

Factors Shape for Foreign Muslim Tourists' Preferences for Halal Tourism in Indonesia

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ABSTRACT

Halal tourism in Indonesia has become one of the fastest growing sectors in recent years, along with the increasing interest of Muslim tourists from various countries. This study aims to determine the factors shaping the preferences of foreign Muslim tourists who visited halal destinations in Indonesia in the last five years. Data were obtained through a survey involving 163 respondents from 23 countries. The results of this study indicate that there are nine factors shaping foreign tourist preferences consisting of: Factor 1. Adherence to Sharia Principles (39.982%); Factor 2. Muslim-Friendly Infrastructure (10.206%); Factor 3. Islamic Heritage and Cultural Values (8.282%); Factor 4. Sharia-Based Codes of Conduct (4.123%); Factor 5. On-Site Destination Amenities (3.915%); Factor 6. Gender Segregation & Islamic Financial Systems (3.100%); Factor 7. Provision of Sharia-Compliant Services (2.878%); Factor 8: Arabic Linguistic Support (2.596%) and Factor 9: Environmental Hygiene and Sanitation (2.291%). These nine factors form the basis for developing more effective tourism marketing strategies, particularly in attracting Muslim tourists from various countries.

JEL Codes:

Keywords: *Halal Tourism, Indonesia, Foreign Muslim Tourists, Foreign Tourist Preferences, Marketing Strategy*