

## The Influence of Online Review Vlogger on Tourism Decisions to The Beach in Improving Halal Tourism Awareness for Millennial Generation

Nanik Wahyuningtiyas<sup>1\*</sup>, Tri Sugiarti Ramadhan<sup>2</sup>

<sup>1,2</sup> Universitas Islam Malang

\* Corresponding author email: [nanikwahyu@unisma.ac.id](mailto:nanikwahyu@unisma.ac.id)

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### KEYWORD

attractiveness, trustworthiness,  
expertise, traveling decisions,  
awareness

### A B S T R A C T

*This study aims to analyze and explain (1) To determine the effect of Attractiveness, Trustworthiness, Expertise partially influential on Tourism Decisions; (2) To find out the influence of Attractiveness, Trustworthiness, Expertise simultaneously influence on Tourism Decisions; (3) To determine the effect of Attractiveness, Trustworthiness, Expertise partially influence Awareness; (4) To find out the influence of Attractiveness, Attractiveness, Trustworthiness, Expertise simultaneously influence on Awareness; (5) To determine the effect of Tourism Decisions have an effect on Awareness; (6) To find out the influence of Attractiveness, Trustworthiness, Expertise partially influence Awareness through Tourism Decisions as an intervening variable. This study uses a data collection method with a questionnaire, with a quantitative approach. The population that is the object of research is tourists visiting the South Malang Coast region. Testing the analysis using path analysis. The results of this study indicate (a) Partial testing of variables consisting of attractiveness, trustworthiness, expertise that affect travel decisions viewed from the significant value is attractiveness. (b) Simultaneous test results of variables consisting of attractiveness, trustworthiness, expertise that affect travel decisions by 43.4% (c) Partial test results of variables consisting of attractiveness, trustworthiness, expertise, which affect the awareness seen from the significant value is attractiveness. (d) Simultaneous test results of variables consisting of attractiveness, trustworthiness, expertise, travel decisions that affect awareness 23.8%. (e) The test results of the influence of a tour decision on awareness are influential with a significant value of 0,000 less than 0.05 at a 95% confidence level. (f) The results of the test of the influence of attractiveness, trustworthiness, expertise influencing Awareness through the Travel Decision as an intervening variable were found that the tour decision was an intervening variable due to an increase in the value of direct influence and from the results of testing through the variable of the travel decision.*



## INTRODUCTION

The development of the tourism sector in Indonesia has clearly provided evidence in the form of huge foreign exchange income from the tourism sector. According to Morrissan in (Morissan, 2007) tourist behavior is the processes and activities involved when people search, select, use, evaluate, and discard products and services to satisfy their needs and wants. Awalia stated that the meaning of the phrase "halal tourism" is actually very ambiguous, non-standard, even very confusing, because there is no interpretation of the meaning that can be used as the main reference. Everyone can interpret it differently according to their respective understandings ((Awalia, 2017). The Minister of Tourism of the Republic of Indonesia, Arief Yahya targets that by the end of 2019 the tourism sector should be able to contribute a value of 8% to the national GDP with a foreign exchange amount of around Rp 240 trillion, job creation and foreign tourist visits of 20 million people. Along with the increasing development of halal tourism in the world, now Indonesia is also increasingly aligning the development of tourism towards the halal tourism trend that is more widely known by the public with sharia tourism. According to the agency e-Marketer market research in (Narwastu, 2018), Indonesia's internet user population reaches 112 million people, beat Japan in 5th place. Increasing internet users making Indonesian social media users also continue to grow. Based on Statistics data, social media users in Indonesia in 2017 reached 96 million users. This trend was triggered by the increasing awareness of the global community regarding halal products. The level of understanding is not only in the matter of food and drinks but also concerning tourism, clothing, cosmetics and so on that have become a necessity. In the world halal tourism competition 2016 (World Halal Tourism Awards 2016) in Abu Dhabi, United Arab Emirates on October 24 Until 25 November 2016 Indonesia won 12 awards from 16 categories that were contested(Gabriela, 2019). This is a matter of pride and opens up opportunities for Indonesia to increase the number of tourist visits to Indonesia for both domestic and foreign tourists. A number of non-Muslim countries, such as Thailand, Japan, Korea and Australia, which without hesitation are developing halal tourism as a brand. Some of these countries have travel guidebooks for Muslims as an additional service for Muslim tourists. Thailand, as a country with 5% Muslim population, has the courage to declare it a halal tourist destination and lifestyle (Darwis, 2017).

