



# **An Intention to Visit Sharia Tourism; An Effect of Halal Knowledge and Awareness**

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**Abstract**—This study aims to determine (1). The influence of halal knowledge on the intention of tourists to visit Sharia tourist objects in Banten. (2). The influence of halal awareness on the intention of tourists to visit sharia tourism objects in Banten, and (3). The influence of halal knowledge and awareness on the intention of tourists to visit Sharia tourism objects in Banten. The object of this research is tourists who have visited Sharia tourism objects in Banten. The number of samples in this study was set at 120 respondents. The research method used is quantitative. Data collection techniques using a questionnaire. Data were analyzed using multiple linear regression methods through SPSS software version 23. The results of this study indicate that (1). Halal knowledge has a significant positive effect on the intention of tourists to visit Sharia tourist objects in Banten. (2). Halal awareness has a positive and significant effect on the intention of tourists to visit sharia tourism objects in Banten, and (3). Knowledge and awareness of halal have a positive and significant effect on the intention of tourists to visit Sharia tourism objects in Banten. The total contribution of the influence of halal knowledge and awareness on the intention to visit sharia tourism in Banten is 48.3 percent, while the rest is influenced by other variables not examined in this study. Knowledge and awareness of halal have a positive and significant effect on the intention of tourists to visit Sharia tourism objects in Banten. The total contribution of the influence of halal knowledge and awareness on the intention to visit sharia tourism in Banten is 48.3 percent, while the rest is influenced by other variables not examined in this study. Knowledge and awareness of halal have a positive and significant effect on the intention of tourists to visit Sharia tourism objects in Banten. The total contribution of the influence of halal knowledge and awareness on the intention to visit sharia tourism in Banten is 48.3 percent, while the rest is influenced by other variables not examined in this study.

**Keywords:** Halal; Intention; Awareness; Knowledge; Sharia Tourism

## **1. INTRODUCTION**

The tourism sector is an important sector for the Indonesian economy. According to data from the Central Statistics Agency (BPS), the tourism sector in 2019 contributed 5.01% to Indonesia's Gross Domestic Product (GDP)(BPS, 2020). In addition, the tourism sector is also a source of income for many Micro, Small, and Medium Enterprises actors. Indonesia has a lot of tourism potential that can be developed, such as beaches, mountains, and culture (Kemenparekraf, 2021).

Indonesia develops two types of tourism, namely conventional tourism and sharia tourism. Conventional tourism is a type of tourism that offers various types of tourist destinations, such as beaches, mountains, amusement parks, and so on. Conventional tourism tends to focus on a pleasant tourist experience and provides various types of entertainment, recreational activities, and facilities that support tourism activities. Meanwhile, Sharia tourism is a type of tourism that is based on Islamic principles, including in terms of food and drink, clothing, and lifestyle.(Fitriati & Yusuf, 2018). Sharia tourism usually offers facilities that comply with Islamic law, such as separate rooms for men and women, halal food, and easily accessible places of worship. Sharia tourism has been growing rapidly in Indonesia in recent years, as more and more Muslim tourists seek travel experiences that conform to the principles of their religion. (Budiyanto, 2021).

According to data from the Indonesian Ministry of Tourism and Creative Economy, in 2019 there were around 5,400 hotels, restaurants, and other tourist attractions that provide halal tourism services throughout Indonesia. This number increased from the previous year, which was around 3,200 (Kemenparekraf, 2021). In addition, various halal tourism events and festivals are also increasingly being held in various regions in Indonesia. For example, the Banyuwangi Halal Enchantment event which is held every year in Banyuwangi Regency, East Java, and the Nusantara Halal Festival which is held in various cities in Indonesia.

Even though Sharia tourism has begun to grow rapidly in recent years, there are still some lags from conventional tourism in Indonesia. The following is the number of factors that cause this lag. First, Availability of infrastructure: Several regions in Indonesia, especially areas that have the potential to be developed as Sharia tourist destinations, still have inadequate infrastructure. This includes accommodation facilities, transportation, and other tourism support facilities. Second, limited access to information: Indonesian people, especially in areas that are less accessible by technology, still have limited access to information about sharia tourism. This is an obstacle in the promotion and marketing of halal tourist destinations in Indonesia. Third, Lack of government support: Even though the Indonesian government has committed to supporting the development of Sharia tourism, there are still obstacles to its implementation. The lack of government support in terms of incentives and policies that support the development



of Sharia tourism is an obstacle for halal tourism industry players. Fourth, lack of public understanding: There are still many Indonesian people who do not understand the concept of halal tourism and lack of understanding of Islamic Sharia principles which form the basis of halal tourism. This makes people still prefer conventional tourism which is better known (Setyawati & Hudha, 2021)

