

TOURIST-CHATBOT INFORMATIVENESS, HALAL FACILITIES AND SERVICES, AND DESTINATION IMAGE IN MUSLIM-FRIENDLY TOURISM: EVIDENCE FROM GENERATION Z AT MOUNT BROMO

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Abstract:

This study aims to analyze the influence of tourist-chatbot interaction informativeness and halal facilities and services on destination image among Generation Z in the context of Muslim-friendly tourism at Mount Bromo. A quantitative survey approach was employed by distributing online questionnaires to 224 Muslim Generation Z respondents selected through purposive sampling. The respondents were active users of ChatGPT and had an interest in Muslim-friendly tourism at Mount Bromo. The data were analyzed using multiple linear regression. The findings show that tourist-chatbot interaction informativeness has a positive and significant effect on destination image. Halal facilities and services also have a positive and significant effect on destination image. Simultaneously, both independent variables explain 60.8% of the variation in destination image. These results indicate that digital information quality through chatbot interaction and the availability of halal-oriented facilities are important factors in shaping a positive image of Muslim-friendly tourism destinations. The findings provide practical implications for destination managers to integrate reliable digital information services with halal facilities to improve destination competitiveness among Muslim Generation Z tourists.

Keywords: Destination Image, Tourist-Chatbot Informativeness, Halal Facilities and Services, Muslim-Friendly Tourism

INTRODUCTION

Indonesia has strong potential to develop Muslim-friendly tourism because the majority of its population is Muslim and the demand for tourism services aligned with Islamic values continues to increase. Based on 2024 population data, Muslims constitute 87.08% of Indonesia’s population, creating a large domestic market for halal tourism and supporting Indonesia’s ambition to become a competitive halal tourism destination (Central Statistics Agency, 2024; Ratnasari, 2020).

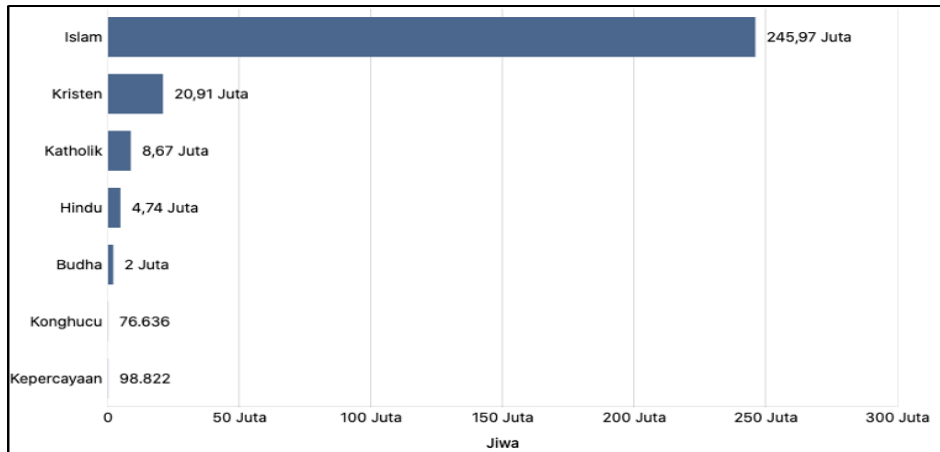
This demographic condition provides strategic opportunities for destinations that offer halal food, accessible prayer facilities, and services that support Muslim tourists’ religious needs. In addition to physical facilities, the development of Muslim-friendly tourism is increasingly influenced by digital information services because tourists, particularly Generation Z, tend to search, compare, and evaluate destinations through online platforms before making travel decisions.

Consequently, destination managers need to combine halal-oriented services with digital information systems that are responsive, accurate, and easy to access. Muslim tourists are more



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likely to form a positive destination image when they perceive that a destination provides both credible information and facilities that match Islamic values.



Source: Central Statistics Agency, 2024. "The majority of Indonesia's Population is Muslim in Semester I 2024." Katadata, Databoks.

