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Halal Tourism Marketing Strategy Based on Delta Model to Increase Millennial Tourist Interest in Lombok Island

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Abstract

This study is intended to analyze and know the significance of the impact of delta strategy halal tourism marketing model on the increasing interest of millennial tourists on the island of Lombok. The population of this explanatory research type is millennial tourists who enjoy halal tourism packages on the island of Lombok which is not known for sure. In data collection, this study uses survey method by determining the sample using nonprobability sampling, which is then limited by various criteria of respondents (purposive sampling). The questionnaire was distributed online and obtained by 182 respondents who participated in the study. The collected data is processed using Structural Equation Modeling (SEM) test with the help of AMOS 20.0 program. Based on the results of data processing using SEM, it was found that: (1) Best Product Strategy-Delta Model has a positive and significant effect on the interests of millennial tourists on the island of Lombok; (2) Total Customer Solutions-Delta Model positively and significantly affects the interest of millennial travelers in Lombok Island; and (3) System Lock-In-Delta Model positively and significantly affects the interest of millennial tourists on the island of Lombok.

Keywords: *Delta Model; Best Product Strategy; Total Customer Solutions; System Lock-In and Millennial Travelers*

Introduction

Tourism is one of the sectors that helps to improve the economy if the country is able to maximize its tourism potential (Subarkah, 2018). Since 1950, the world's tourists reached 25 million tourists with a tourism value of 2 billion dollars, until in 2015 reached 1.186 million tourists, with the value of tourist activities reached 1,260 billion dollars (UNWTO, 2016).

Indonesia's tourism has a positive trend, seen in 2015 the sector is able to contribute to GDP, foreign exchange and employment. National GDP in 2015 reached 10% with the highest nominal in ASEAN. National tourism GDP growth grew 4.8% with an upward trend of up to 6.9%. Foreign exchange tourism has a value of 1 million dollars in 2015 with a GDP value of 1.7 dollars. This sector contributed quite well in opening jobs to reach 9.8 million jobs (Alamsjah,2016).

Globally, world tourism is experiencing a growing trend, one of which is halal tourism or halal tourism. This type of tourism is a tourism segment by providing basic needs facilities that Muslim tourists need in accordance with Islamic teachings. However, halal tourism facilities can also be enjoyed by non-Muslim tourists because the core facilities intended are referring to food and beverage facilities with halal labels, halal restaurants, and sharia hotels (Subarkah, 2018; Herman & Athar, 2018). In Indonesia, halal certification can be obtained from the National Sharia Council-MajelisUlama Indonesia (Ministry of Tourism, 2015).

This trend is growing not only in Muslim-majority countries, but also growing in countries with minority Muslim populations, such as Australia which provides Muslim Travel Guide travel packages, as

well as the UK through Serendipty Travel which provides facilities to facilitate worship for Muslim tourists (such as prayer schedules, prayer supplies, and others). Not to mention Hongkong, Thailand, and South Korea, which also offers halal tourism facilities (Ministry of Tourism, 2015). In addition to the potential in terms of economy, the increasing number of Muslim populations is also a calculation in the development of halal tourism.In 2010, the world's Muslim population between the ages of 14-29 reached 457,950 million people and is projected that by 2020 it will reach 501.070 million people (Global Religious Futures, 2018). The high number of population with productive age range is expected to increase tourist travel, so that the halal tourism segment will be one of the foreign exchange potential for the country.

The Global Muslim Travel Index reveals the Muslim travel market is on track to achieve US$ 220 billion growths by 2020. And it is also expected to experience growth of US$ 80 billion to break the figure of US $ 300 billion in 2026 (Belopilskaya et al., 2017). The rapid rise of the Muslim market is being dominated by millennials. In the Mastercard-Halal Trip Muslim Millenial Travel Report 2017 survey, there are currently about 1 billion Muslims under the age of 30. That figure represents 60% of the population in Muslim-majority countries that are then categorized as millennial Muslims. Chairman of the Association of Travel Agents (Asita) AsnawiBahar said, the growth of millennial mulsim tourists is a very big opportunity for the growth of halal tourism industry (Sindo, 2018).

