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The Influence of Religiosity and Destination Image on Tourist Decisions From The Perspective of Religious Moderation (A Study of Tourists at Puja Mandala Bali)

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Abstract: The aim of this research is to determine the partial and simultaneous influence of religiosity and destination image on tourist decisions. This type of research is quantitative research with a sampling technique, namely the Accident Sampling method (determining the sample by chance). The exact population in this study is not known (Unknown Population) so that in taking samples using the formula according to Sujarweni, the sample in this study was 96 respondents and the sample selection criteria was that they were Mandala puja visitors, aged 25-50 years. By using a data processing tool in the form of the SPSS vers 20 application. The results of the research that has been carried out show that simultaneously religiosity and destination image have an influence on tourists' decisions, while partially religiosity has no effect on tourists' decisions and destination image has an influence on tourists' decisions.

Keyword: Religiosity, Destination Image, Tourist Decisions.

INTRODUCTION

Indonesia's tourism sector is one example of a country that can generate foreign exchange earnings. Utilizing and developing Indonesia's natural resources is crucial. By exploiting and managing the potential of natural resources, Indonesia can grow rapidly compared to other economic sectors. This is evident in the significant comparison of the tourism sector, which has grown steadily and even increased annually. The following data shows the five countries of origin with the most foreign tourists visiting Bali in August 2023:

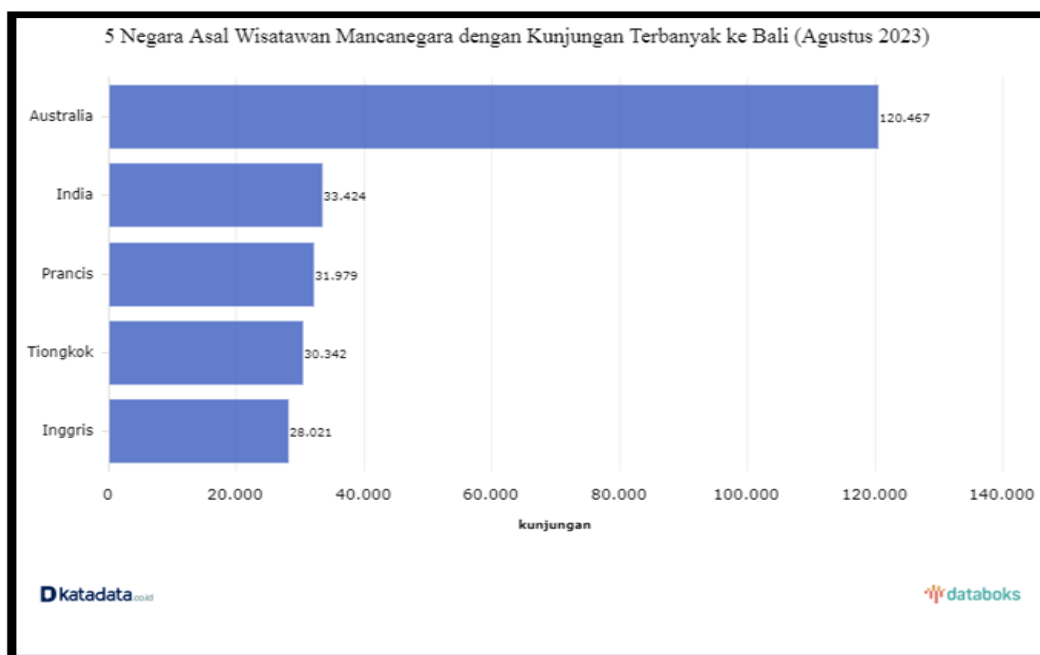


Figure 1. Five Countries of Origin of Foreign Tourists With the Most Visits in Bali in 2023

The image above shows the five countries of origin of foreign tourists with the highest number of visits to Bali in 2023. Of these five countries, Australia was the country with the highest number of tourists visiting Bali in August 2023. Meanwhile, India, France, Hong Kong, and the United Kingdom had similar average visitor numbers, with a similar total number.

In today's rapidly evolving technological era, information about tourist attractions can spread rapidly. This fast and easily accessible information allows prospective tourists to conduct prior observations of their destinations. These observations often shape their perceptions of the destinations they plan to visit. Therefore, many tourism managers are now diligently maintaining the image of their destinations to foster a positive public perception.

Building a strong destination image is a goal that all tourism developers and managers in Indonesia are currently striving to achieve. A positive destination image is likely to generate profits for tourism managers because it will attract more tourists. A positive destination image must be continuously communicated by tourism managers to help establish a strong position among other rapidly developing tourist destinations in Indonesia, and plays a crucial role in building a strong, positive perception in the minds of tourists over the long term. Once a destination image has been positively ingrained in tourists' minds, tourism managers' next priority is trust. Marketing psychology has proven that consumer or tourist trust grows after receiving a positive perception of the tourist destination they visit. When tourists feel confident in their chosen destination, they automatically won't hesitate before deciding to visit.

