely to be perceived as innovative and forward-thinking, which can positively influence the adoption of AI technologies (Tussyadiah, 2020). Tourists are more inclined to adopt AI technologies if they believe these innovations will enhance their overall experience and provide tangible benefits (Hindley & Font, 2017; Mingotto et al., 2021). AI systems that improve service efficiency or personalize experiences can significantly encourage adoption (Pessoa et al., 2022).

The findings from various studies underscore the importance of integrating destination image into marketing strategies for AI adoption. Destinations that effectively communicate their innovative use of AI can enhance their image and appeal to tech-savvy travelers (Altun et al., 2024; Tussyadiah, 2020). Marketing campaigns that highlight the benefits of AI technologies, such as personalized experiences or enhanced service quality, can significantly influence tourists' perceptions and encourage adoption (Melisa et al., 2023). Leveraging social media and user-generated content can further enhance the visibility of AI initiatives, shaping potential travelers' perceptions and intentions (Azali et al., 2023).

H2: Destination Image influence Artificial Intelligence Adoption

Artificial Intelligence on Visit Intention

The integration of artificial intelligence (AI) into the tourism sector has transformed how destinations engage with potential visitors, shaping their intentions to visit. Artificial intelligence encompasses a range of technologies that enable machines to perform tasks that typically require human intelligence, such as understanding natural language, recognizing patterns, and making decisions (Tussyadiah, 2020). In the context of tourism, AI applications include chatbots for customer service, personalized recommendations, and virtual reality experiences that enhance the travel planning process (Tussyadiah, 2020; Yang et al., 2024). These technologies not only improve operational efficiency but also enhance the overall visitor experience, which can significantly influence tourists' intentions to visit a destination (Tussyadiah, 2020).

Research indicates that AI can positively impact visit intentions by enhancing the perceived value of the travel experience. Personalized recommendations powered by AI can create a more tailored and engaging experience for potential visitors, increasing their likelihood of choosing a particular destination (Morrison et al., 2024). AI-driven tools can improve the efficiency of travel planning, making it easier for tourists to access relevant information and services (El-Said & Aziz, 2022). Studies have shown that when travelers perceive AI technologies as beneficial and user-friendly, their intention to visit the associated destinations increases (Zhu et al., 2024). Destinations that effectively communicate their use of AI technologies can enhance their appeal to potential visitors (Eid et al., 2020).

H3: Artificial Intelligence influence Visit Intention

The Influence of Destination Image on Visit Intention

A strong, positive image can lead to increased interest and intention to visit a destination (Fam et al., 2020). Huang and Veen (2019) found that perceived destination image significantly influences tourist attitudes and intentions among potential visitors. Alipour et al. (2020) highlight that the subjective perceptions of a destination, shaped by its image, play a crucial role in determining tourists' choices and behaviors. Tourists are more likely to visit a destination if they perceive high value in the experiences it offers (Melisa et al., 2023). This perceived value is often derived from the destination's image, which shapes expectations regarding the quality of experiences, services, and attractions available (Nghiem-Phú & Pengiran Bagul, 2020).

The findings from various studies underscore the importance of integrating destination image into marketing strategies. Destinations that effectively communicate their positive attributes and unique experiences can enhance their image and appeal to potential visitors (Forgas-Coll et al., 2017; Helal et al., 2023). Marketing campaigns that highlight the strengths of a destination, such as its cultural heritage, natural beauty, and recreational opportunities, can significantly influence tourists' perceptions and intentions to visit (Satrya et al., 2023). Furthermore, leveraging social media and user-generated content can enhance the visibility of a destination's image, shaping potential travelers' perceptions and intentions (Ismail et al., 2023).