Millennial Muslims are a generation of digital technology users, so they are able to utilize technology to conduct halal vacation searches through a variety of e-commerce or online travel agents (OTAs) that are now starting to emerge. Then when viewed in terms of spending, millennial Muslims are a group that is willing to spend more to travel. In addition to being able to travel two to five times per year, traveling for them is also not just to travel, but is often considered as an opportunity to develop themselves, looking for a superior experience than others (Prodjo&Asdhiana, 2017). The consumption of millennial Muslims on halal products is also not only done as a religious obligation, but has become a modern lifestyle. Moreover, the lifestyle began to be widely popularized by inlfuencer through social media through the hijrah campaign. If this can be realized properly, Significantly Indonesia is able to become a country based on halal industry (Istiqomah&Zuraya, 2019; Athar, 2021).

Referring to these developments, it is very important for Indonesia to build halal tourism. One of the areas that is considered very good for the development of halal tourism is West Nusa Tenggara which has a vision of "Faith, Culture, Competitiveness and Prosperity". The word 'Beriman' at the beginning of this vision is a picture of the people of West Nusa Tenggara who hold fast to their religion and carry out their daily lives according to their respective religions. Considering the people of West Nusa Tenggara majority converted to Islam, making this area suitable for the development of halal tourism (Lady, 2016). As a result, West Nusa Tenggara was awarded the World Halal Travel Summit held in Abu Dhabi for two consecutive years (2015-2016) with the title: World's Best Halal Beach Resort: Novotel Lombok Resort &Villas; World's Best Halal Travel Website: www.wonderfullomboksumbawa.com; and World's Best Halal Honeymoon Destination: Sembalun Valley Region, West Nusa Tenggara (Setyanti, 2015; Yudiv, 2016).

In line with the above achievements, NTB especially Lombok earned the nickname as "Thousand Mosque Island", which is spread across 598 villages with a total of more than 4,500 mosques (Baskoro, 2014; Nursastri, 2014). As a halal tourist destination, Lombok launched halal tour packages by visiting several destinations that become options for Muslim tourists, namely: Sade Village, Islamic Centre, Karang Bayan Ancient Mosque, Sesaot, Malang Gorge, BenangKelambu, GiliNanggu, GiliSudak and GiliKedis (Faozal, 2018).

Regarding the number of tourist visits, based on data from the Central Statistics Agency of West Nusa Tenggara Province, the number of tourist visits to West Nusa Tenggara Province experienced a significant increase in 2012, namely 1,629,122 tourists. In 2015, the number of tourists visiting West Nusa Tenggara Province as many as 2,210,527 tourists consisting of 1,061,292 foreign tourists and as many as 1,149,235 indonesian tourists (BPS, NTB in numbers, 2016).

Based on the above exposure, it is necessary to have a marketing strategy that really orients the needs of the "halal tourism consumers". The most relevant marketing strategy for the increase of halal tourism tourists is the delta model concept which is a strategic framework that positions customers as a management center through three strategies, namely best product, total customer solutions, and lock-in system (Margareta et al., 2018).

The application of delta model approach has never been done in the tourism industry, especially in the halal tourism industry. This is obtained through preliminary observations conducted by researchers in the form of interviews with stakeholders and searches through various literature and written references. To that reason, researchers were moved to research about "Halal Tourism Marketing Strategy Based on Delta Model to Increase Interest of Millennial Tourists on Lombok Island"

Method

This research was conducted on tourists who belong to the category of millennials who are or have enjoyed halal tourism packages on the island of Lombok. The type of research used in this study is explanatory research. The population in this study is all millennials who enjoy halal tourism packages on the island of Lombok whose exact number is not known. For the determination of the number of samples, this study used purposive sampling techniques. Respondent criteria required by researchers are (1) Coming from outside Lombok island; (2) Aim to enjoy halal tourism on the island of Lombok; (3) The age of the traveler ranges from 20-30 years. In this study, the number of respondents who participated was 182 people, thus meeting the criteria set by the experts as mentioned earlier.