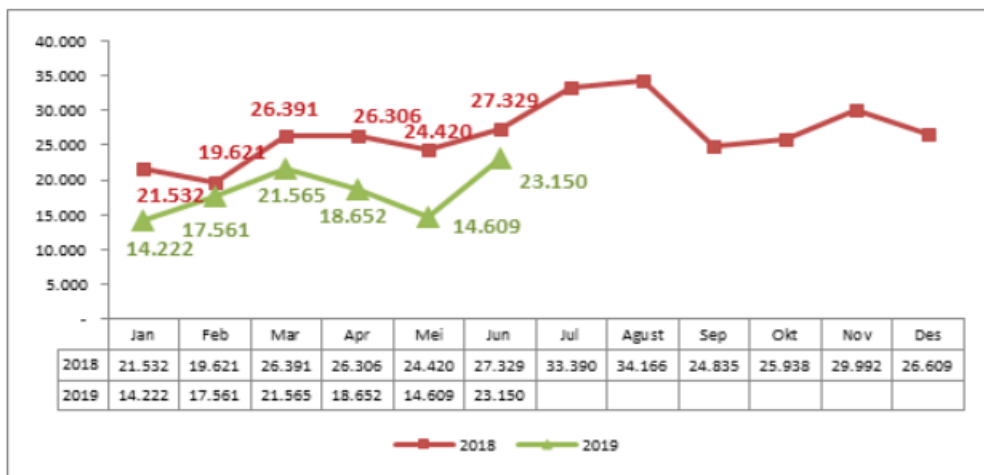


Figure 1. Number of Foreign Tourists Coming to East Java Through the Entrance of Juanda 2018-2019 (BPS, 2019)

Source: processed from BPS East Java Press(BPS, 2019)

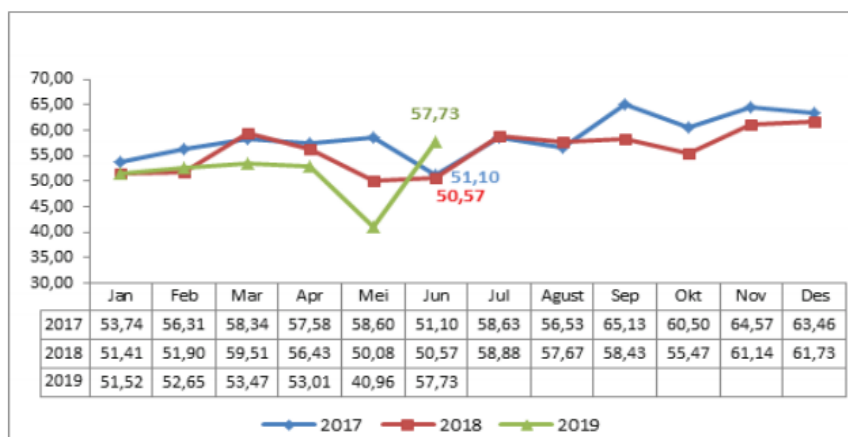


Figure 2: TPK Star Hotels in East Java 2017-2019  
 Source: processed from BPS East Java Press(BPS, 2019)

The number of foreign tourists visiting East Java through the Juanda entrance in June 2019 increased by 58.46 percent compared to May, from 14,609 visits to 23,150 visits. Most foreign tourists from Malaysia reached 5,132 visits, up 9.54 percent, followed by Singapore with 2,146 visits or up 12.95 percent, and China with 1,668 visits or an increase of 30.41 percent compared to May 2019 (Qomariah K, 2019). Room Occupancy Rate (ROR) star hotels in East Java in June 2019 reached 57.73 percent, up 16.77 points compared to the previous month. The ROR for 4-star hotels (61) of 61.72 percent is the highest ROR compared to ROR for other star-rated hotels(Gabriela, 2019).

The purpose of halal tourism development is to meet the needs of the Muslim tourist market for the availability of tourist accommodation in accordance with Islamic law. In the COMCEC report (Pratiwi, Dida, & Sjafirah, 2018), it is mentioned several criteria for the needs of Muslim tourists when they travel, which is commonly called faith based needs. These needs include the availability of: (1) halal food, (2) proper worship facilities, (3) services during Ramadan, (4) toilets that provide water (water friendly washrooms), (5) recreational facilities that provide privacy, and (6) there are no non-halal activities. Another supporter in realizing halal tourism is halal certification. Muslim tourists are very critical about food. Muslim tourists tend to choose and trust products and services that have a halal logo. Fransiska in (Fransisca & Purnomo, 2019) said that the halal label is usually used to declare the suitability of products such as food products, cosmetics, or body care products with Islamic law. The halal label is now also used to declare the suitability of the location and the services therein with Islamic law. Analyze different items the aspect of buying interest in halal products shows that there are two crucial constructs, namely Halal Certification and Private Community Perceptions (Nurchayyo & Hudrasyah, 2017).