H4: Destination Image influence Visit Intention

The Influence of Halal Friendly Attributes on Visit Intention

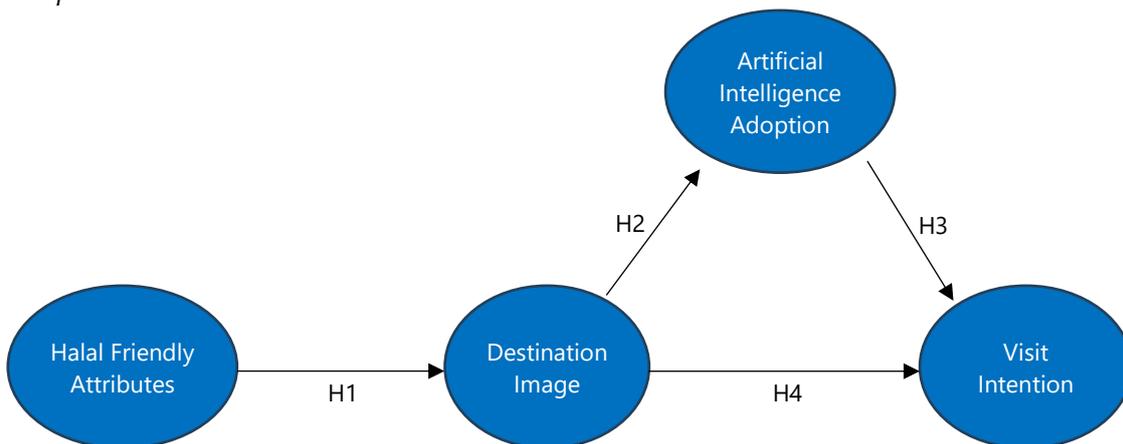
Halal-friendly attributes are defined as features of a destination that align with Islamic principles, including halal food availability, prayer facilities, and culturally sensitive services. These attributes are crucial for attracting Muslim tourists, as they seek assurance that their religious practices can be observed during their travels (Han et al., 2019; Katuk et al., 2021; Sodawan & Hsu, 2022). Research indicates that the presence of halal-friendly attributes significantly enhances the perceived value of a destination, leading to increased satisfaction and loyalty among Muslim travelers (Rostiani et al., 2023; Sodawan & Hsu, 2022). Soonsan & Jumani (2024) emphasizes that the perception of halal-friendly attributes directly correlates with tourists' intentions to visit non-Islamic destinations, suggesting that these attributes can mitigate concerns about religious compliance.

Studies have shown that when Muslim travelers perceive a destination as halal-friendly, their trust in the destination increases, which in turn positively influences their visit intentions (Patwary et al., 2024; Sodawan & Hsu, 2022). Sodawan & Hsu (2022) found that perceived value and destination trust mediate the relationship between halal-friendly attributes and visit intentions, underscoring the importance of building a trustworthy image for destinations targeting Muslim tourists.

The findings from various studies underscore the necessity for tourism marketers to integrate halal-friendly attributes into their promotional strategies. Destinations that effectively communicate their halal offerings can enhance their appeal to Muslim travelers, thereby increasing visit intentions (Katuk et al., 2021; Maminirina Fenitra et al., 2024). Marketing campaigns that showcase halal food options, prayer facilities, and culturally sensitive services can significantly influence Muslim tourists' decision-making processes (Katuk et al., 2021; Sodawan & Hsu, 2022). By understanding the importance of halal-friendly attributes and their impact on destination image and trust, tourism stakeholders can better cater to the needs of this growing market segment.

H5: Halal Friendly Attributes influence Visit Intention Mediated by Destination Image

H6: Halal Friendly Attributes influence Visit Intention Mediated by Destination Image & AI Adoption



Source: Model development, 2025

Figure 1. Research Design

2.2. Data Collection

This study is a quantitative research, which is objective in nature and emphasizes the testing of theories through the measurement of research variables with numbers and the analysis of data using statistical testing methods (Mulyanto & Wulandari, 2019). The type of relationship that forms the basis for data determination and analytical tools in this research is causal or correlational, explaining the causes of one or more issues.

The population in this study consists of tourists in Bekasi, with the exact population size unknown. The study involved 164 respondents who had previously traveled. The sampling technique used is purposive sampling. Data collection was conducted using a questionnaire distributed via Google Forms. The statements in the questionnaire were measured using a bipolar scale (Mulyanto & Wulandari, 2019) ranging from 1 to 10, with the criteria of strongly disagree for a score of 10 and strongly agree for a score of 1.

2.3. Analysis Method

The data collected through the questionnaire were then analyzed using structural equation modeling (SEM) to test the direct and indirect effects among the hypothesized variables. SEM was chosen for its ability to assess complex influences and mediation effects within a single model. The statistical analysis was conducted using the partial least square (PLS) method, processed with SmartPLS 3.0 software.