Banten is one of the provinces in Indonesia which has great potential for the development of Sharia tourism. This province has several tourist destinations that have been developed as halal tourist destinations, including. (1) Anyer Beach: This beach which is located in Serang Regency is one of the famous beaches in Indonesia. Anyer Beach has great potential to be developed as a Sharia tourist destination, especially for Muslim families who want to have a vacation in a more relaxed and safe atmosphere. (2) Banten Raya Natural Tourism Park: This tourist park located in Serang Regency has various family-friendly tourist facilities and is suitable for development as a halal tourism destination. This park has a variety of interesting attractions, such as a zoo, swimming pool, and rides, and (3) Sangiang Island: This small island located in the Sunda Strait has great potential as a Sharia tourist destination. Sangiang Island is famous for its natural beauty which is still beautiful and has the potential to be developed as a religious and culinary tourism destination. In addition to the sharia tourism potential above, Banten Province also has religious tourism destinations, namely the Banten Grand Mosque, Quran Stone, Banten Sultanate Cemetery Complex, Sheikh Muhammad Sholeh Tomb, Thousand Doors Mosque, Al-A'zhom Great Mosque (Fauzi, 2021).

Among the factors that affect the intention of tourists is knowledge and awareness of halal. Halal knowledge is knowledge about the halalness of a product or service in Islam. In the context of food and beverages, halal refers to products that are produced, processed, and packaged according to Islamic rules set out in the Al-Quran and the Sunnah of the Prophet Muhammad peace be upon Him. In other contexts, such as finance and investment, halal refers to activities that comply with Sharia principles. Halal knowledge is important for Muslims because they have to ensure that what they consume or use does not conflict with Islamic teachings. It is also important for manufacturers and manufacturers to ensure that their products or services comply with Halal standards to meet the growing demands of the Muslim market. Apart from that, knowledge of halal is also a concern for people who wish to respect and appreciate the beliefs and religious practices of Muslims. The indicators used to measure halal knowledge are (1) Knowledge related to the concept of halal, (2) differences between halal and non-halal tourism, (3) Halal tourism information, and (4) quality of halal tourism (Ardani Sahputra & Program, 2020)

Halal awareness is the level of understanding of Muslims in knowing problems related to the concept of halal. Such knowledge includes understanding what products are allowed to be consumed and how the production process works. The concept of halal according (Anggraini & Dewanti, 2020) emphasizes food safety, cleanliness, and integrity. It also provides an excellent platform for healthy eating. Because of this, Muslims are aware that choosing halal products is very important not only to follow religious rules but to get food products that comply with health standards (Anggraini & Dewanti, 2020). Awareness implies understanding and perception of an event or subject. Halal awareness from an industrial perspective is awareness of consuming products that are free of alcohol and pork and their derivatives but is broader and more complicated. Halal awareness is also the ability of a Muslim to understand what a halal product is. This includes awareness of how products are stored, sanitized practices, and transferred in distribution systems (Puspita et al., 2020). Meanwhile, according to Nurcahyo and Hudrasyah (2017) in Widyanto and Irfanur (2019) Halal awareness is the level of understanding for Muslims to be fully aware of the concept of halal and shape their decisions in buying and consuming halal products. (Widyanto & Irfanur, 2019). Indicators for measuring halal awareness according to Aziz & Vui (2013) and Ahmad et al (2013) in Izzudin (2018) are (1) knowing the concept of halal, (2) knowing the halal process, (3) assuming that consuming halal food is important for him (Izzudin, 2018), another indicator of halal awareness according to (Ardani Sahputra & Program, 2020) are (1) Awareness, (2) Knowledge, (3) Concern, and (4) Action.