Figure 1. Indonesia's Population by Religion (Semester I 2024)

Mohsin explained that Muslim-friendly tourism is a form of tourism that adheres to Islamic principles, allowing Muslims to worship Allah SWT and consume halal food (Hasanah, 2020). From an Islamic legal perspective, travel should have a clear purpose. If the goal is to study God's creation, then the trip can be considered both worship and recreation (Djakfar, 2019). M. Quraish Shihab added that religion permits tourism destinations that do not incur sin. Travelers with this purpose also receive concessions in carrying out religious obligations, such as delaying fasting or combining or shortening prayer rak'ahs (Raka'at) (Mabrurin & Latifah, 2021).

Research by Supriyanto (2020) states that Mount Bromo, part of the Bromo Tengger Semeru National Park, is a very popular natural tourist destination both domestically and internationally. Its stunning natural beauty, especially its stunning sunrise views, makes Mount Bromo one of Indonesia's leading tourist destinations for both domestic and international tourists. Based on data received from the Bromo Tengger Semeru National Park (TNBTS) Center, the highest number of tourist visits to Mount Bromo was on December 22, 2024, with 3,289 people. The total number of visitors consisted of 3,224 domestic tourists and 65 international tourists (antaranews.com).

In the growing halal tourism industry, the use of artificial intelligence (AI) has become increasingly relevant for improving tourist information services (Battour et al., 2023). In this study, the term tourist-chatbot interaction refers specifically to the use of ChatGPT as an information-seeking tool for Muslim-friendly tourism at Mount Bromo. ChatGPT can provide destination-related information, such as recommendations for halal food, accommodation, worship facilities, access routes, and travel planning. However, because generative AI may produce incomplete or inaccurate information, this study focuses on perceived informativeness, namely the extent to which users perceive chatbot responses as relevant, useful, logical, and reliable for forming their image of the destination.

Previous studies have discussed halal tourism, destination image, and the role of digital technologies in tourism. However, empirical studies that integrate tourist-chatbot interaction informativeness and halal facilities and services in shaping destination image remain limited,



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particularly in the context of Generation Z and Muslim-friendly tourism at Mount Bromo. Generation Z is relevant because this group is highly familiar with digital information sources and tends to evaluate tourism destinations through online interactions before visiting. Therefore, this study offers novelty by combining the digital tourism perspective and halal tourism attributes in one empirical model.

Consumer Behavior Theory. Consumer behavior theory explains how individuals make decisions in selecting, purchasing, and using goods or services. In tourism, this theory helps explain how tourists evaluate destination attributes, information quality, perceived benefits, and social-cultural values before forming perceptions of a destination. In the context of Muslim-friendly tourism, destination image can be shaped by both cognitive evaluations of information received from digital tools and affective evaluations of facilities that support religious needs (Schiffman & Kanuk, 2020).

Based on consumer behavior theory, the informativeness of chatbot interaction may influence destination image because accurate and useful information reduces uncertainty and helps potential tourists evaluate a destination more confidently. Meanwhile, halal facilities and services can strengthen positive perceptions because they reflect destination readiness to accommodate Muslim tourists' values and needs. Thus, the theory provides a foundation for examining how digital information and halal service attributes contribute to the formation of destination image.

The Influence of Tourist-Chatbot Interaction Informativeness on Destination Image. In the digital era, chatbots are increasingly used in the tourism industry to assist tourists in obtaining destination-related information. Informativeness refers to the ability of a chatbot to provide information that is accurate, relevant, complete, and useful. When tourists receive clear information about access, facilities, halal food, worship places, and destination conditions, they are more likely to develop a favorable image of the destination. Prior studies have shown that informative chatbot interactions can improve tourists' perceptions and strengthen their intention to visit a destination (Koo, Park, & Lee, 2016; Tosyali et al., 2023).

The mechanism underlying this relationship is that informative chatbot interaction reduces perceived uncertainty and increases confidence in destination evaluation. For Generation Z, who are accustomed to digital search behavior, chatbot-based information can function as an initial touchpoint in forming cognitive and affective evaluations of Mount Bromo as a Muslim-friendly destination. Therefore, the more informative the interaction with the chatbot, the more positive the destination image is expected to be (Chang et al., 2023).