The outer loading test was performed as a form of validity testing, with a cut-off > 0.7 . Cronbach’s Alpha with a cut-off > 0.7 and composite reliability with a cut-off > 0.8 were used for reliability testing. The fit of the structural model was assessed by testing the inner model using R-Square for each endogenous variable, indicating the proportion of variance explained by the model. The cut-off for latent endogenous variables $R^2 > 0.2$. Path relationships in the structural model were tested using standard estimation with a p-value cut-off < 0.05 .

Table 2. Respondent Data

Description	Frequency	Percentage
Gender		
- Male	109	66,5
- Female	55	33,5
Age		
- ≤ 20 years old	71	43,3
- 21-30 years old	62	37,8
- 31-40 years old	14	8,5
- 41-50 years old	13	7,9
- ≥ 51 years old	4	2,4
Occupation		
- Private employee	51	31,1
- Entrepreneur	5	3,0
- Government employee	4	2,4
- Student	96	58,5
- Others	8	4,9
Education		
- High School	110	67,1
- Diploma	1	6
- Undergraduate (S1)	46	28
- Postgraduate (S2,S3)	4	2,4
- Others	3	1,8
Travel Frequency		
- 1-4 times a year	114	69,5
- 5-8 times a year	35	21,3
- 9-12 times a year	5	3,0
- More than 12 times a year	10	6,1

Source: Processed questionnaire data, 2025

3. Result

3.1. Respondent

The research data were obtained from 164 tourists in the Bekasi area, with their characteristics summarized in Table 2.

Table 2 presents data on the respondents, consisting of 164 tourists who served as the research sample. The majority of respondents are male, under the age of 30, employed as private sector employees, have a high school education, and travel 1-4 times a year.

3.2. Analysis

The results of the outer test used for validity and reliability testing are presented in Table 3.

Table 3. Outer Model

Variable/Indicator	Outer Loading	Cronbach Alpha	Composite Reliability	Result
Halal Friendly Attributes		0,904	0,929	Reliable
- Social environment	0,791			Valid
- Facilities	0,828			Valid
- Food and beverage	0,871			Valid
- Services	0,889			Valid
- Local and staff	0,868			Valid
Destination Image		0,952	0,963	Reliable
- Quality	0,914			Valid
- Prestige	0,937			Valid
- Suitable	0,938			Valid
- Popular	0,907			Valid
- Valuable	0,882			Valid
AI Adoption		0,879	0,917	Reliable
- Willing to download	0,896			Valid
- Happy to implement	0,912			Valid
- Planning to use	0,894			Valid
- Willing to pay	0,715			Valid
Visit intention		0,912	0,932	Reliable
- Planning to visit	0,847			Valid
- Considering	0,838			Valid
- Following developments	0,845			Valid
- Will choose	0,869			Valid
- Prefer halal tourism	0,850			Valid
- Willing to spend resources	0,747			Valid

Source: Processed research data, 2025

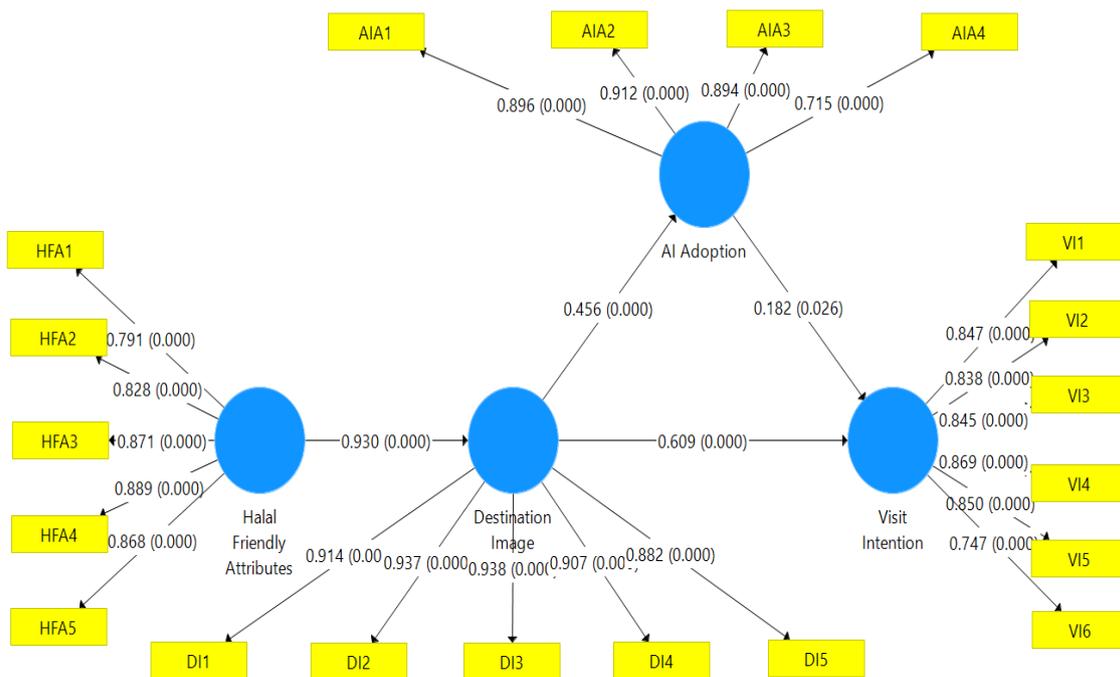
All indicators for each variable are valid because the Outer Loading values exceed 0.7. All variables are reliable as the Cronbach's Alpha and Composite Reliability values meet the cut-off used in this study, which is greater than 0.8.