The data collection techniques in this study are interviews, documentation, and questionnaires. The type of data used in this study is basically qualitative data which is then converted into quantitative data in the form of scores or numbers obtained from respondents' answers to questionnaires. The data used in this study is divided into primary and secondary data. In conducting data analysis in this study, researchers used structural equation model (SEM) analysis techniques from AMOS statistics software package, namely in the formation of models and hypothesis testing.

Results and Discussion

1. *Structural Equation Modelling Analysis*

The data analysis in this study uses Structural Equation Modelling (SEM) modeling. In SEM analysis, there are two stages of analysis that must be done, namely first, conducting tests on thefactors that make up each variable, where the test is done using confirmatory factor analysis model and the second conducts regression weight testing in full model analysis.

Confirmatory Factor Analysis

This analysis of affirmative factors is a measurement stage of the dimensions that make up the latent variables in the research model. The latent variables or constructs used in this research model consist of four constructs with the total number of indicators being 21. The purpose of the analysis of affirmative factors is to test the unidimensionality of the indicators forming each latent variable.

In figure 1 showing the Confirmatory Factor Analysis (CFA) test model related to variables in this study, the results related to model feasibility, and regression weight in Table 1.

Table 1. CFA Model Due Diligence Results

Goodness of FitIndeks	*Cut-offValue*	HasilUjiModel	Keterangan
Chi-square	Kecil (<247,8568)	239,210	Baik
Probabilitas	≥ 0,05	0,103	Baik
RMSEA	≤ 0,08	0,041	Baik
GFI	≥ 0,90	0,891	Marjinal
AGFI	≥ 0,90	0,862	Marjinal
CMIN/DF	≤ 2,00	1,307	Baik
TLI	≥ 0,95	0,977	Baik
CFI	≥ 0,95	0,980	Baik

Table1 Regression Weight Hasil Uji CFA

			Estimate	S.E.	C.R.	P	Label
x1.6	<---	BPS	1.000				
x1.5	<---	BPS	1.019	.096	10.630	***	par_1
x1.4	<---	BPS	.939	.088	10.617	***	par_2
x1.3	<---	BPS	1.092	.097	11.295	***	par_3
x1.2	<---	BPS	1.076	.095	11.300	***	par_4
x1.1	<---	BPS	1.136	.103	11.043	***	par_5
x2.5	<---	TCSS	1.000				
x2.4	<---	TCSS	1.083	.116	9.316	***	par_6
x2.3	<---	TCSS	.988	.111	8.937	***	par_7
x2.2	<---	TCSS	1.100	.116	9.468	***	par_8
x2.1	<---	TCSS	1.147	.119	9.613	***	par_9
x3.6	<---	SLS	1.000				
x3.5	<---	SLS	1.101	.101	10.915	***	par_10
x3.4	<---	SLS	.840	.087	9.688	***	par_11
x3.3	<---	SLS	1.063	.096	11.028	***	par_12
x3.2	<---	SLS	.911	.092	9.860	***	par_13
x3.1	<---	SLS	1.060	.100	10.609	***	par_14
y4	<---	MW	1.000				
y3	<---	MW	1.114	.097	11.436	***	par_18
y2	<---	MW	1.023	.092	11.100	***	par_19
y1	<---	MW	1.013	.092	10.970	***	par_20

Based on the overall Confirmatory Factor Analysis (CFA) test results that each constructor indicator has a very high significant level with a probability value of < 0.05 and a C.R value > t table (for probability levels of 0.05 and df = n – k = 161 whose value is 1.975), so it can be concluded that all indicators (totaling 21 indicators) can be used as shapers or gauges of each variable.