By branding The Heart Of East Java is expected to be able to boost tourist visits. Malang Regency according to wikipedia has an area of 1,365 square miles (3,534.86 km<sup>2</sup>) and has a 102.5 km coastline taken along the south coast of Java starting from Modangan beach in Donomulyo to Licin beach in Ampelgading. According to Disbudpar beach tourism data in Malang there are 91 while according to the Kesatuan Pengelola Hutan (KPH) Perhutani office there are 101 beach tourism objects. This is a natural wealth that has tremendous potential for the people and the district government of Malang. Malang City is still the favorite of tourists, both local and foreign. Noted, the city called Makobu or Malang Flower City was visited by 15,034 foreign tourists and 4.8 million domestic tourists throughout 2018. The data increased from previous years. In 2017, the number of foreign tourists was 12,456 and local tourists were 4.3 million (Hartik, 2019). Based on the background of natural resources, this research focuses on the natural attractions of the beach.

Empirical studies in this study include (1) Febriana with the title "the influence of online consumer review by Beauty vlogger on purchasing decisions" states that the variable Attractiveness, Trustworthiness, affect both partially and simultaneously on purchasing decisions. Attractiveness variable has a more dominant influence in influencing purchase decisions (Febriana & Yulianto, 2018). (2) Pratiwi with the title "Communication Strategies in Building Awareness of Halal Tourism in the city of Bandung" using a single instrumental case study approach. Data collection techniques are done through interviews and observations. The results showed that halal tourism in

the city of Bandung was developed through the support of various cross-institutions, called the penta helix strategy. The communication strategy undertaken by the Department of Tourism and Culture of West Java Province in preparing the City of Bandung as a halal tourist destination by conducting socialization to raise awareness (awareness) to the relevant SKPD. The researchers' recommendation is that if the city of Bandung wants to be a halal tourist destination, it is better to educate and increase awareness of halal tourism programs to maximize the potential of the market and its resources. The AIDA communication model can be used in implementing the communication strategy carried out by the Bandung City Government together with other institutions (Pratiwi, et al., 2018). (3) Rahmawan with the title "The Role of Vloggers as Online Media Influencers in the Digital Media Industry in Indonesia" states that Vlogger has become one of the unique business entities in the advertising industry and the digital media industry. Vlogger can be seen as a manifestation of the concept of Micro-Celebrity and Online Influencer or influential online celebrities, especially among young people. Video Blog is considered as one of the unique forms of communication where the closeness between Vlogger as a celebrity with the audience or fans can be built by showing the daily activities of the Vlogger. Forms of promotion and endorsement by using vlogs are also considered more natural than conventional digital advertising. Research on Vlogger in the media business ecosystem, especially in the Indonesian context is still very rarely found. Therefore, this research is expected to be one of the references related to the Vlogger phenomenon in the context of the development of the digital media industry in Indonesia (Rahmawan, hafiar, & Jimi, 2017). (4) According to Ayu in (Ayu & Artanti, 2020) there is an influence positive between on line customer review (X) against purchase intention (Y). That is, the better the assessment consumers against online customer review that they get then can give influence of consumers to do p appendix on culinary Surabaya. (5) According to Eka in (Eka & Hamdani, 2017) The results are based on the regression assessment there is influence of customer value on purchasing decision through beauty blogger. Customer value also directly affects purchasing decision. Only beauty blogger has a significant directly effect on purchasing decision. (6) According to Hutami in (Hutami, 2019) the dimensions of visibility (visibility), credibility (credibility), attraction (attractiveness), and power (strength) that exist in Yuki Kato as a celebrity endorser are considered quite good in the eyes of domestic millennial tourists, except at the level of personality similarities is one indicator of the attractiveness considered not large. (8) According to Sholikhah in (Sholikhah, 2018) there is a significant influence between electronic word of mouth on the intention to partially visit the Islamic tourism of Santen Island, Banyuwangi. (9) According Fitriana in (Fitriana, Nasution, & Amel, 2020) existence strong influence content travel blogger against the visit domestic tourists to Sumbawa. (10) According Bottour in (Battour, Battor, & Bhatti, 2017) The study found positive relationship between Islamic attributes of destination and overall tourist satisfaction. (11) Sarashadi research results in (Sarashadi & Dewi, 2018) Overall, it can be concluded that attractiveness, expertise and the trust that a vlogger has has an effect on attitudes the audience. In addition, the attitude of the beauty vlog audience has a positive effect on purchase intention beauty products advertised by vloggers through their vlogs. (12) In her research results, Amalia states in (Amalia, 2020) that the product purchased by consumers through appropriate blog recommendations with consumer expectations, have a service satisfactory to consumers, and offer a satisfactory warranty. (13) In her research, Sinaga stated that the better the credibility of a YouTube Beauty Vlogger will strengthen Maybelline's consumer assessment of products and increase Purchase Decisions for products reviewed in the YouTube Beauty Vlogger video ((sinaga & Kusumawati, 2018).