H1: Informativeness of tourist-chatbot interaction has a positive effect on destination image.

The Influence of Halal Facilities and Services on Destination Image. In Muslim-friendly tourism, destination image is influenced not only by natural attractions but also by the availability of services that support Muslim tourists' religious needs. Halal facilities and services include halal food and beverages, prayer rooms, prayer equipment, clean worship areas, and an environment that supports Islamic values. These attributes help tourists feel secure, comfortable, and respected when evaluating a destination.

Previous research indicates that Islamic attributes, including prayer facilities and halal food, contribute to positive destination evaluation and visit intention (Sudigdo, 2019). Amin and Shamsudin (2020) also found that halal-oriented facilities can enhance destination perception among Muslim tourists. In this study, halal facilities and services are expected to strengthen destination image because they signal that Mount Bromo can accommodate the needs of Muslim tourists. Therefore, the following hypothesis is proposed:



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H2: Halal facilities and services have a positive effect on destination image.

METHODS

This study employed a quantitative research design to examine the effect of tourist-chatbot interaction informativeness and halal facilities and services on destination image. The population of this study consisted of Muslim Generation Z individuals who were interested in Muslim-friendly tourism at Mount Bromo and actively used ChatGPT or similar digital information tools. The sample was selected using purposive sampling with the following criteria: respondents were Muslim, belonged to Generation Z, had an interest in Mount Bromo as a Muslim-friendly tourism destination, and used ChatGPT in their daily information search activities. A total of 224 valid responses were collected through an online questionnaire distributed via social media. Respondents' answers were measured using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Multiple linear regression was used because the study examined the influence of two independent variables on one dependent variable. Prior to hypothesis testing, the research instrument should be evaluated through validity and reliability tests, while the regression model should be supported by classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure the appropriateness of the statistical model.

Operational Definition of Variables

Informativeness of Tourist-Chatbot Interaction. A chatbot is a computer designed to mimic human conversation through voice or natural language text (xcubelabs, 2017). Chatbots have become a powerful source of information influencing consumers (Jiang et al., 2022). Informativeness of tourist-chatbot interaction in this study is the extent to which the ChatGPT chatbot is able to provide accurate, relevant, and useful information to Generation Z Muslim tourists, ultimately influencing their image of the Muslim-friendly Mount Bromo destination.

Halal Facilities and Services. Muslim-friendly facilities are facilities that support Muslim tourists' religious needs, including worship places, halal food and beverages, prayer equipment, and services aligned with Islamic values (Hidayat, Yasin, & Jufri, 2021). In this study, halal facilities and services refer to respondents' perceptions of the availability and adequacy of halal-oriented facilities and services at Mount Bromo as a Muslim-friendly tourism destination. Because the respondents are positioned as potential tourists, this variable is measured based on perceived availability, perceived comfort, and perceived suitability of halal facilities and services.

Destination Image. Destination image is a concept that describes how a tourism destination is perceived by tourists or potential tourists (Hahm et al., 2018). In this study, destination image refers to the perception of Generation Z Muslim potential tourists regarding the attractiveness, accessibility, facilities, local culture, and experience offered by Mount Bromo as a Muslim-friendly tourism destination.

Table 1. Measurement Table

Variable	Indicator	Code
Informativeness of Tourist-Chatbot Interaction	1. I feel that Chatbot-ChatGPT has good capabilities in providing Muslim-friendly tourist information about Mount Bromo.	ITCI1
	2. In my opinion, Chatbot-ChatGPT is able to help me find the information I need about Muslim-friendly tourism at Mount Bromo.	ITCI2
	3. I feel that Chatbot-ChatGPT has in-depth knowledge about Muslim-friendly tourism in Mount Bromo.	ITCI3