The intention is the tendency to pay attention and act toward people, activities, or situations that are the object of interest accompanied by feelings of liking (Nasution & Aslami, 2021). Suryabrata (1988) in (Zayusman & Riyaldi, 2019) defines interest as a tendency in a person who is attracted to an object or likes an object. Another definition of intention is a preference and a feeling of interest in something or activity, without being told (Hanafi & Agustina, 2021). Consumer intentions can be strengthened by several factors that influence consumer decisions in this case Sharia insurance customers, including 1) Psychological (psychological) factors, which are driving factors from within the consumer. Kotler and Kevin (2009) in (Roshidah, 2020) suggest that consumer psychological factors are based on the existence of motivation, perception, learning, beliefs, and attitudes that can make consumers make purchases. 2) Social factors, which are external driving factors for consumers. In this social factor, consumer behavior in making purchases is based on the influence of family, social status, and the consumer's reference group (Roshidah, 2020). 3) Emotional Factor, which is a measure of a person's intensity in paying attention to an activity or a particular object (Harahap & Devi, 2021). According to Ferdinand, indicators to measure visiting intentions of tourists are (1) transactional intentions, (2) preferential intentions, (3) referential intentions, and (4) exploratory intentions. (Arta & Fikriyah, 2021)

The study was conducted by (Arta & Fikriyah, 2021) who found that knowledge had a significant positive effect on interest in visiting tourist objects in Malang. (Ardani Sahputra & Program, 2020) also states that knowledge has a significant positive effect on intention. (Vristiyana, 2019) which shows that halal knowledge has a positive and significant effect on the intention to buy halal products. study (Nofianti & Rofiqoh, 2019) which states that halal awareness affects intention, (Najmudin et al., 2021) found that halal awareness had a positive and significant effect



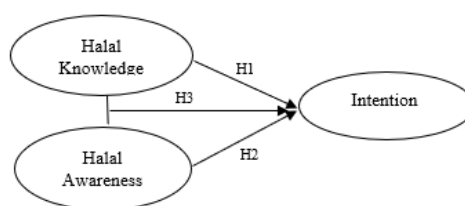
on intention to buy culinary food for beach tourism, (Mutmainah, 2018) which explains that halal awareness has a significant positive effect on the intention to buy halal food. (Vristiyana, 2019) which suggests that halal awareness has a significant positive effect on the intention to buy halal products. This research is different from previous research. This research specifically makes tourists who have visited halal tourist objects in Banten as an object in this research

This study aims to analyze (1) the effect of halal knowledge on tourists' intentions to visit sharia tourism in Banten Province, (2) the effect of halal awareness on tourists' intentions to visit sharia tourism in Banten Province, and (3) the effect of halal knowledge and awareness on the intention of tourists to visit sharia tourism in Banten Province.

## 2. RESEARCH METHODS

### 2.1 Research Framework

Based on the theory and previous research that has been done by previous researchers, the research framework can be arranged as follows:



**Figure 1.** Research Framework

Based on the framework above, the research hypothesis can be formulated as follows:

H1. Halal knowledge has a significant positive effect on the intention of tourists to visit Sharia tourism in Banten Province.

H2. Halal awareness has a significant positive effect on the intention of tourists to visit Sharia tourism in Banten Province.

H3. Halal knowledge and awareness have a significant positive effect on the intention of tourists to visit Sharia tourism in Banten Province.

### 2.2. Research methods

The method used in this research is quantitative. According to (Arikunto, 2010) Quantitative research is research where the data is expressed in the form of numbers or numbers that can be calculated systematically. The population is the entire research subject (Bachtiar, 2018). The population in this study are tourists who have visited halal tourism objects. Determination of the number of samples in this study refers to opinion (Ferdinand, 2002), which states that the sample size depends on the number of indicators used in all variables. The number of samples is equal to the number of indicators multiplied by 5-10. Then the number of samples in this study was set at 120 respondents, which was obtained from the total number of indicator variables used in this study, namely 12, then multiplied by 10 (12 x 10 = 120).

The type of data used in this research is primary data. According to (Bungin, 2015) Primary data is data that is collected directly from the source and processed for use. The data collection method used is a questionnaire. A questionnaire according to (Bungin, 2015) is a questionnaire method in the form of a series or collection of questions that are arranged systematically in a list of questions, then sent to respondents to be filled out. Questionnaires were distributed to 120 respondents who had visited halal tourism in Banten Province.

