

PENGARUH *PUSH* DAN *PULL FACTOR* TERHADAP KEPUTUSAN MENGUNJUNGI PARIWISATA HALAL YANG DIMODERASI OLEH RELIGIUSITAS DAN TEKNOLOGI *VIRTUAL REALITY*

Rahmi Meldayati

Abstrak

Fenomena pesatnya ekonomi syariah mendorong destinasi wisata halal di Indonesia mengadopsi teknologi imersif untuk menarik wisatawan. Realitas di lapangan menunjukkan adanya celah pemahaman mengenai interaksi antara motivasi wisatawan, tingkat religiusitas, dan efektivitas teknologi digital dalam memengaruhi keputusan berkunjung. Penelitian ini bertujuan untuk menganalisis pengaruh push factor dan pull factor terhadap keputusan mengunjungi destinasi wisata halal. Variabel religiusitas dan pemanfaatan teknologi Virtual Reality (VR) ditempatkan sebagai variabel moderasi dalam model penelitian. Landasan teoretis utama menggunakan teori motivasi push-pull dan Technology Acceptance Model (TAM). Pendekatan penelitian menggunakan metode kuantitatif melalui penyebaran kuesioner kepada 400 responden wisatawan Muslim di DKI Jakarta. Teknik pengambilan sampel menggunakan rumus Slovin dan prosedur purposive sampling. Analisis data dilakukan dengan metode Structural Equation Modeling berbasis Partial Least Squares (SEM-PLS) melalui perangkat lunak SmartPLS 4.0. Hasil analisis deskriptif menunjukkan bahwa push factor (86%), pull factor (86%), dan religiusitas (86%) berada dalam kategori Sangat Baik. Pemanfaatan teknologi VR berada dalam kategori Cukup Baik dengan skor rata-rata sebesar 65,81%. Hasil uji hipotesis menunjukkan bahwa push factor dan pull factor berpengaruh positif dan signifikan terhadap keputusan berkunjung dengan nilai R-Square sebesar 0,742. Nilai R-Square tersebut membuktikan bahwa model mampu menjelaskan variabel keputusan berkunjung sebesar 74,2%. Uji efek moderasi menunjukkan bahwa religiusitas tidak memiliki pengaruh signifikan ($P\text{-Value} > 0,05$) dalam memperkuat hubungan antar variabel utama. Teknologi VR juga terbukti tidak berpengaruh signifikan sebagai variabel moderasi terhadap keputusan berkunjung karena adanya hambatan teknis penggunaan. Penelitian ini menyimpulkan bahwa integrasi nilai spiritual dan inovasi teknologi merupakan kunci utama dalam memperkuat sektor pariwisata halal modern.

Kata Kunci: *Push Factor, Pull Factor, Religiusitas, Virtual Reality.*

THE INFLUENCE OF PUSH AND PULL FACTORS ON THE DECISION TO VISIT HALAL TOURISM DESTINATIONS: THE MODERATING ROLE OF RELIGIOSITY AND VIRTUAL REALITY TECHNOLOGY

Rahmi Meldayati

Abstract

The rapid growth of the Islamic economy has encouraged halal tourism destinations in Indonesia to adopt immersive technologies to attract visitors. In practice, there remains a gap in understanding the interaction between tourist motivation, levels of religiosity, and the effectiveness of digital technology in influencing visitation decisions. This study aims to analyze the influence of push factors and pull factors on the decision to visit halal tourism destinations. Religiosity and the utilization of Virtual Reality (VR) technology are positioned as moderating variables within the research model. The primary theoretical frameworks employed are the push-pull motivation theory and the Technology Acceptance Model (TAM). This research utilizes a quantitative approach, distributing questionnaires to 400 Muslim tourists in DKI Jakarta. The sampling technique utilized the Slovin formula and purposive sampling procedures. Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) via SmartPLS 4.0 software. Descriptive analysis results indicate that push factors (86%), pull factors (86%), and religiosity (86%) all fall within the "Very Good" category. Meanwhile, the utilization of VR technology is categorized as "Fairly Good" with an average score of 65.81%. Hypothesis testing demonstrates that push and pull factors have a positive and significant influence on the decision to visit, with an R-Square value of 0.742. This indicates that the model explains 74.2% of the variance in the visitation decision variable. Moderating effect tests reveal that religiosity does not have a significant impact ($P\text{-Value} > 0.05$) in strengthening the relationship between the primary variables. Similarly, VR technology did not prove to be a significant moderating variable regarding the decision to visit due to technical usage barriers. This study concludes that the integration of spiritual values and technological innovation is the key to strengthening the modern halal tourism sector.

Keywords: *Push Factor, Pull Factor, Religiosity, Virtual Reality.*