## METHODS

The approach used in this research is a quantitative approach. According to Sugiyono quantitative research is a study that uses statistical analysis and research data in the form of numbers (Sugiyono, 2016). This approach is an empirical, objective, measurable, rational, and systematic scientific method. According to the nature of the type of data this study included in empirical research, namely research on empirical facts obtained based on observation or experience (Arikunto, 2002). The location of this study is in the South Malang Coast region, due to limited research time, encouraging researchers to limit the research location to only one city. The population in this study were all tourists visiting the South Malang Coast region. This study uses sampling (sampling) in the search for data that is by non-probability sampling because the total number of visitors is uncertain. The sampling method in this study was by purposive sampling technique and 165 respondents were obtained, (Sakaran, 2006) provides a rule of thumb, namely that the sample size must be more than 30 and less than 500 is considered

sufficient for research. Data collection techniques using questionnaires / questionnaires and documentation. The compilation of the questionnaire or questionnaire was guided by the Likert scale with several alternative answers given the weight of the assessment (Supranto, 1997). Data analysis used in this study uses path analysis, hypothesis testing using the coefficient of determination test (R<sup>2</sup>), partial test (t test), and simultaneous test (F test), while processing data using SPSS 16 program.

**RESULTS AND DISCUSSION**

Based on the results of descriptive analysis, all statements can be said to be valid if R-count > R-table. As for the Reliability Test it is acceptable that for each item the variable has a r-table value higher at the significance level of 0.05 and df / N 165, which is 0.1528, and a Cronbach alpha value > 0.60

**Path Analysis**

*Analysis of the first model*

Regression analysis is used to measure the relationship between variables with the help of the SPSS 16.00 program as follows:

Table 1 Results of Model Determination Coefficient Analysis 1 Model Summary<sup>a</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.666 <sup>a</sup>	.444	.434	2.234	1.900

Source: Primary data processed (2020)

Table 2 Results of the Multiple Regression Analysis Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.195	3.013		1.061	.290		
Attractiveness (X1)	1.152	.102	.679	11.248	.000	.949	1.054
Trustworthiness (X2)	.049	.047	.063	1.058	.292	.964	1.037
Expertise (X3)	-.037	.048	-.047	-.783	.435	.952	1.050

Source: Primary data processed (2020)

Based on the output table, it can be seen that a significant value of Attractiveness (X1) of 0,000 < 0.05 means that the hypothesis is accepted so that there is a positive effect (constant value of 1.152) Attractiveness to the decision of traveling. Based on the output table, it can be seen that a significant value of Trustworthiness (X2) of 0.292 > 0.05 means that the hypothesis is rejected so that there is no Trustworthiness effect on the decision of traveling. Based on the output table, it can be seen that a significant value of Expertise (X3) of 0.435 > 0.05 means the hypothesis is rejected so that there is no effect of Expertise on travel decisions. From the table above, it can be seen that the influence of the number of standardized coefficients, the influence of X1 on Y is 0.679 or 67.9%, for X2 against Y is 0.063 or 6.3%, for X3 against Y is -0.047 or -4.7% for the value of e1 = v (1-0,444) = 0.7456

The influence of X1, X2, X3 on Y in combination can be seen in the model summary table above. From the table above we can see the value of R Square 0.444 or 44.4%. This figure shows the influence of X1, X2, X3 on Y in a combined form of 44.4% while the remaining 55.6% is influenced by other factors or error values.

*Second Model Analysis*

Regression analysis is used to measure the relationship between variables by:

Table 3. Results of the Model 2 Determination Coefficient Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.506 <sup>a</sup>	.256	.238	3.702	1.678

Source: Primary data processed (2020)

Table 4. Model 2 Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.237	5.011		.047	.962		
Attractiveness (X1)	.457	.227	.189	2.016	.045	.531	1.882
Trustworthiness (X2)	.015	.078	.014	.196	.845	.958	1.044
Expertise (X3)	.143	.079	.126	1.806	.073	.949	1.054
Keputusan Berwisata (Y)	.470	.131	.329	3.599	.000	.556	1.799

Source: Primary data processed (2020)