The method of data analysis in this study is a quantitative descriptive approach, the analytical tool used is the SPSS version 23 program, and the first test is the validity test used to measure the legitimacy or validity of a questionnaire. Furthermore, the reliability test in which a questionnaire is said to be reliable or reliable if one's answers to statements are consistent or stable from time to time. After the instrument is valid and reliable, then the classical assumption test is performed (normality test, multicollinearity test, and heteroscedasticity test), then multiple linear regression analysis is performed, because there are two independent variables in this study. Hypothesis testing consists of a t-test to see the effect of the independent variables on the dependent variable partially. Furthermore, the F test is to see the effect of the independent variables on the dependent variable simultaneously. And test the coefficient of determination used to determine the contribution of the independent variables in influencing the dependent variable (Ulya & Karneli, 2018)

## 3. RESULTS AND DISCUSSION

### 3.1. Research result



Respondents in this study were tourists who had visited halal tourism in Banten Province, totaling 120 people. The researcher divides the respondent's criteria based on gender and regional origin as can be seen in the following table 1 and 2:

**Table 1.** Respondent Data Based on Gender

No	Gender	Amount
1	Man	59
2	Woman	61
Number of Respondents		120

The data in the table 1 above shows that the respondents totaled 120 tourists, consisting of 59 men and 61 women. Based on gender, the majority of respondents were female.

**Table 2.** Respondent Data Based on Origin of Tourists

No	Workplace	Amount
1	Tourists from Banten	82
2	Tourists from Jakarta and Surrounding Areas	38
Number of Respondents		120

The data in the table 2 above shows there were 120 tourists, 82 tourists from Banten, and 38 tourists from Jakarta and its surroundings. Based on these data, the majority of respondents came from tourists from Banten Province.

### 3.1.1. Research Instrument Test

#### 1. Validity Test

Validity testing was carried out using SPSS software version 23. The results of the validity test can be seen in the following table:

**Table 3.** Validity Test Results

Question Items	R-Calculate value	R-Table value	Conclusion
<b>Halal Knowledge</b>			
X1.1	0.802	0.195	Valid
X1.2	0.879	0.195	Valid
X1.3	0.832	0.195	Valid
X1.4	0.848	0.195	Valid
<b>Halal Awareness</b>			
X2.1	0.839	0.195	Valid
X2.2	0.862	0.195	Valid
X2.3	0.837	0.195	Valid
X2.4	0.852	0.195	Valid
<b>Intention</b>			
Y. 1	0.714	0.195	Valid
Y.2	0.674	0.195	Valid
Y.3	0.793	0.195	Valid
Y.4	0.676	0.195	Valid

The data in the table 3 above shows that the r-count value of all question items is greater than the r-table (0.195), so it can be concluded that the question items in the questionnaire are all valid.

#### 2. Reliability Test

The reliability test was carried out using SPSS software version 23. The results of the reliability test can be seen in the following table:

**Table 4.** Reliability Test Results

Variables	Cronbach's Alpha value	R-Table Value	Conclusion
Halal Knowledge (X1)	0.860	0.195	Reliable
Halal Awareness (X2)	0.869	0.195	Reliable
Intention (Y)	0.660	0.195	Reliable

The data in the table 4 above shows that Cronbach's alpha value of the halal knowledge variable (X1) is greater than r-table (0.860 > 0.195), the Cronbach's alpha value of the halal awareness variable (X2) is greater than r-table (0.869 > 0.195), and Cronbach's value, alpha variable of interest (Y) is greater than r-table (0.660 > 0.195). Thus it can be concluded that all variables in this study are reliable and reliable.



**3.1.2. Classic assumption test**

**1. Normality Test**

The normality test was carried out using SPSS version 23 software. The normality test results can be seen in the following table:

**Table 5.** Kolmogorov Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residuals		
<b>N</b>		120
<b>Normal Parameters, b</b>	Means	.000000
	std. Deviation	1.80112968
<b>Most Extreme Differences</b>	absolute	.080
	Positive	.080
	Negative	-.047
<b>Test Statistics</b>		.080
<b>asymp. Sig. (2-tailed)</b>		.058c

The data in the table 5 above shows known that the significance value of the Kolmogorov-Smirnov test is greater than the alpha value ( $0.058 > 0.05$ ) so it can be said that the residual model data is normally distributed or the normality assumption has been fulfilled.

**2. Multicollinearity Test**

Multicollinearity testing was carried out using SPSS software version 23. The multicollinearity test results can be seen in the following table:

**Table 6.** Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
		<b>1</b>	(Constant)	2,731			1,214	
	Halal Knowledge	.484	.073	.536	6,652	.000	.669	1,495
	Halal Awareness	.256	.086	.239	2,969	.004	.669	1,495

**a. Dependent Variable: Tourist Intention**

The data in the table 6 above shows that the halal knowledge variable has a tolerance value greater than 0.10 ( $0.669 > 0.10$ ) and a VIF value less than 10 ( $1.495 < 10$ ), and the halal awareness variable has a tolerance value greater than 0.10 ( $0.669 > 0.10$ ) and the VIF value is less than 10 ( $1.495 < 10$ ), it can be concluded that the data is free from multicollinearity symptoms.

