

ANALYSING THE INFLUENCE OF TRAVEL CAREER NEEDS OF HALAL
TOURISM TOWARDS LOCAL MUSLIM TOURIST MOTIVATION FOR
TRAVELING TO BANTEN PROVINCE

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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The purpose of the research is to find out whether the travel career needs of halal tourism influence motivation of local Muslim tourist for traveling to Banten Province and to identify which dimension that are dominantly influence local Muslim tourist motivation. It focuses on Banten Province, Indonesia. The research method used in this research is a quantitative methodology and the type of study is descriptive study. This research uses questionnaires to collect the data and it is distributed to 100 respondents. The sample taken was local Muslim tourist in Banten Province. Simple linear regression and statistic descriptive were used for getting the results of this research. The result was the travel career needs of halal tourism influence significantly towards local Muslim tourist motivation to travel with the contribution in the amount of 0.601 or 60%. Afterward, the dimension of travel career needs of halal tourism that has dominantly influence the motivation of local Muslim tourist are safety and security needs (Mean: 4.16) and fulfillment needs (Mean: 3.97). Meanwhile, the influence of relationship needs (Mean: 3.87), physiological needs (Mean: 3.85) and self-esteem needs (Mean: 3.74) are moderately influence Muslim tourist needs.

Keywords: Travel Career Needs, Halal Tourism, Muslim Tourist Motivation.



DEDICATION

I dedicate this works for my beloved parent

And I dedicate this works for the growth of Banten Province and its tourism.

I also dedicate this works for my self



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First of all, I would like to thank to Allah SWT for always give me strength, health, and wealth. Thank to Allah SWT for being always beside me in happiness and sadness and also give me a wonderful life in this world. I feel blessed!

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