Based on the output table, it can be seen that a significant value of Attractiveness (X1) of  $0.178 > 0.05$  means that the hypothesis is accepted so that there is an influence on the positive (constant value of 0.457) Attractiveness to Awareness. Based on the output table, it can be seen that a significant value of Trustworthiness (X2) of  $0.845 < 0.05$  means that the hypothesis is rejected so that there is no influence of Trustworthiness on Awareness. Based on the output table, it can be seen that a significant value of Expertise (X3) of  $0.073 > 0.05$  means that the hypothesis is rejected so that there is no effect of Expertise on Awareness. Based on the output table, it can be seen that a significant value of Traveling Decision (Y) of  $0.000 > 0.05$  means that the hypothesis is accepted so that there is a direct and positive influence (constant value of 0.470) Traveling Decision on Awareness. From the table above, it can be seen that the influence of the number of standardized coefficients, the effect of X1 on Z is 0.256 or 25.6%, for the influence of X2 on Z is -0.173 or -17.3%, for the effect of X3 on Z is 0.135 or 13, 5%, for the effect of Y on Z of 0.251 or 25.1% for the value of  $e_2 = v(1 - 0.256) = 0.86525$ .

The influence of X1, X2, X3, Y on Z combined can be seen in the model summary table above. From the table above we can see the value of R Square 0.256 or 25.6%. This figure shows the influence of X1, X2, X3, Y on Z in a combined form of 25.6% while the remaining 74.4% is influenced by other factors or error values.

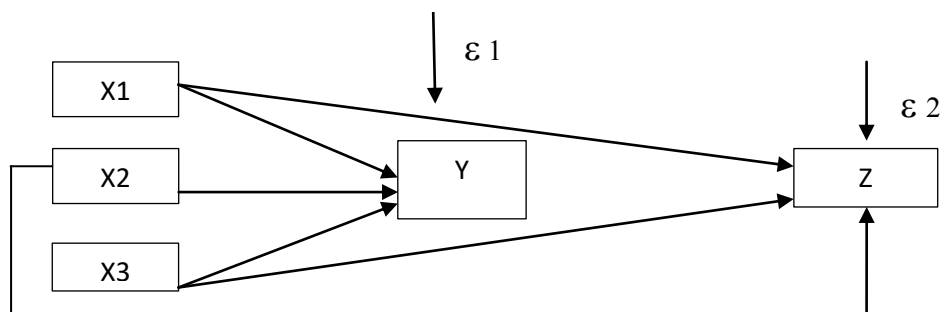


Figure 4. Structural Path Diagram

Recapitulation

Direct influence

1. Effect of Attractiveness (X1) on Travel Decisions (Y) = 67.9%
2. Effect of Trustworthiness (X2) on Travel Decisions (Y) = 6.3%
3. Effect of Expertise (X3) on Travel Decisions (Y) = -4.7%
4. Effect of Attractiveness (X1) on Awareness (Z) = 18.9%
5. Effect of Trustworthiness (X2) on Awareness (Z) = 1.4%
6. Effect of Expertise (X3) on Awareness (Z) = 12.6%
7. Effect of Traveling Decisions (Y) on Awareness (Z) = 32.9%

Indirect influence

1. Effect of Attractiveness (X1) on Awareness (Z) through Travel Decisions (Y)  
 $X1 \rightarrow Y \rightarrow Z$   
 $= (0.679 \times 0.329) = 0.2234$  or 22.34%

2. Effect of Trustworthiness (X2) on Awareness (Z) through Travel Decisions (Y)  
 $X2 \rightarrow Y \rightarrow Z$   
 $= (0.063 \times 0.329) = 0.021$  or 2.1%
3. Effect of Expertise (X3) on Awareness (Z) through Travel Decisions (Y)  
 $X3 \rightarrow Y \rightarrow Z$   
 $= (-0.047 \times 0.329) = -0.0155$  or -1.55%

*Total Effect (Total Effect)*

1.  $X1 \rightarrow Y \rightarrow Z$   
 $= 67.9\% + 22.34\% = 90.24\%$
2.  $X2 \rightarrow Y \rightarrow Z$   
 $= 6.3\% + 2.1\% = 8.4\%$
3.  $X3 \rightarrow Y \rightarrow Z$   
 $= -4.7\% + -1.55\% = -6.25\%$

**Hypothesis test**

*T test*

Table 5. T Test Results for Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.195	3.013		1.061	.290		1.054
Attractiveness (X1)	1.152	.102	.679	11.248	.000	.949	1.037
Trustworthiness (X2)	.049	.047	.063	1.058	.292	.964	1.050
Expertise (X3)	-.037	.048	-.047	-.783	.435	.952	1.054

Source: Primary Data Processed (2020)

