

## **ABSTRACT**

*The Ministry of Tourism targets the development of halal tourism in Indonesia, one of which is to make the halal tourism industry or sharia tourism the leading sector of tourism in Indonesia. The selection of Halal Tourism as a leading sector is due to the condition of Indonesia as the country with the largest Muslim population reaching 85% (Shahadah; 2017: 1). However, previous researchers and practitioners have conducted research on halal tourist destinations. But less attention to the factors that can influence Halal Travel Intention. To bridge the gap, this study aims to determine the influence of Factors (Muslim-friendly Amenities and Lifestyle and Service Quality) on Halal Travel Intention to Indonesia.*

*This research theory uses the theory of Muslim-friendly Amenities and Lifestyle, Service Quality and Halal Travel Intention. The method used in this study is a quantitative method with this type of research in the form of a deskriptif study correlation approach. The technique used in collecting data is a questionnaire and literature study. Sampling is done by non-probability method type of purposive sampling. The number of respondents is 100 respondents. The analysis tool in this study uses the help of IBM SPSS version 23. The analytical method used is the Multiple Linear Regression Analysis test.*

*Based on the results of the F-Test,  $F_{hitung} = 54.240 > F_{table} = 3.09$ , with a significance value of 0.05. So, it can be concluded that the factors of Muslim-friendly Amenities and Lifestyle and Service Quality have a significant effect on the Halal Travel Intention.*

*Based on the results of the t-test variable Muslim-friendly Amenities and Lifestyle (X1) has a value of  $t_{count} = 0.522 < t_{table} = 1.660$  and a significance level of  $0.663 > 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected. So it can be concluded that partially there is a significant effect on Service Quality variables on Halal Travel Intention to Indonesia.*

**Keywords:** *Tourism, Halal Tourism Indonesia, Muslim-friendly Amenities and Lifestyle, Service Quality, Halal Travel Intention*