In addition to destination image, tourist religiosity also needs to be understood in relation to their decision to visit a place, as religiosity is an individual difference in terms of a person's interest in or involvement with a particular religion. These individual differences encompass differences in attitudes, cognitions, emotions, and behaviors related to religion. Religiosity can be measured or observed as a continuous variable and can be categorized as religious or less or not religious.



Figure 2. Puja Mandala

The image above shows one of Bali's local wisdom-based sites, the Puja Mandala. It is a worship center housing five houses of worship within a single complex. It is located in Kampial Village, Benoa Village, South Kuta District, Badung Regency, Bali. It is a center of worship for five religions: Islam, Protestantism, Catholicism, Buddhism, and Hinduism. Puja Mandala demonstrates the beauty of Bali's tolerance for Indonesia, as it serves as a place of worship.

Therefore, the Puja Mandala is very interesting to study, examining tourists' religiosity in their decision to visit, and examining how the destination's image influences their decision to visit. However, this would be even more interesting if we examined it from a religious perspective. Because moderation is a term quite familiar both within Muslims and outside non-Muslims, it is understood differently by many people, depending on who it is addressed to and in what context. From the definition above, we can conclude that Religious Moderation is a religious perspective, attitude, and behavior that takes a middle ground. Furthermore, it consistently acts fairly and in a balanced manner.

In Islamic teachings, having a moderate nature will give birth to something that is peaceful, in other words, moderation in daily life is very important and is very necessary in prioritizing an attitude of tolerance and differences, such as in Indonesia we have various tribes, religions and languages and must have an attitude of tolerance. warm to every religious teaching, and the diversity of ethnic groups in Indonesia.

Previous studies have shown that destination image and religiosity influence tourist behavior; however, these variables are often examined separately and rarely integrated in explaining tourist decision-making. Moreover, prior research mainly focuses on satisfaction, loyalty, and revisit intention, leaving a gap in understanding how religiosity directly affects tourist decisions, particularly in culturally diverse destinations. In addition, the concept of religious moderation has not been clearly positioned within tourism research, despite its relevance in contexts such as Puja Mandala Bali, which reflects interfaith harmony. Therefore, this study aims to fill these gaps by examining the influence of religiosity and

destination image on tourist decisions, both partially and simultaneously, while incorporating the perspective of religious moderation.

Based on the description above, research on tourists' decisions in visiting tourist attractions in Bali is seen from the religiosity of tourists and the image of the destination that is known or perceived so that this can attract tourists to make a decision to visit or revisit, so this is interesting to conduct research.

METHOD

This research is a quantitative approach. The data collection technique involves distributing questionnaires to respondents namely tourists who are in Puja Mandala. As respondents, with the sample selection criteria, namely tourists in Puja Mandala, aged 25-50 years. The population in this study were tourists who traveled in Bali, especially tourists who went to or visited Puja Mandala with the aim of choosing Bali tourism as a vacation spot and destination or for worship. The sampling technique was the Accident Sampling method (sampling determination by chance). The use of accidental sampling in this study is justified due to the practical constraints in accessing a complete sampling frame of tourists visiting Puja Mandala Bali. Since visitors come from diverse backgrounds and are not registered in a fixed database, probability sampling is difficult to implement. Therefore, accidental sampling is considered appropriate as it allows the researcher to collect data from respondents who are readily available at the research site and meet the predetermined criteria, namely tourists aged 25–50 years visiting Puja Mandala. The population in this study was not known for certain (Unknown Population) so that in sampling using the formula according to Sujarweni, so that the number of samples in this study was 96 respondents, and using the data processing tool in the form of the SPSS application version 20.

RESULT AND DISCUSSION

Validity Test

Tabel 1. Variable Validity Test Results

Variables	Question Items	r count	r Tabel	Information
Religiosity (X1)	X1.1	0.765	0.198	Valid
	X1.2	0.854	0.198	Valid
	X1.3	0.787	0.198	Valid
	X1.4	0.564	0.198	Valid
	X1.5	0.841	0.198	Valid
	X1.6	0.852	0.198	Valid
	X1.7	0.798	0.198	Valid
	X1.8	0.873	0.198	Valid
	X1.9	0.576	0.198	Valid
	X1.10	0.659	0.198	Valid
Destination Image (X2)	X2.1	0.733	0.198	Valid
	X2.2	0.568	0.198	Valid
	X2.3	0.889	0.198	Valid
	X2.4	0.513	0.198	Valid
	X2.5	0.64	0.198	Valid
	X2.6	0.716	0.198	Valid
Tourist Decision (Y)	Y1	0.899	0.198	Valid
	Y2	0.688	0.198	Valid
	Y3	0.883	0.198	Valid
	Y4	0.591	0.198	Valid
	Y5	0.585	0.198	Valid

Source: Processed data. 2024

It can be seen that based on the Tabel above, overall the question items on variable X1, variable X2 and variable Y can be declared valid because all question items have a calculated r value that is greater than the r Tabel result, so it can be said that all research variable items can be used as instruments in research or the questions asked can be used to measure research variables, the respondents understand the question items given by the researcher.