Table 6. T Test Results for Model 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.237	5.011		.047	.962		
Attractiveness (X1)	.457	.227	.189	2.016	.045	.531	1.882
Trustworthiness (X2)	.015	.078	.014	.196	.845	.958	1.044
Expertise (X3)	.143	.079	.126	1.806	.073	.949	1.054
Travel Decision (Y)	.470	.131	.329	3.599	.000	.556	1.799

Source: Primary Data Processed (2020)

Based on the tables 5 and 6 above we can see the effect of each independent variable on the dependent variable: (1) Effect of Attractiveness (X1) on Travel Decisions (Y), value of t Calculate (11,248) > t Table (1,974) and a significant level of 0,000 < 0.05 then Ho is rejected and Ha is accepted. Thus it can be concluded that partially attractiveness variable significantly influences travel decisions; (2) The Effect of Trustworthiness (X2) on Traveling Decisions (Y), the value of t Calculate (1.058) < t Table (1.974) and a significant level of 0.292 > 0.05 then Ho is accepted and Ha is rejected. Thus it can be concluded that partially the trustworthiness variable does not affect the tour decision; (3) Effect of Expertise (X3) on Travel Decisions (Y), value of t Calculate (-0.783) < t Table (1.974) and a significant level of 0.435 > 0.05 then Ho is accepted and Ha is rejected. Thus it can be concluded that partially the expertise variable has no effect on the tour decision; (4) Effect of Attractiveness (X1) on Awareness (Z), value of t Calculate (2016) > t Table (1974) and a significance level of 0.045 < 0.05 then Ho is rejected and Ha is accepted. Thus it can be concluded that partially attractiveness variables significantly influence awareness; (5) The Effect of Trustworthiness (X2) on Awareness (Z), value of t Calculate (0.196) < t Table (1.974) and a significant level of 0.845 > 0.05 then Ho is accepted and Ha is rejected. Thus it can be

concluded that partially the trustworthiness variable does not affect awareness; (6) Effect of Expertise (X3) on Awareness (Z), the value of t Calculate (1.806) < t Table (1.974) and a significant level of 0.073 > 0.05 then Ho is accepted and Ha is rejected. Thus it can be concluded that partially the expertise variable has no effect on Awareness; (7) Effect of Travel Decisions (Y) on Awareness (Z), value of t Calculate (3.599) > t Table (1.974) and a significant level of 0.000 > 0.05 then Ho is rejected and Ha is accepted. Thus it can be concluded that partially the decision variable has a significant influence on awareness.

### F Test

Table 7 Model 1 Calculate F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	641.518	3	213.839	42.865	.000 <sup>a</sup>
	Residual	803.185	161	4.989		
	Total	1444.703	164			

Source: Primery data Processed (2020)

Table 8 Model 2 Calculate F Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	754.756	4	188.689	13.772	.000 <sup>a</sup>
	Residual	2192.190	160	13.701		
	Total	2946.945	164			

Source: Primery data processed (2020)

From table 7 above shows F Calculate (42,865) > F Table (2.43) and a significant level of 0,000 < 0.05 then Ho is rejected and Ha is accepted. So, it can be concluded that the attractiveness, trustworthiness, and expertise variables simultaneously influence travel decisions. From table 8 above shows F Calculate (13,772) > F Table (2.43) and a significant level of 0,000 < 0.05 then Ho is rejected and Ha is accepted. So, it can be concluded that the attractiveness, trustworthiness, expertise and travel decision variables simultaneously influence the awareness of millennial generation on sharia tourism

### Discussion

*How does the influence of Attractiveness, Trustworthiness, Expertise partially affect Tourism Decisions*

*The Effect of Attractiveness on Traveling Decisions*

A vlogger's attractiveness is proven to have a significant effect on a visiting decision. This can be proven in Table 5.1 P value < 0,000 is smaller than alpha 0.05 at 95% confidence level, t count value (11,248) > t table (1,974) and a significant level of 0,000 < 0.05. This significant effect can also be proven by the results of descriptive analysis which shows the positive perception of respondents.

The results of this study support previous research conducted by Febriana (2018) which suggests that attractiveness influences both partially and simultaneously on purchasing decisions, and has a more dominant influence in influencing purchase decisions.

*The Effect of Trustworthiness on Traveling Decisions*

The test of the influence of Trustworthiness on Travel Decisions shows a coefficient value of 0.063 with a P value of 0.292, this means that it is not significant, because it is said to be significant if P < 0.05, the value of t Calculate (1.058) < t Table (1.974) and a significant level of 0.292 > 0.05 . This shows that trustworthiness does not affect the decision to travel to the beach in South Malang.

This is not in accordance with previous research listed on the theoretical basis, this could be due to the level of trust in the vlogger they see on YouTube, the review is less convincing or there are other factors that are more noticed and used by consumers to travel to the beach and this can used for further research to find this new phenomenon.