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	4. I feel I can rely on Chatbot-ChatGPT to get accurate information regarding Muslim-friendly tourism at Mount Bromo.	ITCI4
	5. In my opinion, Chatbot-ChatGPT consistently provides correct answers about Muslim-friendly tourism on Mount Bromo.	ITCI5
	6. I think Chatbot-ChatGPT can understand my questions well about Muslim-friendly tourism at Mount Bromo.	ITCI6
	7. I feel that the answer given by Chatbot-ChatGPT about Muslim-friendly tourism at Mount Bromo feels logical.	ITCI7
Halal Facilities and Services	1. In my opinion, the food and drinks available at the Muslim-friendly Mount Bromo tourist attraction meet halal standards.	HFS1
	2. I feel comfortable when the food offered at the Muslim-friendly Mount Bromo tourist attraction is guaranteed to be halal.	HFS2
	3. In my opinion, Muslim-friendly tourism at Mount Bromo provides adequate prayer facilities (such as prayer rooms and prayer equipment).	HFS3
	4. I believe that clean and comfortable places of worship are available at the Muslim-friendly tourist destination of Mount Bromo.	HFS4
	5. I feel comfortable when alcoholic drinks are not served around the Muslim-friendly tourist area of Mount Bromo.	HFS5
	6. I think the presence of Muslim-friendly service staff at Mount Bromo would make Muslim tourists feel more cared for when considering a visit.	HFS6
Destination Image	1. In my opinion, the beautiful environment around the Muslim-friendly tourist area of Mount Bromo provides a pleasant atmosphere.	DI1
	2. I feel that information on access to Muslim-friendly tourist attractions on Mount Bromo is easy to find.	DI2
	3. In my opinion, the Muslim-friendly tourist area of Mount Bromo creates a strong positive impression.	DI3

Source: Authors' own work (2025)

RESULT AND DISCUSSION

Multiple Linear Analysis. This analysis aims to determine the influence of the independent variables, namely Informativeness of Tourist-Chatbot Interaction (X1) and Halal Facilities and Services (X2), on Destination Image (Y) as the dependent variable. The following are the results of the multiple linear analysis calculations.

Table 2. Multiple Linear Analysis

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta		
1 (Constant)	2.600	.563		4.620	<.001
Informativeness of Tourist-Chatbot Interaction	.150	.029	.299	5.176	<.001
Halal Facilities and Services	.266	.028	.544	9.436	<.001

a. Dependent Variable: Destination Image



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Source: Multiple Linear Regression Results (2025)

Based on the table above, unstandardized column B displays the calculation results, which can form the following equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 2.600 + 0.150X_1 + 0.266X_2 + e$$

Based on the regression equation, Y represents Destination Image, X_1 represents Tourist-Chatbot Interaction Informativeness, X_2 represents Halal Facilities and Services, and e represents the error term. The interpretation of the model is as follows:

- The constant value of 2.600 indicates that when Tourist-Chatbot Interaction Informativeness (X_1) and Halal Facilities and Services (X_2) are assumed to be zero, the predicted value of Destination Image (Y) is 2.600.
- The coefficient of Tourist-Chatbot Interaction Informativeness (X_1) is 0.150. This means that every one-unit increase in perceived chatbot informativeness is associated with a 0.150-unit increase in Destination Image, assuming that Halal Facilities and Services remain constant.
- The coefficient of Halal Facilities and Services (X_2) is 0.266. This means that every one-unit increase in perceived halal facilities and services is associated with a 0.266-unit increase in Destination Image, assuming that Tourist-Chatbot Interaction Informativeness remains constant.

F-Test Results. The F-test was conducted to determine the simultaneous influence of the independent variables, namely Informativeness of Tourist-Chatbot Interaction and Halal Facilities and Services, on the Y variable, namely Destination Image. It can be determined if the significance value is <0.05 and the F-count value is $>F$ -table, indicating a simultaneous influence between the independent variables on the dependent variable. Conversely, if the significance value is >0.05 and the F-count value is $<F$ -table, indicating no simultaneous influence between the independent variables on the dependent variable.