Table 4. Model Testing Index

Endogenous Variabel	Cut of Value	Analysis Result	Model Evaluation
R ²			
- AI Adoption	≥ 0,20	0,208	Fit
- Destination Image	≥ 0,20	0,865	Fit
- Visit Intention	≥ 0,20	0,504	Fit

Source: Processed research data, 2025

The model is acceptable because all endogenous variables have an R-square value greater than 0.2. The endogenous variable AI Adoption has an R-square value of 0.208, which falls into the weak category; the endogenous variable Destination Image has an R-square value of 0.865, which is categorized as very strong; and the endogenous variable Visit Intention has an R-square value of 0.504, which is considered moderately strong.



Sumber: Data penelitian diolah, 2020

Figure 1. Analysis Results

Figure 1 illustrates the estimation from indicators to variables and the relationships between variables. All indicators have contributed to forming their respective variables. The indicator HFA4 is the primary indicator for Halal Friendly Attributes, DI3 serves as the main indicator for Destination Image, AIA2 is the principal indicator for AI Adoption, and VI4 is the key indicator for Visit Intention.

Table 5. Estimation

Influence between variables	Type	Std. Estimates	P-Value	Conclusion
Halal friendly attributes → Destination image	Direct	0,930	0,000	Significant
Destination image → AI Adoption	Direct	0,456	0,000	Significant
AI Adoption → Visit intention	Direct	0,182	0,026	Significant
Destination image → Visit intention	Direct	0,609	0,000	Significant
Halal friendly attributes → Destination image → Visit intention	Indirect	0,566	0,000	Significant
Halal friendly attributes → Destination image → AI Adoption → Visit intention	Indirect	0,077	0,030	Significant

Source: Processed research data, 2025

Table 5 shows the pathways of influence among variables in the model. Halal Friendly Attributes affect Destination Image, Destination Image influences both AI Adoption and Visit Intention, and AI Adoption impacts Visit Intention. Halal Friendly Attributes can indirectly affect Visit Intention through Destination Image and AI Adoption. The total mediating role of Destination Image is greater compared to that of AI Adoption.

4. Discussion

4.1. The Influence of Halal Friendly Attributes on Destination Image

This study found that halal-friendly attributes have a significantly positive influence on destination image, with a standardized estimate value of 0.930. This indicates that destinations offering strong halal attributes can enhance tourists' positive perceptions of the destination's image. These findings support the initial hypothesis that halal attributes are important factors in shaping a positive destination image.

These results align with previous research by Han et al. (2019) and Zulvianti et al. (2022), which emphasize the importance of halal attributes in enhancing destination image. However, this study goes further by measuring the direct impact of halal attributes on destination image, providing stronger empirical evidence. It also fills a gap in the literature that often overlooks the direct impact of halal attributes on destination image.

These findings have significant practical implications for destination managers. By enhancing the halal aspects of their offerings, destinations can build a more positive image in the eyes of Muslim tourists, which in turn can increase visit intentions. Scientifically, this research strengthens the understanding of the relationship between

halal attributes and destination image, paving the way for further studies in different contexts.