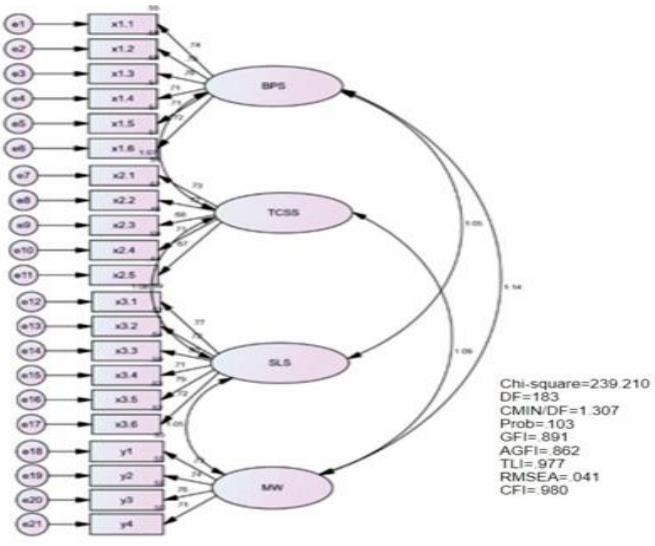

Figure 1. CFA Test Results

Full Model Analysis

After conducting an affirmative analysis of latent variable forming indicators, the next analysis is structural equal modeling (SEM) analysis on a full model basis. The results of data processing for the full analysis of SEM models are presented below.

a. Flow Chart Development (Diagram Path)

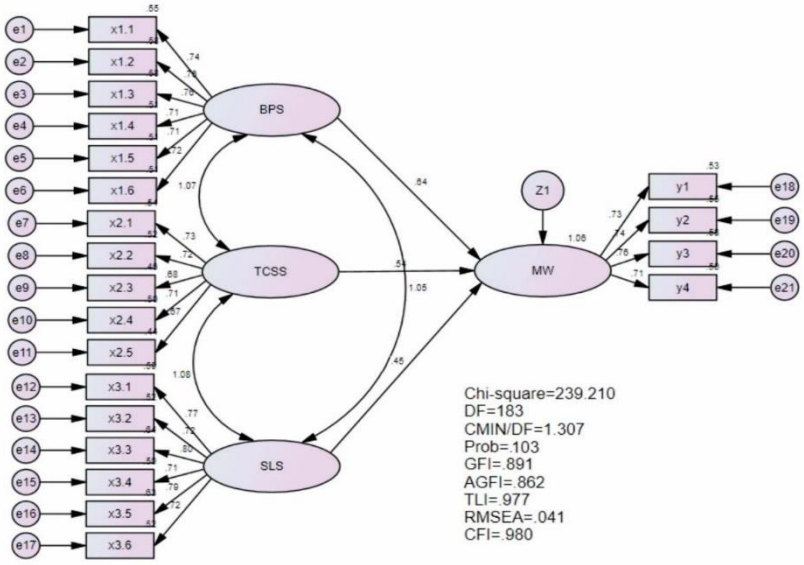

Figure 2. Full Model Analysis

b. Convert Flow Charts into SEM Equations

Based on figure 2, it can be converted into Structural Equation Modeling (SEM) equations both structural model equations and measurement model equations as follows.

$$\eta=\beta(\xi 1)+\beta(\xi 2)+\beta(\xi 3)+\text{error}$$

Traveller Interest = 0.64 Best Product + 0.54 Total Customer Solutions + 0.45 System Lock-In + 1.06

In this measurement model equation, researchers determined variables that measured constructs as well as determined a series of matrices that showed hypothesized correlations between constructs or latent variables to be described in Table 3.