Table 3. F-Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	637.442	2	318.721	171.156	$<.001^b$
	Residual	411.540	221	1.862		
	Total	1048.982	223			

a. Dependent Variable: Destination Image

b. Predictors: (Constant), Halal Facilities and Services, Informativeness of Tourist-Chatbot Interaction

Source: Multiple Linear Regression Results (2025)

Based on the SPSS results, the F-test significance value is <0.001 , which is lower than 0.05. The calculated F-value is 171.156, which is greater than the F-table value of 3.03. Therefore, Tourist-Chatbot Interaction Informativeness and Halal Facilities and Services simultaneously have a significant influence on Destination Image. This finding indicates that digital information quality



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and halal-oriented destination attributes jointly contribute to the formation of a positive destination image among Muslim Generation Z tourists.

T-Test Results. The t-test was conducted to determine the partial or individual influence of the Informativeness of Tourist-Chatbot Interaction and Halal Facilities and Services variables on Destination Image. It can be seen if the significance value is <0.05 and the calculated T-value is $>T$ -table, indicating a partial influence between the independent variables on the dependent variable. Conversely, if the significance value is >0.05 and the calculated T-value is $<T$ -table, indicating no partial influence between the independent variables on the dependent variable.

Table 4. T-Test Results

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	2.600	.563		4.620	<.001
Informativeness of Tourist-Chatbot Interaction	.150	.029	.299	5.176	<.001
Halal Facilities and Services	.266	.028	.544	9.436	<.001

a. Dependent Variable: Destination Image

Source: Multiple Linear Regression Results (2025)

- t-Test Results for Variable X1 (Tourist-Chatbot Interaction Informativeness). Based on the regression results, the significance value is <0.001 , which is lower than 0.05. The calculated t-value is 5.176, which is greater than the t-table value of 1.97. Therefore, tourist-chatbot interaction informativeness has a positive and significant effect on Destination Image. This result supports H1 and indicates that informative chatbot interaction can help potential tourists develop a clearer and more favorable image of Mount Bromo as a Muslim-friendly destination.
- t-Test Results for Variable X2 (Halal Facilities and Services). Based on the regression results, the significance value is <0.001 , which is lower than 0.05. The calculated t-value is 9.436, which is greater than the t-table value of 1.97. Therefore, Halal Facilities and Services have a positive and significant effect on Destination Image. This result supports H2 and shows that halal-oriented facilities are important in strengthening Muslim tourists' positive perceptions of the destination.

Coefficient of Determination.

Table 5. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.780 ^a	.608	.604	1.365

a. Predictors: (Constant), Halal Facilities and Services, Informativeness of Tourist-Chatbot Interaction

The coefficient of determination shows an R Square value of 0.608. This means that Tourist-Chatbot Interaction Informativeness and Halal Facilities and Services explain 60.8% of the variation in Destination Image, while the remaining 39.2% is influenced by other variables outside this model.



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These variables may include destination trust, perceived value, accessibility, social media exposure, tourist satisfaction, perceived safety, and visit intention.

CONCLUSION

This study concludes that Tourist-Chatbot Interaction Informativeness has a positive and significant effect on Destination Image in the context of Muslim-friendly tourism at Mount Bromo. This finding indicates that informative chatbot interaction can help Muslim Generation Z potential tourists obtain relevant, useful, and logical information, thereby strengthening their positive perception of the destination. The study also confirms that Halal Facilities and Services have a positive and significant effect on Destination Image. The availability of halal food, worship facilities, and services aligned with Muslim tourists' needs contributes to a more favorable image of Mount Bromo as a Muslim-friendly destination.

Theoretically, this study contributes to consumer behavior and halal tourism literature by integrating digital information quality and halal destination attributes in explaining destination image. Practically, the findings suggest that destination managers should improve reliable chatbot-based information services while strengthening halal facilities and services. This study is limited to Generation Z respondents and focuses on perceived destination image; therefore, future research is recommended to include variables such as destination trust, perceived value, tourist satisfaction, accessibility, and visit intention, as well as to compare respondents who have and have not visited Mount Bromo.

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