Reliability Test

Tabel 2. Variable Validity Test Results

Variables	Cronbach's Alpha	Information
Religiosity	0.845	Reliable
Destination Image	0.975	Reliable
Traveler Decisions	0.810	Reliable

Source: Processed data. 2024

The results of the reliability test from the Tabel can be seen that all alpha coefficient values are greater than 0.60 so it can be concluded that the instrument is reliable and can be used as a data collection tool.

Normality Test

Tabel 3. Results of the One-Sample Kolmogorov Smirnov Test Normality Test

		Unstandardized Residual
N		96
Normal Parameters^{a,b}	Mean	,0000000
	Standard Deviation	1.11840897
Most Extreme Differences	Absolute	,095
	Positive	,088
	Negative	-,095
Test Statistics		,095
Asymp. Sig. (2-tailed)		,275 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

The Tabel and figure above show a significance value (asym.sig. 2-tailed) of 0.275. Because the significance value is greater than 0.05, the residuals are normally distributed. Therefore, this analysis can proceed to regression analysis.

Linearity Test

Tabel 4. Results of the Linearity Test of Tourist Decisions with Religiosity

			ANOVA Tabel				
			Sum of Squares	df	Mean Square	F	Sig.
TOURIST DECISIONS* RELIGIOSITY	Between Groups	(Combined)	410,397	20	20,520	7,279	,000
		Linearity	265,209	1	265,209	94,074	,000
		Deviation from Linearity	145,188	19	7,641	2,711	,190
	Within Groups		211,436	75	2,819		
Total		621,833	95				

Tabel 5. Results of Linearity Test of Tourist Decisions with Destination Image

		ANOVA Tabel					
			Sum of Squares	df	Mean Square	F	Sig.
TOURIST DECISIONS DESTINATION IMAGE	Between	(Combined)	606,250	10	60,625	330,676	,000
	*Groups	Linearity	602,042	1	602,042	3283,811	,000
		Deviation from Linearity	4,208	9	,468	2,550	,153
		Within Groups	15,584	85	,183		
		Total	621,833	95			

Based on the results of the linearity test calculation, it can be seen from the two Tables above which explain the relationship between variable X and variable Y. Tabel 4.9 explains the relationship between the Religiosity variable (X1) and the tourist decision variable (Y) where the results of the linearity test obtained a Deviation from Linearity value in the significant column of 0.190 which explains that Sig> 0.05 then it can be stated that both variables are linear. Likewise, the next Tabel, namely Tabel 4.10, explains the relationship between destination image (X2) and the tourist decision variable (Y) where the results of the linearity test obtained a Deviation from Linearity value in the significant column of 0.153 which explains that Sig> 0.05 then it can be stated that both variables are linear, So it can be concluded that the results of the linearity test above indicate the acceptance of H1 and H2. So that each of the two variables X (Religiosity and destination image) has a linear relationship with the variable Y (tourist decision).

Multicollinearity Test

Tabel 6. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1,016	1,151		-1,730	,073		
Religiosity	-,051	,043	-,002	-,033	,873	,654	1,432
Destination Image	,653	,048	,934	16,338	,001	,654	1,432

a. Dependent Variable: Tourist Decision

Based on the multicollinearity test above, it can be explained that there are no symptoms of multicollinearity between each independent variable. Where the results of the tolerance value calculation are more than 0.10 and the VIF value is less than 10. The results of the tolerance calculation show that no independent variables have a tolerance value of less than 0.10, which means there is no multicollinearity between the independent variables. The results of the Variance Inflation Factor (VIF) value calculation also show the same thing, no independent variables have a VIF value of more than 10.

Coefficient of Determination (R2)

Determination analysis is used to measure the percentage of influence of independent variables on the dependent variable. Based on the results of data processing, it is known that the coefficient of determination or the influence of religiosity and destination image on tourist decisions is indicated by R2 (R Square) which is 0.630 or 63%. With an R Square value of 63%, it means that the independent variable influences the dependent variable by 63%, while the remainder is influenced by other variables not included in this study.