**3. Heteroscedasticity Test**

Heteroscedasticity testing was conducted by using SPSS software version 23. The results of the heteroscedasticity test can be seen in the following table:

**Tabel 7.** Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta			
		<b>1</b>	(Constant)	1.960			.724
	Pengetahuan Halal	.010	.043		.026	.234	.815
	Kesadaran Halal	-.041	.051		-.091	-.806	.422

**a. Dependent Variable: Res\_2**

The data in the table 7 above shows that the significance value of the halal knowledge variable is greater than the alpha value ( $0.815 > 0.05$ ), and the significance value of the halal awareness variable is greater than the alpha value ( $0.422 > 0.05$ ), so it can be concluded that there is no heteroscedasticity in the regression model in this study.

**3.1.3. Correlation Coefficient Test**

Multicollinearity testing was carried out using SPSS software version 23. The multicollinearity test results can be seen in the following table:



**Table 8.** Correlation Coefficient Test Results

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.701a	.492	.483	1.81646

**a. Predictors: (Constant), Halal Awareness, Halal Knowledge**

The data in the table 8 above shows that the correlation coefficient value of halal knowledge and awareness variables on tourists' intentions is 0.483. this value indicates that the intention of tourists is influenced by knowledge and awareness of halal by 48.3 percent, while the rest is influenced by other variables not examined in this study.

**3.1.4. Hypothesis testing**

**1. Statistical t-test**

Statistical t-testing was carried out using SPSS version 23 software. The results of the statistical t-test can be seen in the following table:

**Table 9.** Statistical t-test results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	2,731	1,214		2,250	.026
	Halal Knowledge	.484	.073	.536	6,652	.000
	Halal Awareness	.256	086	.239	2,969	.004

**a. Dependent Variable: Tourist Intention**

The data in the table 9 above shows that the calculated t value of the halal knowledge variable is greater than the t table value (6.652 > 1.661) and the significance value is smaller than the alpha value (0.000 < 0.05), the calculated t value of the halal awareness variable is greater from the t table value (2.969 > 1.661) and the significance value is smaller than the alpha value (0.004 < 0.05). Thus, each knowledge and awareness of halal has a significant positive effect on the intention of tourists to visit sharia tourism in Banten Province.

**2. Statistical F Test**

Statistical F testing was carried out using SPSS software version 23. Statistical F test results can be seen in the following table:

**Table 10.** Test Results f Statistics

ANOVAa						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	373,948	2	186,974	56,667	.000b
	residual	386,044	117	3,300		
	Total	759.992	119			

**a. Dependent Variable: Intensi Wisatawan**  
**b. Predictors: (Constant), Kesadaran Halal, Pengetahuan Halal**

The data in the table 9 above shows that the Fcount value of the variable halal knowledge and awareness is 56,667 and its significance value is 0,000. while the Ftable value is 3.07 and the alpha value is 0.05. when compared, the Fcount value is greater than Ftable (56.667 > 3.07) and the significance value is smaller than the alpha value (0.000 < 0.05). thus, knowledge and awareness of halal simultaneously have a positive and significant effect on tourists' intentions to visit sharia tourism in Banten Province.

**3.2. Discussion of Research Results**

**1. The Effect of Halal Knowledge on Tourist Intentions**

such as halal food, Muslim-friendly accommodation, and adequate prayer facilities. In addition, tourists who have good knowledge of halal may also be more confident in choosing tourist destinations, because they have better knowledge about what is considered halal and haram, as well as the facilities needed to fulfill their halal needs. Thus, the better the halal knowledge of tourists, the better their intention to visit halal tourism. as well as the necessary facilities to fulfill their halal needs. Thus, the better the halal knowledge of tourists, the better their intention to visit halal tourism. as well as the necessary facilities to fulfill their halal needs. Thus, the better the halal knowledge of tourists, the better their intention to visit halal tourism.

The results of this study are in line with the results of the study of (Arta & Fikriyah, 2021) who found that knowledge had a significant positive effect on interest in visiting tourist objects in Malang, (Ardani Sahputra & Program, 2020) also states that knowledge has a significant positive effect on intention. (Vristiyana, 2019) which shows that halal knowledge has a positive and significant effect on the intention to buy halal products.