Table 3. Exogenous Variable Measurement Equations and Endogenous Variables

Exogenous Latent Variables and Equations	Endogenous Latent Variables and Equations
1.)BestProduct Strategy	4.)Traveler Interests
X1.1=0,74*BPS* +0,55	Y1=0,73 MW+0,53
X1.2=0,76*BPS*+0,58	Y2=0,74 MW+0,55
X1.3=0,76*BPS* +0,58	Y3=0,76 MW+0,58
X1.4=0,71*BPS* +0,51	Y4=0,71 MW+0,50
X1.5=0,71*BPS* +0,51	
X1.6=0,72*BPS* +0,51	
2.)*TotalCustomerSolutions Strategy*	
X2.1=0,73 *TCSS*+0,54	
X2.2=0,72 *TCSS*+0,52	
X2.3=0,68 *TCSS*+0,46	
X2.4=0,71 *TCSS*+0,50	
X2.5=0,67 *TCSS*+0,44	
3.)*System Lock-InStrategy*	
X3.1=0,77 *LIS*+0,59	
X3.2=0,72 *LIS*+0,52	
X3.3=0,80 *LIS*+0,64	
X3.4=0,71 *LIS*+0,50	
X3.5=0,79 *LIS*+0,63	
X3.6=0,72 *LIS*+0,52	

Structural Equation Modeling (SEM) Evaluation

In the process of modeling Structural Equation Modeling (SEM) is required to fulfill some assumptions, both in the process of data collection and in the processing process. The following are presented some discussions about the assumptions and results of data processing using AMOS.

a. Evaluation of Assumptions of Normality

Structural Equation Modeling (SEM) requires a normal distribution data, if the distributed data is very abnormal, then the analysis results are feared to be biased. To know the normality of a data can be seen in the output Structural Equation Modeling (SEM) ie the results of assessment of normality in the following table:

Table4.*AssessmentofNormality*

Variable	min	max	skew	c.r.	kurtosis	c.r.
y4	1.000	5.000	-.547	-3.015	-.244	-.673
y3	1.000	5.000	-.988	-5.444	.642	1.769
y2	1.000	5.000	-.853	-4.699	.466	1.283
y1	1.000	5.000	-.938	-5.167	.713	1.962
x3.1	1.000	5.000	-.821	-4.520	.184	.506
x3.2	2.000	5.000	-.539	-2.970	-.433	-1.191
x3.3	1.000	5.000	-.910	-5.013	.659	1.814
x3.4	1.000	5.000	-.842	-4.638	1.069	1.943
x3.5	1.000	5.000	-.904	-4.980	.529	1.457
x3.6	1.000	5.000	-.816	-4.495	.342	.942
x2.1	1.000	5.000	-.858	-4.725	.451	1.241
x2.2	2.000	5.000	-.612	-3.372	-.377	-1.038
x2.3	1.000	5.000	-.761	-4.189	.472	1.298
x2.4	1.000	5.000	-.971	-5.348	1.110	1.057
x2.5	1.000	5.000	-.546	-3.005	-.023	-.064
x1.1	1.000	5.000	-.995	-5.478	.627	1.727
x1.2	1.000	5.000	-.897	-4.941	.576	1.587
x1.3	1.000	5.000	-.735	-4.047	.183	.503
x1.4	1.000	5.000	-.984	-5.422	1.313	3.617
x1.5	1.000	5.000	-.799	-4.401	.501	1.380
x1.6	1.000	5.000	-.555	-3.057	-.148	-.409
Multivariate					31.086	6.746

By using criteria critical ratio of ±2.58, through the observation of the figures in the critical ratio column shown in the table above, no numbers greater than ±2.58 were found. This can prove that the data used has a normal spread.

b. Evaluation of Outliers

To know the number of Outliers can be done in several ways: First, Univariate Outlier; can be done by knowing the threshold that is categorized as an outlier by converting the value of research data into a Standard Z-Score that has an average of zero with a standard deviation of 1.00. Testing of outlier univariate data can be done using SPSS on the descriptive statistic summarise menu where data that has a Z-Score value of ≥ 3 will be categorized as an outlier (Ferdinand, 2014). The following table represents the total Z-Score value of each latent variable.

