

ABSTRACT

Halal tourism is an attractive and rapidly developing type of tourism in the world today. Halal tourism is an alternative for Muslim markets who want to get not only tourism needs but also spiritual needs along with the availability of tourism facilities that comply with Islamic law and law. Until now, the trend of halal tourism is increasingly promising because the number of the world's Muslim population continues to grow. In 2019, Indonesia will become the number one of the world's best halal tourism destinations, GMTI, but besides that the number of national tourists who prefer to go abroad in 2019 will reach 10 million people. This study aims to determine the push factors and pull factors that influence the interest of halal tourism abroad and find out whether religiosity moderates the relationships between variables.

The research method used is a quantitative method with the type of descriptive research and causality. The sampling technique uses non-probability sampling with a sample size of 100 respondents. The data analysis method used in this study is the Structural Equation Model - Partial Least Square (SEM-PLS) and is processed using SmartPLS.

The results obtained from this study indicate that it turns out that the driving factor does not affect the interest but rather is determined by the pull factor because it is something that can be offered and improved by the tour manager in order to increase interest in visiting halal tourist destinations. Based on the analysis of the effects of moderation, religiosity does not moderate the relationship between the Push and Pull Factor variables on Interest in halal travel abroad.

Keywords: *Halal Tourism Abroad, Push Factors, Pull Factors, Intention, Religiosity*