4.2. The Influence of Destination Image on AI Adoption

This study indicates that destination image positively influences AI adoption, with a standardized estimate value of 0.456. This suggests that a positive perception of a destination can encourage tourists to more readily accept and use AI technology implemented at the destination.

These results support previous findings by Sulaiman et al. (2020), which state that a positive image can enhance the acceptance of new technologies among tourists. However, this study adds a new dimension by linking destination image with AI adoption, a connection that has not been extensively discussed in prior literature.

The implications of these findings are that destination managers should focus on enhancing the destination's image to facilitate the adoption of AI technology. By doing so, technology can be more effectively integrated into tourism services, enhancing the overall tourist experience. Scientifically, these findings expand the understanding of the factors influencing technology adoption in the tourism context.

4.3. The Influence of AI Adoption on Visit Intention

This study found that AI adoption has a positive influence on visit intention, with a standardized estimate value of 0.182. This indicates that the use of AI technology can enhance tourists' interest in visiting the respective destination.

These results support the literature indicating that technology can play a significant role in enhancing the tourist experience and visit intention (Sulaiman et al., 2020). However, this study makes a unique contribution by demonstrating the direct impact of AI adoption on visit intention, an area that has been underexplored in previous research.

The implications of these findings are that destinations adopting AI technology can increase their appeal to tourists, especially those seeking a more modern and efficient experience. Scientifically, these findings highlight the importance of integrating technology into destination marketing strategies to boost visit intention.

4.4. The Influence of Destination Image on Visit Intention

This study found that destination image positively influences visit intention, with a standardized estimate value of 0.609. This indicates that a positive perception of a destination can significantly enhance tourists' interest in visiting.

These findings are consistent with research by Han et al. (2019) and Zulvianti et al. (2022), which show that a strong destination image can increase visit intention. However, this study adds empirical evidence by measuring the direct impact of destination image on visit intention, reinforcing the argument that destination image is a key factor in tourists' decision-making.

The practical implications of these findings are that destinations need to focus on building and maintaining a positive image to boost visit intention. Scientifically, this

research strengthens the understanding of the importance of destination image in influencing tourist behavior, supporting more focused marketing efforts.

4.5. The Influence of Halal Friendly Attributes on Visit Intention Mediated by Destination Image

This study shows that halal attributes positively influence visit intention, mediated by destination image, with a standardized estimate value of 0.566. This indicates that destination image plays an important role as a mediator in the relationship between halal attributes and visit intention.

These results fill a gap in the previous literature by demonstrating the mediating role of destination image in the relationship between halal attributes and visit intention. The study supports the findings of Han et al. (2019) and Zulvianti et al. (2022) and adds a new dimension by incorporating the mediation factor.

The implications of these findings are that destination managers should consider how halal attributes can be used to build a positive destination image, which in turn can enhance visit intention. Scientifically, these findings enrich the understanding of mediation mechanisms in the context of halal tourism.

4.6. The Influence of Halal Friendly Attributes on Visit Intention Mediated by Destination Image and AI Adoption

This study found that halal attributes positively influence visit intention, mediated by both destination image and AI adoption, with a standardized estimate value of 0.077. This indicates that these two mediating variables collectively affect the relationship between halal attributes and visit intention.

These results expand the literature by showing that both destination image and AI adoption can act as mediators in the relationship between halal attributes and visit intention. The findings add complexity and depth to our understanding of how these factors interact to influence visit intention.

The implications of these findings are that destinations aiming to enhance visit intention should consider integrating halal attributes and AI technology into their strategies, focusing on building a positive destination image. Scientifically, these findings offer new insights into the role of dual mediation in the tourism context, paving the way for further research in this field.

5. Conclusion

The study concludes that halal-friendly attributes significantly influence visit intention in tourist destinations, with destination image and artificial intelligence (AI) adoption serving as crucial mediators. The findings reveal that halal-friendly attributes enhance the destination image, which in turn positively influences AI adoption and ultimately increases tourists' visit intentions. This research provides empirical evidence supporting the integration of cultural and technological factors in tourism strategies to attract Muslim travelers. The study's novelty lies in demonstrating the dual mediating roles of destination image and AI adoption, offering a comprehensive framework for

understanding the dynamics of halal tourism. Future research is suggested to explore other potential mediators and extend the model to different cultural contexts to further validate these findings.

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