Table 5. Z-Score Value of Each Latent Variable

	N	Minimum	Maximum	Mean	Std.Deviation
Zscore(total_X1)	182	-2.68486	1.43456	.0000000	1.00000000
Zscore(total_X2)	182	-2.13011	1.56721	.0000000	1.00000000
Zscore(total_X3)	182	-2.18808	1.52041	.0000000	1.00000000
Zscore(total_Y)	182	-2.15043	1.59364	.0000000	1.00000000
ValidN(listwise)	182				

Based on the table above, it can be seen that the results of data processing conducted by researchers showed that there was no outlier. Where the maximum Z-Score value is less than 3 with mean = zero (0) and standard deviation = 1.00 and the minimum value is above -3, as stated by Hair et al. (2000) which states that for large sample sizes, the evaluation guidelines for univariate outliers are that z-scores are in the range of -3 to 3. Second, Multivariate Outlier; to detect whether or not there is a multivariate outlier in a Structural Equation Modelling (SEM) model can be seen from the Mahalanobis distance. Mahalanobis test can be done by calculating the distance Mahalanobis through the output of the AMOS program. From the data processing that has been done, obtained the result that the minimum Mahalanobis distance is 18,639 and the maximum is 44,332 (can be seen in the appendix). Based on the chi-square value of the free 21 degrees (number of indicators) with a p level of < 0.001 (Hair et al., 2000) worth 46.79704 it can be concluded that there is no multivariate outlier

Evaluation of Goodness-off-Fit Criteria

Table 6. Overall Model Feasibility Test Results

Goodness Of FitIndeks	*Cut-offValue*	Model Test Results	information
Chi-square	Small(<247,8568)	239,210	good
Probabilitas	≥ 0,05	0,103	good
RMSEA	≤ 0,08	0,041	good
GFI	≥ 0,90	0,891	Marginal
AGFI	≥ 0,90	0,862	Marginal
CMIN/DF	≤ 2,00	1,307	good
TLI	≥ 0,95	0,977	good
CFI	≥ 0,95	0,980	good

From the table above, the results obtained that based on the overall model feasibility testing can be said to be good and meet the criteria of Goodness-off-Fit or meet the specified Cut-Off-Value requirements. So it can be concluded that the constructs used in this study already reflect endogenous latent variables as well as exogenous latent variables analyzed. Furthermore, the researchers present the value of each indicator used in this study, which will be presented through the following table:

Table 7. Research Indicator Value

			Estimate	S.E.	C.R.	P
x1.6	<---	BPS	1.000			
x1.5	<---	BPS	1.019	.097	10.515	***
x1.4	<---	BPS	.939	.088	10.611	***
x1.3	<---	BPS	1.092	.097	11.309	***
x1.2	<---	BPS	1.076	.096	11.262	***
x1.1	<---	BPS	1.136	.104	10.956	***
x2.5	<---	TCSS	1.000			
x2.4	<---	TCSS	1.083	.116	9.308	***
x2.3	<---	TCSS	.988	.111	8.931	***
x2.2	<---	TCSS	1.100	.117	9.409	***
x2.1	<---	TCSS	1.147	.120	9.585	***
x3.6	<---	SLS	1.000			
x3.5	<---	SLS	1.101	.101	10.882	***
x3.4	<---	SLS	.840	.087	9.664	***
x3.3	<---	SLS	1.063	.097	10.994	***
x3.2	<---	SLS	.911	.093	9.834	***
x3.1	<---	SLS	1.060	.100	10.576	***
y1	<---	MW	1.000			
y2	<---	MW	1.009	.089	11.320	***
y3	<---	MW	1.099	.093	11.866	***
y4	<---	MW	.987	.090	10.913	***

Based on the table above, it can be shown that each indicator used in this study has a significance level of p < 0.05 with c.r>2,032. This suggests that each indicator in this study has a very high degree of significance.

