

**LEMBAR PENILAIAN SEJAWAT SEBIDANG ATAU PEER REVIEW  
JURNAL ILMIAH**

Judul : What Determines Muslim-Friendly Tourism in Aceh?  
 Penulis : Armiadi Musa, Hendra Halim, Bismi Khalidin, Azharsyah Ibrahim  
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 Status Pengusul : Penulis korespondensi  
 Identitas Jurnal : a. Nama Jurnal : Iqtishadia: Jurnal Kajian Ekonomi dan Bisnis Islam  
 b. ISSN : 1979-0724 (Print), 2502-3993 (Online)  
 c. Edisi : Vol. 14 No. 1 (2021)  
 d. Tahun : 2021  
 e. Halaman : 81-106  
 f. Penerbit : Institut Agama Islam Negeri Kudus

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### Submission

Authors Armiadi Musa, Hendra Halim, Bismi Khalidin, Azharsyah Ibrahim  
 Title What Determines Muslim-Friendly Tourism in Aceh?  
 Original file 9438-30679-1-SM.DOCX 2021-01-11  
 Supp. files None  
 Submitter [Dr. Azharsyah Ibrahim](#)  
 Date submitted January 11, 2021 - 12:08 PM  
 Section  
 Editor Husnurrosyidah Husnurrosyidah  
 Abstract Views 255

### Status

Status Published Vol 14, No 1 (2021): IQTISHADIA  
 Initiated 2021-09-29  
 Last modified 2022-02-07

### Submission Metadata

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 Bio Statement —  
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#### Title and Abstract

Title What Determines Muslim-Friendly Tourism in Aceh?  
 Abstract

Aceh is the only province in Indonesia legally allowed to implement sharia law across all sectors, including the tourism industry. This study aims to analyze factors influencing Muslim-Friendly Tourism (MFT) in Aceh. Specifically, it examines the direct and indirect relationship between MFT with travel intention, destination image, and tourist attitude. Data is gathered through a questionnaire survey among 150 respondents that were selected using the convenience sampling method. To explain the tourist's travel intentions, this study develops and tests a multiple regression analysis using the extended hierarchical linear modeling. Seven hypotheses were proposed regarding the relationships between MFT, tourist attitude, destination image, and travel intention constructs. The empirical results from the structural model suggest that MFT, destination image, and tourist attitude significantly influence travel intention; destination image and tourist attitude are the perfect mediators in influencing the MFT on travel intention to Aceh. These results have the implication in improving the promotions of tourism destinations in Aceh and developing more effective halal tourism positioning strategies for Aceh in particular and Indonesia in general.

#### Indexing

Keywords Halal tourism, Consumer Behavior, Muslim-Friendly Tourism, Travel Intention, Destination Image, Tourist Attitude  
 Language en

#### Supporting Agencies

Agencies —

#### References

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ISSN (ONLINE) BARCODE

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Journal of Travel Research, 12(3), 277-286.

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