*Effect of Expertise on Traveling Decisions*

Expertise influence test on Travel Decisions shows a coefficient of -0.047 with a P value of 0.435, this means that it is not significant, because it is said to be significant if P < 0.05, the value of t Calculate (-0.783) < t



Table (1.974) and a significant level of  $0.435 > 0,05$ . This shows that expertise has no effect on the decision to travel to the beach in southern Malang.

*How does the influence of Attractiveness, Trustworthiness, Expertise simultaneously influence the Travel Decision*

F Calculate (42.865) > F Table (2.43) and a significance level of  $0.000 < 0.05$ , it can be concluded that the attractiveness, trustworthiness, and expertise variables simultaneously influence travel decisions. Judging from the coefficient of determination (R<sup>2</sup>) the exogenous variables of attractiveness, trustworthiness, expertise together affect the decision of traveling by 0.434 or 43.4%. While the remaining 56.6% is influenced by other variables besides the 3 exogenous variables.

*How does the influence of Attractiveness, Trustworthiness, Expertise, travel decisions partially influence Awareness*

*Effect of Attractiveness on Awareness*

A vlogger's attractiveness is proven to have a significant effect on awareness. This can be proven in Table 5.1 P value  $< 0.045$  smaller than alpha 0.05 at 95% confidence level, t Calculate value (2.016) > t Table (1.974) and a significant level of  $0.045 < 0.05$ . This significant influence can also be proven by the results of descriptive analysis which shows the positive perception of respondents.

*The Effect of Trustworthiness on Awareness*

The trustworthiness of a vlogger is not proven to affect awareness. This can be proven in Table 5.1 the value of P value  $< 0.845$  is greater than alpha 0.05 at the 95% confidence level, the value of t Calculate (0.196) < t Table (1.974) and a significant level of  $0.845 > 0.05$ . This significant influence can also be proven by the results of descriptive analysis which shows positive respondents' perceptions.

*Effect of Expertise on Awareness*

Expertise of a vlogger has not been proven to have a significant effect on awareness. This can be proven in Table 5.1 P value  $< 0.073$  greater than alpha 0.05 at 95% confidence level, t count value (1.806) < t table (1.974) and a significant level of  $0.073 > 0.05$ . This significant influence can also be proven by the results of descriptive analysis which shows positive respondents' perceptions.

*Effects of Travel Decisions on Awareness*

A vlogger's attractiveness is proven to have a significant effect on awareness. This can be proven in Table 5.1 P value  $< 0.000$  is smaller than alpha 0.05 at 95% confidence level, t count value (3,599) > t table (1,974) and a significant level of  $0.000 > 0.05$ . This significant influence can also be proven by the results of descriptive analysis which shows the positive perception of respondents.

*How does the influence of Attractiveness, Attractiveness, Trustworthiness, Expertise simultaneously influence Awareness*

F Calculate (13,772) > F Table (2.43) and a significant level of  $0,000 < 0.05$ , it can be concluded that the attractiveness, trustworthiness, expertise, and travel decision variables simultaneously influence awareness. Judging from the coefficient of determination (R<sup>2</sup>), the exogenous variables of attractiveness, trustworthiness, expertise, and travel decisions influence together awareness of 0.238 or 23.8%. While the remaining 76.2% is influenced by other variables besides the 4 exogenous variables.

*How does the influence of travel decisions affect Awareness*

The variable of a tourist's travel decision proved to have a significant effect on awareness. This can be proven in Table 5.1 P value  $< 0,000$  is smaller than alpha 0.05 at 95% confidence level, t count value (3,599) > t table (1,974) and a significant level of  $0,000 > 0.05$ . This significant effect can also be proven by the results of descriptive analysis which shows the positive perception of respondents.

The original sample value of the tour decision variable in influencing awareness was positive 0.329, indicating that the direction of the relationship between variables was positive, if interpreted meant "the higher the decision to travel a tourist, the more awareness / awareness would increase." A positive influence can also mean the opposite, namely the decreasing tourist decision of a tourist, the lower the awareness / concern.

*How does the influence of Attractiveness, Trustworthiness, Expertise partially influence Awareness through Travel Decisions as an intervening variable*

*The influence of attractiveness on awareness through travel decisions as an intervening variable*

Based on the results of the path analysis there is an influence of attractiveness on awareness through tourism decisions. This can be seen from the magnitude of the direct effect that is equal to 0.189, and the indirect effect of 0.2234. While the total effect of attractiveness to awareness through the Tourism decision as an intervening variable is 0.9024 or 90.24%. The magnitude of the total influence of attractiveness on awareness through the Tourism Decision as an intervening variable shows that the travel decision has a role in adding awareness of tourists to halal tourism on the coast of the southern Malang region.