2. *Hypothesis Testing*

After assessing the assumptions required by SEM, the researchers then conducted hypothesis testing. The five hypothetical tests in this study were conducted based on critical ratio values, probabilities and coefficient values of β pathways, which will be briefly presented in the following table.

Table 8. Hypothesis Test Results

Hypothesis	Line	B	E	C.R	P	Label	conclusion
H1	*BestProductStrategy* →Traveller Interests	0,64	0,677	2,041	0,041	Signifikan	Accepted
H2	*TotalCustomerSolutionsStrategy* →Traveller Interests	0,26	1,098	3,066	***	Signifikan	Accepted
H3	*System Lock-In Strategy* →Traveller Interests	0,46	0,494	4,031	0,002	Signifikan	Accepted

In general, this hypothesis test is conducted by looking at critical ratio (C.R) values and p significance values as a result of data processing compared to the required statistical limitations. The required critical ratio value is above 2.032 and the required probability value is below 0.05. If the results of data processing meet these requirements, then the hypothesis in the proposed study is acceptable.

Related to the first purpose of the study that stated that this study aims to analyze and know the significance of the influence of the best product-delta model of halal tourism marketing strategy to increase the interest of millennial tourists on the island of Lombok which then formed the first hypothesis that is suspected that best product strategy has a positive and significant effect on the increase in interest of millennial tourists on the island of Lombok , based on the results of data processing obtained that the coefficient of path value (β) of 0.64 and the value of C.R = 2.041 with a value of significance very below 0.05.

This shows that the best product strategy has a positive and significant contribution to the interests of tourists, meaning that if all stakeholders related to halal tourism on the island of Lombok promote the best product strategy either in terms of differentiation or Administrative Efficiency, it will increase the interest of tourists millenials by 0.64 one unit. Thus it can be concluded that hypothesis 1 in this study was accepted.

Related to the purpose of the second study that states that this study aims to analyze and know the significance of the influence of the total influence of customer solutions-delta model of halal tourism marketing strategy to increase the interest of millennial tourists on the island of Lombok which then forms the second hypothesis that is suspected that the total customer solutions strategy has a positive and significant effect on the increase in interest of millennial tourists on the island of Lombok , based on the results of data processing obtained that the coefficient of path value (β) of 0.54 and the value of C.R = 3.066 with a small significance value below 0.05.

This shows that the total customer solutions strategy has a positive and significant contribution to the interests of tourists, meaning that if all stakeholders related to halal tourism in lombok island intensify the total customer solutions strategy both in terms of Total Breadth of the Offering, Knowledge Transferred or Attraction and Development of the Customer, it will increase the interest of tourists visit millenials by 0.54 one unit. Thus it can be concluded that hypothesis 2 in this study was accepted.

Related to the third purpose of the study that stated that this study aims to analyze and know the significance of the influence of system lock- in-delta model of halal tourism marketing strategy to increase the interest of millennial tourists on the island of Lombok which then forms the third hypothesis that is suspected that the lock-in strategy system has a positive and significant effect on the increase in interest of millennial tourists on the island of Lombok , based on the results of data processing obtained that the coefficient of path value (β) of 0.45 and the value of C.R = 4.031 with a small significance value is very below 0.05.

This shows that the lock-in strategy system has a positive and significant influence on tourist interests, meaning that if all stakeholders related to halal tourism in Lombok Island promote a lock-in strategy system both in terms of System Support, Channel of Delivery or Intellectual Value, it will increase

the interest of tourists millenials by 0.45 one unit. Thus it can be concluded that hypothesis 3 in this study was accepted.