## 2. The Effect of Halal Awareness on Tourist Intentions

The results of the above study show that the  $t$  value of the variable  $t$  value of the halal awareness variable is greater than the value of  $t$  table ( $2.969 > 1.661$ ) and the significance value is smaller than the alpha value ( $0.004 < 0.05$ ). Thus, halal awareness has a significant positive effect on the intention of tourists to visit sharia tourism in Banten Province. Halal awareness also influences the intention of tourists to visit halal tourism. The higher a person's halal awareness, the more likely they are to choose tourist destinations that meet halal standards. Halal awareness can arise from various factors, such as previous experiences, recommendations from friends or family, or education received. Tourists who are more aware of the importance of complying with halal principles may be more likely to seek and choose tourist destinations that meet halal standards. In addition, the higher the awareness of halal, the more it is highly likely that tourists will take proactive actions in seeking information about available halal tourist destinations. This can strengthen their intention to visit tourist destinations that suit their halal needs

The results of this study are in line with the results of the study (Nofianti & Rofiqoh, 2019) which states that halal awareness affects intention, (Najmudin et al., 2021) found that halal awareness had a positive and significant effect on intention to buy culinary food for beach tourism, (Mutmainah, 2018) which explains that halal awareness has a significant positive effect on the intention to buy halal food. (Vristiyana, 2019) which suggests that halal awareness has a significant positive effect on the intention to buy halal products.

## 3. The Effect of Halal Knowledge and Awareness on Tourist Intentions

The results of the study above found that the  $F$ -count value of the halal knowledge and awareness variable was 56,667 and the significance value was 0,000. while the  $F$ -table value is 3.07 and the alpha value is 0.05. when compared, the  $F$ -count value is greater than  $F$ -table ( $56.667 > 3.07$ ) and the significance value is smaller than the alpha value ( $0.000 < 0.05$ ). thus, knowledge and awareness of halal simultaneously have a positive and significant effect on tourists' intentions to visit sharia tourism in Banten Province. Tourists who have good knowledge and awareness of halal tend to better understand Sharia principles and the needs of Muslim tourists in carrying out their prayers while traveling. Therefore, they may be more interested in visiting Sharia tourist destinations that meet Sharia and halal standards. In addition, tourists who are aware of the importance of carrying out tourism activities following Sharia principles also tend to prefer Sharia tourist destinations. This is because Sharia tourist destinations offer a variety of adequate facilities to meet the prayer needs of Muslim tourists, such as mosques, halal restaurants, and Sharia-compliant accommodations. The contribution of the influence of halal knowledge and awareness on the intentions of tourists is 48.3%, while the rest is influenced by other factors outside of this study. The results of this study are in line with the results of the study tourists who are aware of the importance of carrying out tourism activities following Sharia principles also tend to prefer Sharia tourist destinations. This is because Sharia tourist destinations offer a variety of adequate facilities to meet the prayer needs of Muslim tourists, such as mosques, halal restaurants, and Sharia-compliant accommodations. The contribution of the influence of halal knowledge and awareness on tourists' intentions is 48.3%, while the rest is influenced by other factors outside of this study. The results of this study are in line with the results of the study tourists who are aware of the importance of carrying out tourism activities following Sharia principles also tend to prefer Sharia tourist destinations. This is because Sharia tourist destinations offer a variety of adequate facilities to meet the prayer needs of Muslim tourists, such as mosques, halal restaurants, and Sharia-compliant accommodations. The contribution of the influence of halal knowledge and awareness on the intentions of tourists is 48.3%, while the rest is influenced by other factors outside of this study. The results of this study are in line with the results of the study The contribution of the influence of halal knowledge and awareness on the intentions of tourists is 48.3%, while the rest is influenced by other factors outside of this study. The results of this study are in line with the results of the study The contribution of the influence of halal knowledge and awareness on the intentions of tourists is 48.3%, while the rest is influenced by other factors outside of this study. The results of this study are in line with the results of the study (Vristiyana, 2019) which found that knowledge and awareness of halal had a positive and significant effect on the intention to buy halal products.

## 4. CONCLUSION

Based on the results of the research and discussion above, it can be concluded that halal knowledge has a positive and significant effect on tourists' intentions to visit halal tourist objects in Banten Province, halal knowledge has a positive and significant effect on tourists' intentions to visit halal attractions in Banten Province. , as well as knowledge and awareness of halal has a positive and significant effect on the intention of tourists to visit halal tourism objects in Banten Province. The contribution of the influence of halal knowledge and awareness on the intentions of tourists is 48.3%. Thus, it is recommended for halal tourism actors to provide education to the public to increase their knowledge and awareness of halal so that people's intention to visit halal tourism objects also increases.

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