*The influence of trustworthiness on Awareness through Travel Decisions as an intervening variable*

Based on the results of the path analysis there is the effect of trustworthiness on awareness through tourism decisions. This is evident from the magnitude of the direct effect of 0.014, and the indirect effect of 0.021. While the total effect of trustworthiness on awareness through the Tourism Decision as an intervening variable is 0.084 or 8.4%. The total value of the trustworthiness effect on awareness through the Tourism Decision as an intervening variable shows that the travel decision has a role in adding awareness of tourists to halal tourism on the coast of the South Malang region.

*The influence of expertise on awareness through travel decisions as an intervening variable*

Based on the results of the path analysis there is the influence of expertise on awareness through tourism decisions. This is evident from the magnitude of the direct effect of 0.126, and the indirect effect of -0.0155. Whereas the total effect of expertise on awareness through Tourism Decisions as an intervening variable is -0.0625 or -6.25%. The magnitude of the total effect of expertise on awareness through the Tourism Decision as an intervening variable shows that the travel decision has a negative role on the awareness of tourists towards halal tourism on the coast of the southern Malang region.

*How does the influence of Attractiveness, Trustworthiness, Expertise affect Awareness through Travel Decisions as an intervening variable*

*The influence of attractiveness on awareness through travel decisions as an intervening variable*

Based on the results of the path analysis there is an influence of attractiveness on awareness through tourism decisions. This can be seen from the magnitude of the direct effect that is equal to 0.189, and the indirect effect of 0.2234. While the total effect of attractiveness to awareness through the Tourism Decision as an intervening variable is 0.9024 or 90.24%. The magnitude of the total influence of attractiveness on awareness through the Tourism Decision as an intervening variable shows that the travel decision has a role in adding awareness of tourists to halal tourism on the coast of the southern Malang region.

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Based on the results of the path analysis there is the influence of expertise on awareness through tourism decisions. This is evident from the magnitude of the direct effect of 0.126, and the indirect effect of -0.0155. Whereas the total effect of expertise on awareness through Tourism Decisions as an intervening variable is -0.0625 or -6.25%. The magnitude of the total effect of expertise on awareness through the Tourism Decision as an intervening variable shows that the travel decision has a negative role on the awareness of tourists towards halal tourism on the coast of the southern Malang region.

## CONCLUSIONS

Based on the results of the path analysis, it can be seen that as much as a review of a vlogger influences the decision to travel to the beach and its impact on awareness of millennial generation halal tourism, several conclusions can be drawn as follows: (a) In this study partially testing the variables consisting of attractiveness,

trustworthiness, expertise that affect travel decisions seen from the significant value is attractiveness means that the increasing attractiveness of a vlogger increases the decision to travel to the beach; (b) Simultaneous test results of variables consisting of attractiveness, trustworthiness, expertise that affect travel decisions by 43.4%. While the remaining 56.6% is influenced by other variables besides the 3 exogenous variables, this can be interpreted as other variables that can be used by further researchers to conduct better research; (c) The results of partial testing of variables consisting of attractiveness, trustworthiness, expertise, which affect awareness seen from the significant value are attractiveness means that the increasing attractiveness of a vlogger increases the awareness of millennial tourists towards halal tourism; (d) Simultaneous test results of variables consisting of attractiveness, trustworthiness, expertise, travel decisions that affect awareness 23.8%. While the remaining 76.2% is influenced by other variables besides the 4 exogenous variables. This can also be interpreted that there are other variables that have a higher influence on the awareness of halal tourism in the millennial generation; (e) The results of the test of the influence of travel decisions on awareness with a significant value smaller than 0.05 at a level of 95% confidence. This significant influence can also be proven by the results of descriptive analysis which shows the positive perception of respondents; (f) The results of the test of the influence of attractiveness, trustworthiness, expertise affect Awareness through the Tourism Decision as an intervening variable found that the decision to travel is an intervening variable due to an increase in the value of direct influence and from the results of testing through the variable of travel decisions.

Based on the results of the study, the discussion and conclusions of this study still have some limitations from several aspects. The government should be more active in promoting and marketing tourist areas in Malang Regency, especially in the coastal area of Teluk Asmara to attract more tourists to visit, not only domestic tourists but also foreign tourists. The government should hold business socialization and training for people who live near tourism related to culinary, souvenirs, rental services that can support the development of tourism in South Malang in general. Future studies are expected to be able to develop research by including other variables such as promotion, cultural factors, social factors, lifestyle, and others that have not been included so that the regression equation model can show influential things on travel decisions and their impact on public awareness about halal tourism, especially beach tourism in accordance with the actual reality.

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