Best product strategy has a positive and significant effect on the interest of millennial tourists related to halal tourism on the island of Lombok, which means that the better the implementation of halal tourism product differentiation strategy and the more efficient the administrative process felt by millennial tourists, it will increase the interest of these tourists to feel the "halal" service provided, which may have previously come to the island of Lombok , but have not tasted halal tourism products, make the next tour to feel the halal tourism package, especially for people who have a hobby of traveling but have never been to the island of Lombok.

Related to the unique characteristics of millennials who grow up with the use of smartphones, laptops and proficient social media that affect how they live (Wesner &Miller, 2008; Rodhi et al., 2017). Millennials are open minded and rely on social influencers and networks to make halal tourism lombok island more quickly known in the global arena. If halal tourism lombok island meets their expectations, millennials do not hesitate to refer it to the environment either in the real world or cyberspace. However, this can be a boomerang for Lombok tourism, if their expectations are not achieved, they also do not hesitate to give a negative image to halal tourism lombok island.

Total customer strategy has a positive and significant effect on the interest of millennial tourists related to halal tourism on the island of Lombok, which means that the better the product offering, information delivery, and able to create attraction and development of the customer felt by millennial tourists, it will increase the interest of these tourists to feel the "halal" service provided. It will later create interest and curiosity from tourists who have never enjoyed halal tourism on the island of Lombok, so that if millennials are satisfied to have felt the beauty of halal tourism, it will cause a "sense of opium" and "longing" to come back to the island of a thousand mosques. Similar to the previous statement, with the fulfillment of the expectations of millennials, the dissemination of information, especially through digital media related to halal tourism on the island of Lombok will develop. Similarly, if millennials are not satisfied with the service and delivery of information related to halal tourism, it will lead to the tarnishing of the good name of Thousand Mosque Island.

System lock-in strategy has a positive and significant effect on the interest of millennial tourists related to halal tourism on the island of Lombok, which means that the better the perceived experience, conformity with expectations, easy and unique accessibility, and able to create intellectual and spiritual value felt by millennial tourists, it will increase the interest of these tourists to feel the "halal" services provided. This will later create an attachment to the island of Lombok, which is not only a tour, but can also be said to be "home" because it feels closer to God.

When all elements and stakeholders are able to create "experience value" such as the exposure above, then tourism in this case has really evolved, from just having fun, but also making them more religious. What's more, for millennials who have many negative issues (Kilber et al., 2014), if with halal travel experience can change some of those negative issues for the better, then the spread of vision "faith" from NTB Province has reached a glorious new era.

Conclusion

Based on the description of the results of the research and discussion in the previous chapter, the findings of the study can be concluded that; (1) there is a positive and significant influence and relationship of the Best Product Strategy-Delta Model on Tourist Interest, meaning that if stakeholders related to halal tourism on the island of Lombok increase the "Best Product" halal tourism Lombok Island, then the interest of millennials tourists will increase as well, and it can be certain otherwise, if stakeholders related to halal tourism on the island of Lombok lower the level of "Best Product" halal tourism Lombok Island , then the interest of millennial tourists will decrease as well; (2) there is a positive and significant influence and relationship of the Total Customer Solutions-Delta Model on Tourist Interest, meaning that if stakeholders related to halal tourism on the island of Lombok increase the "Total Customer Solutions" halal tourism Lombok Island, then the interest of millennials will increase as well, and it can be certain otherwise, if stakeholders related to halal tourism on the island of Lombok lower the level of "Total Customer Solutions" halal tourism Lo Island mbok, then the interest of millennial tourists will decrease as well; (3) there is a positive and significant influence and relationship of the System Lock-In- Delta Model on Tourist Interest,

meaning that if stakeholders related to halal tourism on the island of Lombok increase the "System Lock-In" halal tourism Lombok Island, then the interest of millennials tourists will increase as well, and it can be certain otherwise, if stakeholders related to halal tourism on the island of Lombok lower the level of "System Lock-In" halal tourism Lombok Island, then the interest of millennial tourists will also decrease.

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