

***The Influence of Halal Tourism Facilities, Travel Motivation, and Accessibility
on the Satisfaction of Muslim Hikers on Mount Sumbing (Via Garung)
Wonosobo***

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ABSTRACT

Halal tourism in Indonesia is growing rapidly as a strategic segment of the national tourism industry, particularly in natural destinations and mountain climbing, which are increasingly popular among Muslim tourists. On the one hand, the availability of Sharia-compliant facilities, a strong motivation to climb, and adequate accessibility can create a meaningful travel experience and high satisfaction for Muslim climbers. However, the limited availability of halal facilities along hiking trails, difficult access to base camps, and motivations that are not met by on-site conditions have the potential to significantly reduce the comfort and satisfaction of Muslim hikers. This study aims to analyze the influence of halal tourism facilities, tourism motivations, and accessibility on the satisfaction of Muslim hikers on Mount Sumbing via the Garung route in Wonosobo Regency. The research method used was a quantitative approach with primary data collected through the distribution of questionnaires to a number of Muslim hiker respondents, and the analysis method employed Partial Least Squares Structural Equation Modeling (PLS-SEM). The results of this study indicate that halal tourism facilities, travel motivation, and accessibility each have a positive and significant effect on Muslim hikers' satisfaction. It turns out that Muslim hikers' satisfaction is influenced by the fulfillment of Sharia requirements, the alignment of their motivations with on-site conditions, and ease of access—not merely by natural beauty. These findings have practical implications for base camp managers and the Wonosobo government, and they enrich the study of halal tourism in the context of nature tourism in Indonesia.

Keywords: *accessibility, Muslim hikers' satisfaction, tourism motivation, halal tourism.*

**Pengaruh Fasilitas Wisata Halal, Motivasi Wisata, dan Aksesibilitas
Terhadap Kepuasan Pendaki Muslim di Gunung Sumbing (Via Garung)
Wonosobo**

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ABSTRAK

Wisata halal di Indonesia berkembang pesat sebagai segmen strategis pariwisata nasional, khususnya pada destinasi alam dan pendakian gunung yang semakin diminati wisatawan Muslim. Di satu sisi, tersedianya fasilitas syariah, motivasi pendakian yang kuat, serta aksesibilitas yang memadai dapat menciptakan pengalaman wisata yang bermakna dan kepuasan yang tinggi bagi pendaki Muslim. Namun, keterbatasan fasilitas halal di jalur pendakian, sulitnya akses menuju basecamp, serta motivasi yang tidak terjawab oleh kondisi lapangan berpotensi menurunkan kenyamanan dan kepuasan pendaki Muslim secara signifikan. Penelitian ini bertujuan untuk menganalisis pengaruh fasilitas wisata halal, motivasi wisata, dan aksesibilitas terhadap kepuasan pendaki Muslim di Gunung Sumbing jalur via Garung, Kabupaten Wonosobo. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan data primer melalui penyebaran kuesioner kepada sejumlah responden pendaki Muslim dan metode analisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian ini menunjukkan bahwa fasilitas wisata halal, motivasi wisata, dan aksesibilitas masing-masing berpengaruh positif dan signifikan terhadap kepuasan pendaki Muslim. Kepuasan pendaki Muslim ternyata dipengaruhi dari terpenuhinya kebutuhan syariah, kesesuaian motivasi dengan kondisi lapangan, dan kemudahan akses, bukan sekadar keindahan alam. Temuan ini berimplikasi praktis bagi pengelola basecamp dan pemerintah Wonosobo, serta memperkaya kajian wisata halal dalam konteks wisata alam di Indonesia.

Kata kunci: aksesibilitas, kepuasan pendaki Muslim, motivasi wisata, wisata halal.