Hypothesis Test Analysis

The hypothesis in this study is to test whether religiosity and destination image influence tourist decisions, both partially and simultaneously. Therefore, the following analysis can be carried out:

1. The Influence of Religiosity on Tourist Decisions

Based on the results of the study, it shows that Variable X1 has a negative regression coefficient of -0.051. The calculated t value of variable X1 is obtained at 0.033 and a significant value of 0.973 because the calculated t value $< t$ Tabel ($-0.033 < 1.661$) and the significance value of $0.873 > 0.05$, then this test shows that H0 is accepted and H1 is rejected, and it can be concluded that the Religiosity variable (X1) does not have a significant effect on the tourist decision variable (Y). With the results obtained from this study, which states that religiosity does not affect tourist decisions. Where this explains that a person's level of obedience is not a basis for someone to make a decision to visit a place, one of which is Puja Mandala.

2. The Influence of Destination Image on Tourist Decisions

Based on the research results, it shows that The X2 variable has a positive regression coefficient of 0.653. The calculated t value of the X2 variable is 16.338 and a significant value of 0.001 because the calculated t value $> t$ Tabel ($16.338 > 1.661$) and a significance value of $0.001 < 0.05$, this test shows that H0 is rejected and H2 is accepted, and it can be concluded that the Destination Image variable (X2) has a positive and significant effect on the Tourist Decision variable (Y). This indicates that the better and more satisfying the destination image that exists or is available to tourists, the more confident tourists are to make a decision to visit Puja Mandala. So the second hypothesis (H2) states that the destination image has a positive and significant effect on tourist decisions. Therefore, improving the destination image is one effort to increase tourists' ability to make decisions and decide to visit.

3. The Influence of Religiosity and Destination Image on Tourist Decisions

Based on the results of simultaneous research or f test in this study, the calculated $f > f$ Tabel is $214.670 > 3.09$ with a significance number of $0.000 < 0.05$, it can be concluded that H0 is rejected and H1 is accepted. This can be interpreted that the sub-variables of religiosity (x1) and destination image (x2) have a significant influence together on the tourist decision variable (y). Therefore, with a competent understanding of religion and good practice of faith and the form of depth of a person in believing in a religion, the dissertation with the level of knowledge of his religion is manifested in the practice of religious values and accompanied by good destination image and provides a sense of comfort, safety and fosters a sense of trust, then Tourists' decisions will increase to visit Puja Mandala in religious moderation, but on the other hand, if someone has low understanding regarding religion and even feels that the image of the destination is inappropriate or unworthy, then the tourist's decision will never exist, in fact it will never happen. make a decision to visit the place.

4. The Role of Religious Moderation in Discussion

The role of religious moderation in this study is essential, particularly in interpreting the context of Puja Mandala Bali as a symbol of interfaith harmony. Religious moderation refers to a balanced, tolerant, and inclusive attitude in practicing religion, which promotes peaceful coexistence among individuals of different beliefs. In the context of tourism, this concept becomes as it shapes how tourists perceive destinations that reflect diversity and tolerance.

Although the statistical results indicate that religiosity does not have a significant effect on tourist decisions, this finding can be better understood through the lens of religious moderation. It suggests that tourists visiting Puja Mandala are not primarily driven by their individual level of religiosity, but rather by a broader appreciation of tolerance, harmony, and

cultural diversity. In other words, the value of religious moderation may reduce the exclusivity of personal religiosity and instead emphasize inclusiveness in tourist preferences.

Furthermore, the strong influence of destination image on tourist decisions can also be linked to the representation of religious moderation embedded in Puja Mandala. The destination's image as a place that embodies interfaith harmony, peaceful coexistence, and mutual respect among religions creates a unique attraction that appeals to a wider range of tourists, regardless of their religious background.

Therefore, religious moderation in this study functions as a contextual perspective that explains the relationship between religiosity, destination image, and tourist decisions. It highlights that in pluralistic tourism settings, inclusive values such as tolerance and harmony may play a more significant role than individual religiosity in influencing tourist behavior.

CONCLUSION

Partially, the religiosity variable does not influence tourists' decisions. This explains that the level of religiosity of a person will not impact the decision to visit a place or go on holiday. Destination image variables influence tourist decisions. Because enhancing a destination's image is one way for tourists to make a decision to visit a tourist spot or even to return. Simultaneously, the variables of religiosity and destination image influence tourists' decisions. With good practice of faith and a deep understanding of a person's belief in a religion, coupled with a good destination image that provides a sense of comfort, security, and fosters a sense of trust, then Tourists' decisions will increase to visit Puja Mandala in religious moderation, but on the other hand, if someone has low understanding regarding religion and even feels that the image of the destination is inappropriate or unworthy, then the tourist's decision will never exist, in fact it will never happen. make a decision to visit the place.

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